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The buzz surrounding Progressive Web Applications is growing by the day, with more and more merchants around the world seeking to capitalize on the novel opportunities offered by a new age of web development. Magento Imagine 2019 was dominated by talk of PWAs and it looks like e-commerce is about to enter a new era. But...

# Why are PWAs taking so long to enter the Magento mainstream?





But why is it taking PWAs so long to enter the Magento mainstream? What is happening behind the scenes? Challenges. Challenges on every step of the way. Some of these challenges are faced by every emerging technology; others are specific for PWAs. In this article, we invite you to take a candid look behind the curtain to understand at least some of the reasons why PWA adoption is disproportionate to the hype.

## WHERE ARE ALL THE MAGENTO PWA STORES?

The hype surrounding Progressive Web Applications truly hit the Magento community around the time of the Magento PWA Studio release in January 2019. And yet, half-a-year later, there are relatively very few live projects, even though the hype hasn't died down. Why? What is stopping merchants from taking advantage of PWA storefronts? To understand this, take a moment to appreciate the complexity of PWAs. It's monumental. Being a compilation of a wide variety of technologies, with some of them continuously evolving further, PWAs deliver a level of complexity rarely encountered by Magento developers.

*Developers must learn a lot of new things, which also are constantly changing, along with the nascent PWA best practices, resulting in a uniquely demanding environment.*

Magento knows this full-well. Their PWA initiative is developer-first, with PWA Studio being a suite of tools for arming developers with the necessary instruments and knowledge for creating PWA solutions. However, even Magento's solution is in a shifting state, due to perpetual updates and changes, which are to be expected given the novelty of it.

These things – the huge complexity of PWAs, complemented by the volatility of present solutions is extremely discouraging, despite the potential game-changing e-commerce benefits, and it's no wonder adoption is cautious. It's likely to continue in the same manner, unless a stable solution is found around which merchants and developers can rally.

