UMB.FYI

PULSE CHECK

2024 | 2025

01. PREFACE

Every community has a rhythm — a pattern of conversations, releases, meetups, and surprises that mark the passage of a year. The Umbraco ecosystem is no different. This report is an attempt to capture that rhythm.

What follows is a story stitched together from UMB.FYI's public signals: **blog posts, newsletters, package updates, product releases, events, and more**. By comparing this year alongside the last, it becomes easier to see where the heartbeat is steady, where it quickens, and where new pulses are just beginning to emerge.

Think of this Pulse Check less as an exhaustive census and more as a snapshot. The aim is to highlight movement: the **trends gaining momentum, the shifts in energy, and the signals worth paying attention to**. It doesn't claim to capture everything, but it provides perspective on the bigger picture of where Umbraco is heading.

— Matt Brailsford
UMB.FYI

02. YEAR IN BRIEF

Every year leaves its own fingerprint on the Umbraco ecosystem. Between October 2024 and October 2025, that fingerprint was marked less by dramatic spikes and more by a steadying rhythm. The signals show a community moving past the upheaval of the v14 rewrite, settling into more predictable cycles of releases, advisories, and meetups.

Within that steadiness, five themes stood out.

Security: from sporadic to steady.

Last year advisories clustered in just two bursts. This year they arrived in a steady monthly rhythm, totaling 17 across CMS and Forms. That cadence is reassuring — issues are being found and patched — but it also raises the operational tempo for teams.

Breaking changes: easing off the throttle.

The prior year delivered nine breaking changes, many tied to the v14 backoffice rewrite. This year saw five, with only two in 2025 — suggesting a community that had fewer disruptive surprises to absorb as v16 bedded in.

Community output: breadth over volume.

Overall posts dipped slightly, from 495 to 454, but the number of contributors grew (135 → 162). More people publishing, even if each published less, hints at wider participation rather than a shrinking conversation.

Events: steady growth, hybrid balance.

Events rose from 149 to 163, with meetups driving much of the increase. Virtual formats stayed strong (41 vs 41 last year), but in-person rose again, suggesting confidence in local group continuity.

Marketplace: fewer packages, sharper focus.

New packages dropped from 148 to 99, but support for v16 and v15 surged, and activity rates (updates beyond launch) stayed high at 78%. The ecosystem appears to be consolidating around the newer versions, prioritizing quality and readiness over raw quantity.

Metric	2023-24	2024-25	Change
Security Advisories	17	17	0
Breaking Changes	10	5	-5
Community Posts	495	454	-41
Events Activity	149	163	+14
New Packages	148	99	-49

Pulse Meters Snapshot

Takeaway:

The year was less about volume and more about rhythm — steadier security, fewer breaking changes, and a community spreading its voice across more contributors even as output dipped.

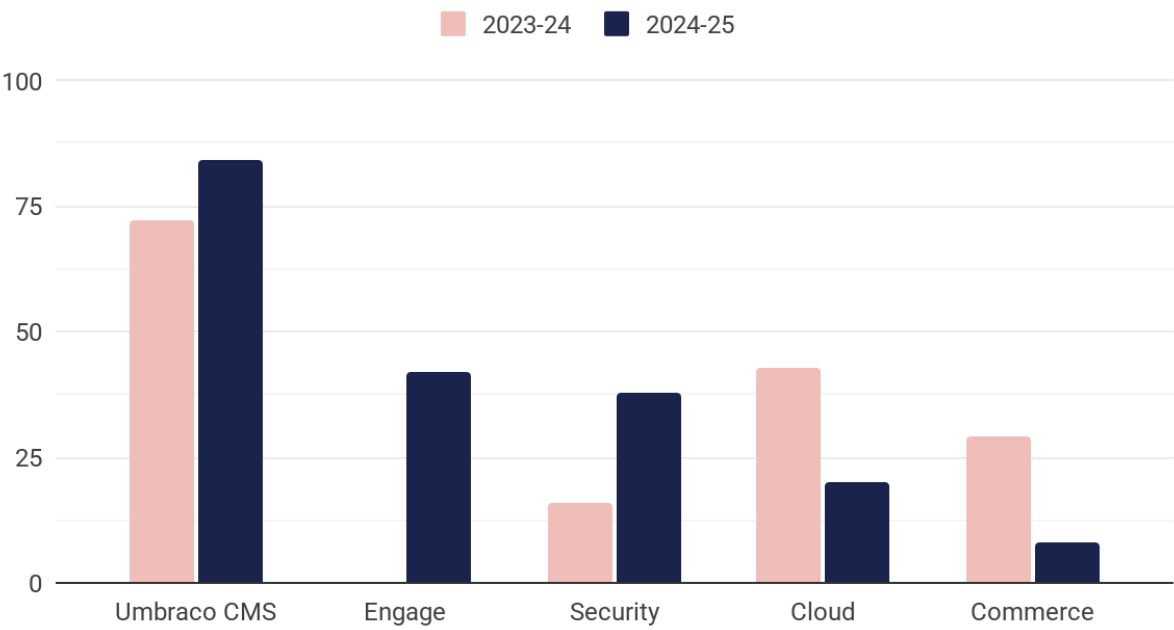# 03. TAG PULSE — HQ VS COMMUNITY

Tags tell the story of what people cared about this year — and where attention shifted. On the HQ side, the spotlight swung toward new products and priorities. On the community side, it was about expanding voices around AI, integrations, and meetups, even as older staples like guides and sustainability faded from view. Together, the picture is one of renewal: HQ introducing new signals, the community experimenting with its own focus.

For HQ, **Engage stood out**. Barely visible last year, it emerged as one of the fastest-rising HQ tags, reflecting its **long-awaited v16 launch in September 2025**. Security also trended, mirroring the more regular cadence of advisories, while traditional anchors like Cloud and Commerce declined in share. Even Codegarden itself rose as a trending tag, underlining the event's role as a product announcement stage.
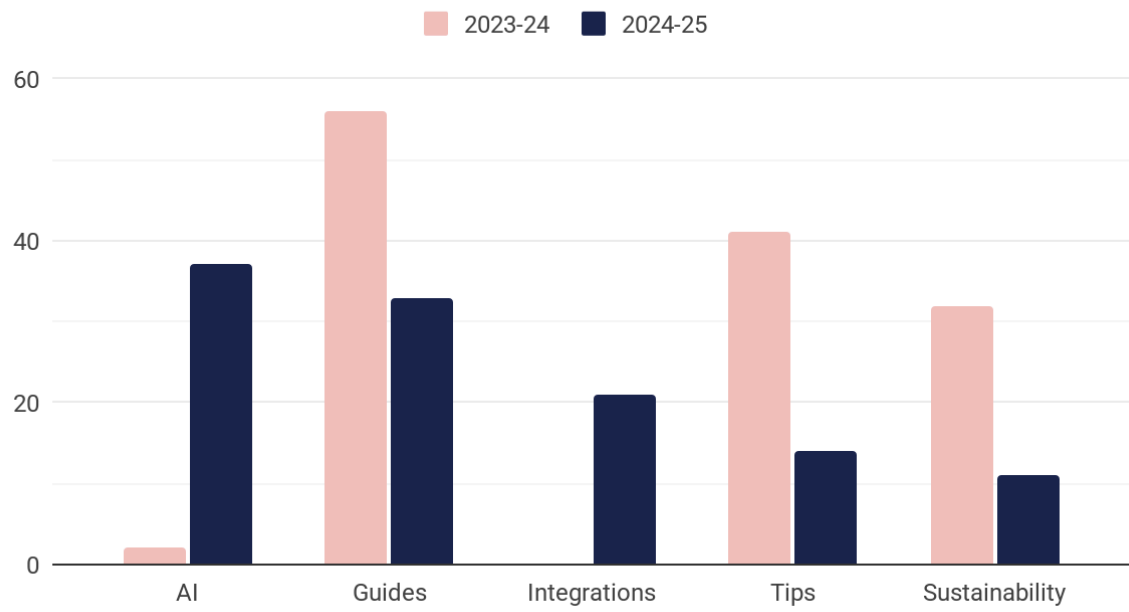
In the community, **AI jumped sharply — from niche mentions to one of the top tags — backed by conversations around MCP (Model Context Protocol) and real-world use cases**. Integrations also gained momentum, signaling a growing interest in composability and tooling around Umbraco. At the same time, long-standing staples like guides, tips, and sustainability lost ground, showing that attention shifted away from explanatory content toward experimentation and forward-looking themes.

Cross-cutting signals reinforce the divergence. **AI trended in both HQ and community**, showing it's a shared area of emphasis. But others — like guides and testing — trended for HQ while declining in community, suggesting HQ is investing in operational maturity while the community is moving on. This divergence may point to a natural balance: HQ focusing on platform stability, the community exploring frontiers.

Top HQ Tags (Strength)

Legend: 2023-24, 2024-25

Tag	2023-24	2024-25
Umbraco CMS	72	84
Engage	0	42
Security	16	38
Cloud	43	20
Commerce	29	8

Community Tag Shifts

Legend: 2023-24, 2024-25

Tag	2023-24	2024-25
AI	2	37
Guides	56	33
Integrations	0	21
Tips	41	14
Sustainability	32	12

Takeaway:

HQ tags reflect a strategic pivot toward Engage and security, while the community's attention shifted to AI and integrations. Declines in Cloud, guides, and sustainability mark the closing of older chapters as new themes take root.

04. EVENTS & MEEUPS

Events are where the Umbraco community's energy becomes visible — and this year the rhythm was steady but lively. Peaks around October, January, and July reflected festival seasons, while meetups continued to spread activity more evenly across the calendar. Together, these signals point to a community that has regained confidence in gathering, both locally and online.

Seasonality showed a familiar pattern. **October 2024 opened strong with 31 events, January 2025 and July 2025 spiked again (23 and 28 events respectively)**, while midsummer and late spring were quieter. Compared with the previous year, the calendar looks more balanced — fewer barren months, more steady activity throughout.

Format-wise, the balance is still mixed. Out of 107 meetups, **61 were in-person, 41 virtual, and 5 hybrid**. Virtual activity held firm at the same level as the year before, but **in-person events grew (68 → 74)**, a sign that local groups are sustaining momentum post-pandemic. The virtual format remains an equaliser, keeping distant contributors involved.

The "ripple effect" of festivals was also clear. **Codegarden generated 25 follow-on signals**, while Umbraco Spark and the UK Festival created smaller but noticeable aftershocks. These ripples illustrate how flagship events amplify community conversation long after the stage lights dim.

Events by Month

Legend: 2023-24, 2024-25

Month

Meetup Formats

Hybrid
4.7%
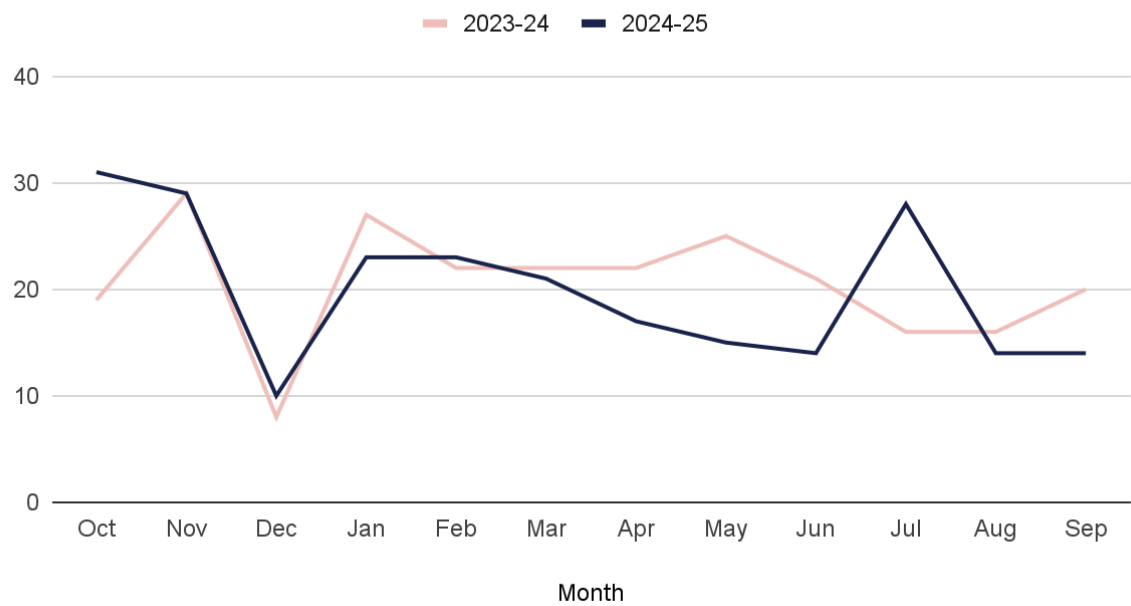
Virtual
38.3%
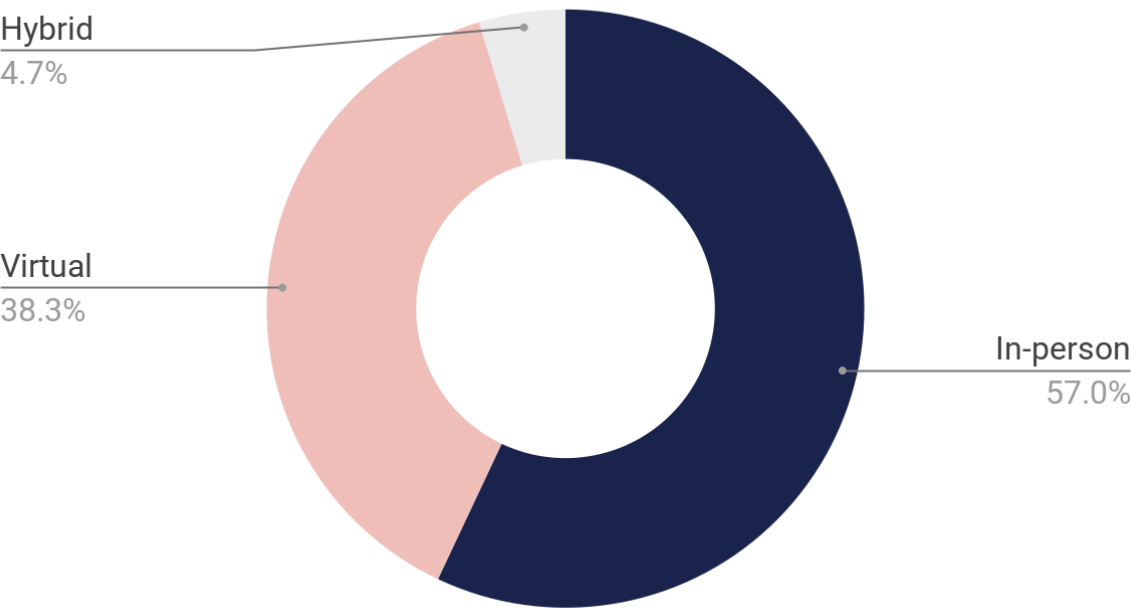
In-person
57.0%

Takeaway:

The community's events pulse is resilient — with in-person meetups regaining strength, virtual formats maintaining reach, and major festivals continuing to spark waves of conversation across the ecosystem.

05. SECURITY & STABILITY

Security was one of the clearest rhythms this year. Instead of sporadic bursts, advisories arrived in a near-monthly cadence — 17 in total, matching last year in volume but spread more evenly across time. For teams, this is a mixed blessing: the steady drumbeat is reassuring in transparency, but it demands constant attention to patching.

Most advisories landed in **October 2024 and January 2025**, with smaller clusters in spring and summer. Medium-severity issues dominated (14 of 17), and **only one high-severity case** was recorded. The breadth of versions affected was notable: v10 and v13 saw the most advisories, but v14 and v15 were not far behind. This wide coverage shows the challenge of maintaining multiple supported branches simultaneously.

Breaking changes told a different story — not more turbulence, but less. The prior year had **nine breaking changes; this year saw only five**. Most were tied to the transition into v16, while late 2025 introduced one preview of structural refactoring for v18. For developers, that meant fewer disruptive surprises to absorb, though the shadow of **v17 (the next LTS)** looms on the horizon.

Taken together, these signals suggest an ecosystem finding its footing: security reporting is more regular and transparent, while **breaking changes are slowing** as the platform stabilises post-rewrite. The operational burden remains real, but predictability is improving.

Security Advisories by Year

Advisories

0   10   20   30   40
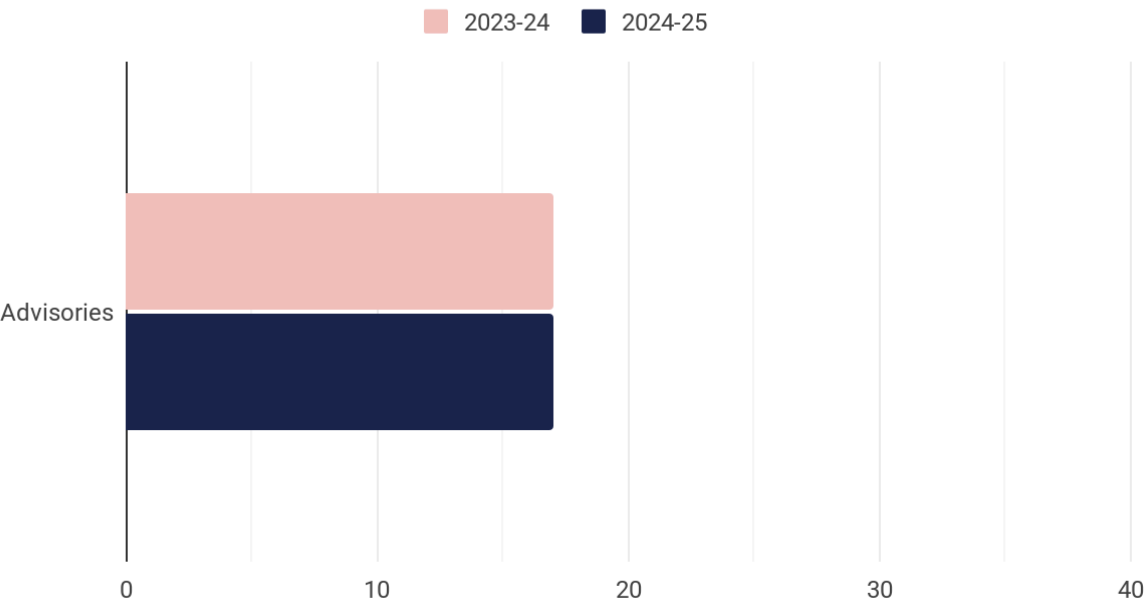
Breaking Changes Timeline

3

2

1

0

2024-1   2024-7   2025-1   2025-7

Month
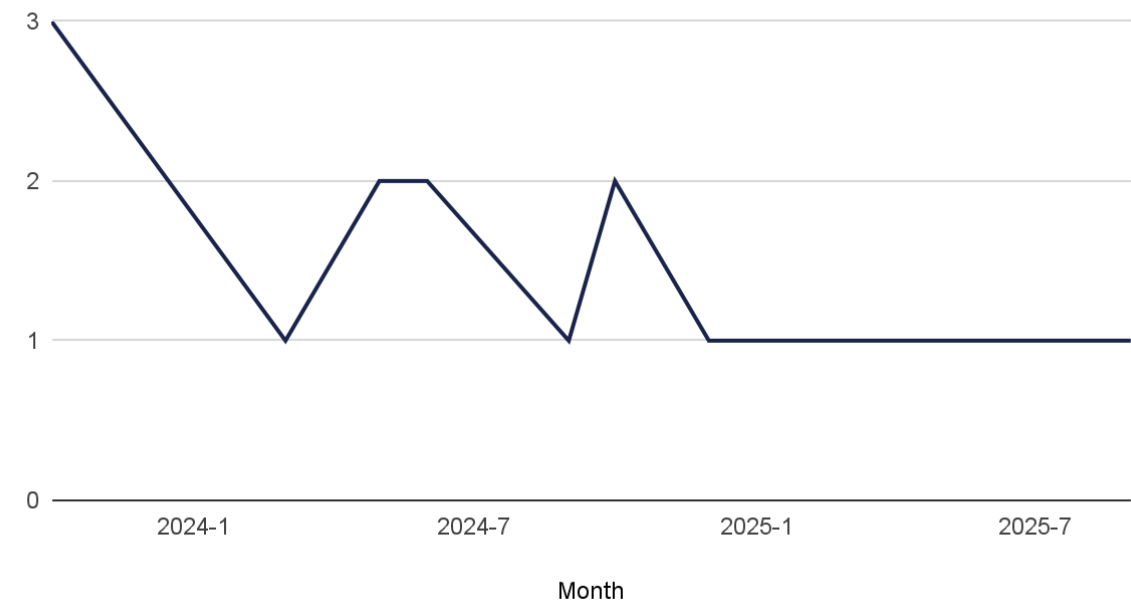
Version	2023-24	2024-25
v10	14	9
v13	5	10
v14	2	10
v15	3	9
v16	1	2

Security Advisories by Version

Takeaway:

Security is now a constant pulse rather than an occasional shock, while breaking changes eased off — signals of a platform growing more predictable, even if the operational load hasn't disappeared.

06. PRODUCT RELEASE CADENCE

Releases are the clearest signal of how fast each product team is moving — and this year the tempo was brisk for the CMS, Commerce, and Engage, while other add-ons settled into steadier patterns that suggest maturity.

The **CMS once again set the pace, with 70 releases across majors, minors, and patches**. Importantly, nearly 40% of those were release candidates — previews for community testing rather than stable builds. In practice, that means the **true number of production-ready updates was closer to 40**, aligning with the expected rhythm of minors every six weeks and steady patching.

Commerce matched CMS closely with 63 releases, proof it remains a major focus for HQ. **Engage also logged 25 releases, almost all of them release candidates**, a pattern that signalled steady progress and invited community testing ahead of its September 2025 debut.

Other products showed calmer beats. Forms published 45 releases with a balanced mix of features and patches, signaling a mature but still evolving tool. **Deploy slowed compared with last year, with 34 releases**, while Workflow (41 releases) and UI Builder (36 releases) released less frequently and focused more on fixes than features. Rather than neglect, this steadiness points to products reaching stability — needing fewer disruptive updates.

Taken together, the portfolio shows a healthy mix: the CMS and Commerce keeping momentum, Engage accelerating from launch, and older products stabilizing. For teams, this means the foundation is reliable, while newer tools like Engage are where most of the new possibilities are arriving.

Product	Total Releases	Features (Majors + Minors)	Maintenance (Patches)	RCs
CMS	70	14	29	27
Commerce	63	12	47	4
Forms	45	10	15	20
Deploy	34	7	13	14
Engage	25	8	4	13
Workflow	41	6	30	5
UI Builder	36	5	28	3

Product Release Focus

Takeaway:

Release rhythms showed two speeds this year — rapid iteration in the CMS, Commerce, and Engage (with Engage's RCs showing progress toward launch), and steadier maintenance in mature products like Workflow and UI Builder.

07. MARKETPLACE

The Marketplace is often a mirror of developer confidence — and this year it showed fewer new arrivals, but sharper focus on the versions and categories that matter most.
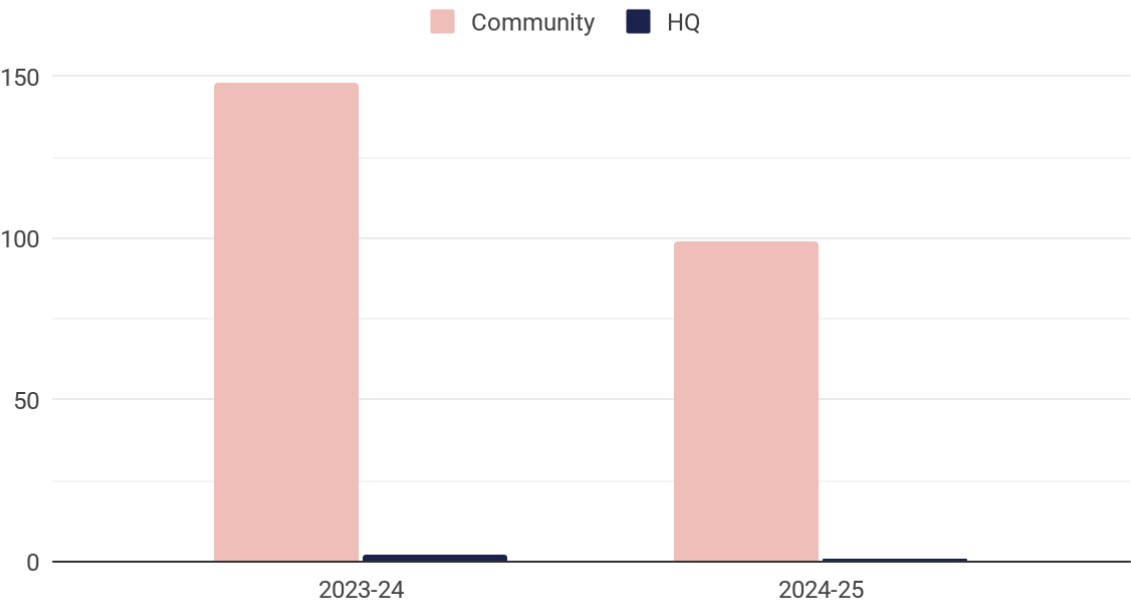
Only 99 new packages were published this year, down from 148 the year before. On the surface that looks like contraction, but a closer look tells a more nuanced story. Support for the newest versions — v15 and v16 — surged, with **50 packages adding compatibility for v16 alone**. The slowdown in raw volume seems less about fading interest and more about consolidation around the current generation of Umbraco.

Category trends reinforce that shift. **Editor Tools dominated (30)**, followed by Developer Tools (15) and Themes & Starter Kits (8). By contrast, **Commerce and AI both registered only a handful of new entries (3 and 2 respectively)**, suggesting most energy went into enabling and refining workflows rather than big-ticket launches. A striking **34 packages still landed in "Unknown"**, a reminder that categorisation in the Marketplace remains a soft spot.
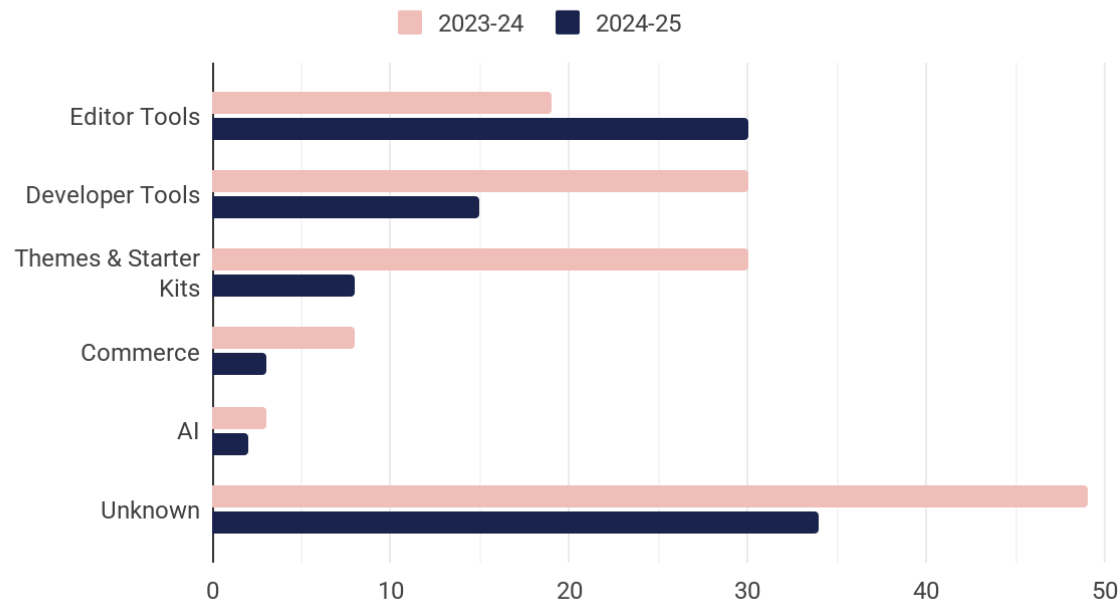
Activity rates stayed encouraging. **78% of packages have seen updates since their launch**, showing ongoing maintenance, while **17% were active in the last 30 days of the period** — a much healthier short-term pulse than last year's near standstill.

New Packages by Year

Community ■ HQ

Year	Community	HQ
2023-24	~148	~2
2024-25	~99	~1

Marketplace Categories

2023-24 ■ 2024-25

Category	2023-24	2024-25
Editor Tools	19	30
Developer Tools	30	15
Themes & Starter Kits	30	8
Commerce	8	3
AI	3	2
Unknown	49	34

Takeaway:

The Marketplace pulse shifted from growth in numbers to growth in focus — with fewer packages overall but stronger alignment to v15 and v16, and healthier signs of ongoing maintenance.
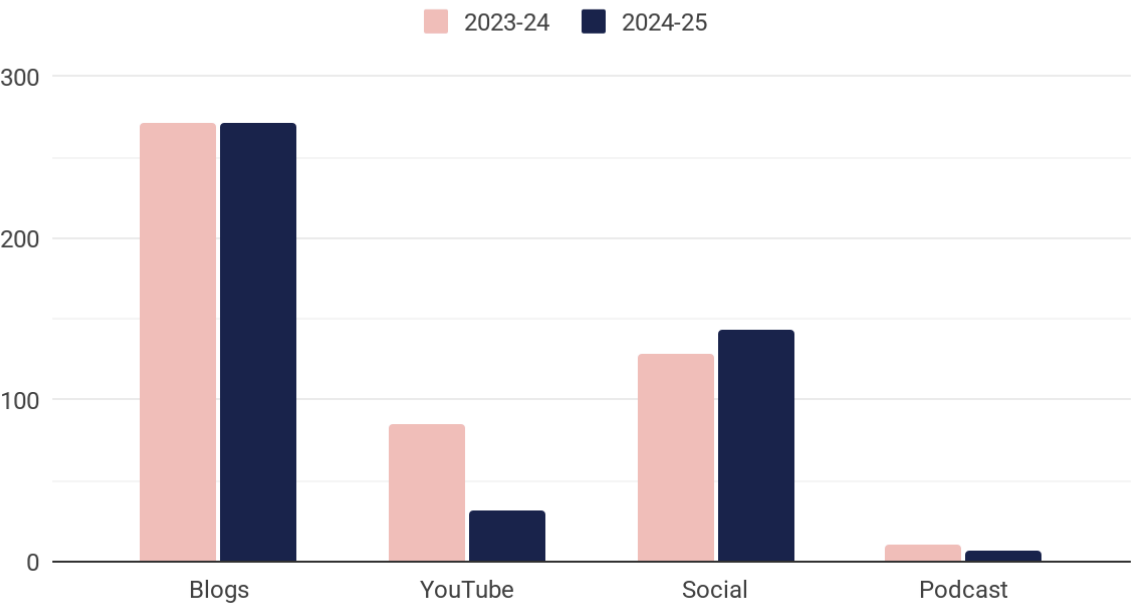
08. COMMUNITY VOICES

The community's voice this year was wider if a little quieter — more people contributed content, but each published slightly less.

In total, **162 unique contributors published 454 posts, up from 135 voices and 495 posts the year before**. That means breadth is expanding — more people joining the conversation — even as overall volume dipped. This broadening base suggests a healthier ecosystem, with less reliance on a handful of prolific contributors.

Blogs remained the dominant medium (272 posts), while social content (143) and YouTube (32) filled out the mix. **Podcasts dropped to just 7, down from 11 last year,** showing that audio remains a niche format. **YouTube also fell sharply from 85 to 32**, perhaps signalling shifting energy toward quicker forms like social posts.

The balance between continuity and renewal was clear. Returning stalwarts like uSkinned, Kenn Jacobsen, Matt Brailsford, Johan Reitsma, and umbraCoffee kept publishing regularly — maintaining steady touchpoints for the community. Alongside them, fresh voices from both blogs and social platforms added variety, ensuring that new perspectives sat alongside trusted contributors. Together, they demonstrate a community where long-time anchors remain active while fresh energy continues to flow in.

Community Content by Medium

■ 2023-24 ■ 2024-25

Category	Count
New Voices	110
Returning Voice	52

New vs Returning Voices

Takeaway:

The community's pulse widened this year — more contributors, slightly fewer posts — showing an ecosystem where continuity and fresh energy coexist, even as formats shift toward shorter, more immediate channels.

09. THE WATCHLIST

The signals of the past year point clearly to where the next waves of attention are likely to land.

On the product side, **all eyes are on v17, the first long-term support (LTS) release built entirely on the new backoffice**. Its arrival will mark the point at which many teams and package authors commit to migration, having held off through the v14–v16 transitional period. Alongside it, **Engage moves from a year of release candidates into its first production-ready cycle**, and **Compose — the SaaS integration hub announced at Codegarden 2025 — is expected to surface in late 2025 or early 2026**. These will be the flashpoints of HQ's next chapter.

On the thematic side, **AI is clearly a rising tide**. With **MCP (Model Context Protocol) entering beta** and community tags around AI jumping sharply, it is almost certain that the next year will see more AI-flavoured experimentation. Integrations also look set to grow, as community chatter shifts toward composability and making Umbraco play nicely with other systems.

Operationally, the cadence of security advisories and the relative calm in breaking changes will remain watch items. If the twice-yearly penetration test cycle continues to surface issues, **advisory volume will stay high**. And with **v17 as the new anchor, breaking changes are likely to cluster around that transition point**. For teams, this means planning ahead for a double-pulse: the patch rhythm on one side, and the LTS migration horizon on the other.

> Takeaway:
>
> *The watchlist ahead is defined by inflection points — v17 as the migration trigger, Engage and Compose expanding HQ's footprint, and AI plus integrations driving community energy. Stability is improving, but 2026 will test how well the ecosystem adapts to its next LTS leap.*

10. RECOMMENDATIONS

This year's signals highlight where teams can act with confidence. Regular patching, planning for the next LTS, and aligning with community focus will help everyone keep pace with the ecosystem.

For site owners

Plan around rhythm, not just releases. Security advisories are now landing almost monthly, so build a patch cadence into your operational processes rather than treating advisories as exceptions. With v17 on the horizon as the first LTS on the new backoffice, it's worth mapping your upgrade path early to avoid a scramble when mainstream support shifts.

For package authors

Focus your energy on **v15 and v16 support now**, with v17 readiness as the clear next milestone. Community activity shows strong demand for editor tools and integrations, while categories like starter kits are quieter. Keeping packages maintained and compatible with the latest versions will be the surest way to stay visible in the ecosystem.

For community organisers

Meetups are regaining strength — especially in-person — while festivals like Codegarden still create ripples long after the event. Lean into hybrid formats to balance reach and locality, and consider timing your events near HQ milestones or major releases to amplify their impact. Continuity matters: keeping a steady beat of events builds trust and participation.

> Takeaway:
>
> *Whether you're running sites, writing packages, or organising meetups, the safest strategy is to align with the new rhythm — regular security updates, migration planning for v17, and steady presence in the spaces where the community gathers.*

11. METHODOLOGY

This Pulse Check is built on signals, not on a full census. The data comes from UMB.FYI's newsletters and aggregated public sources — covering product announcements, package updates, security advisories, meetups, events, and community contributions. By design it captures what's visible and structured, rather than everything that happens across the Umbraco world.

Comparisons are year-over-year: **the period from October 2024 to October 2025 is set against October 2023 to October 2024**. Each span is exactly twelve months, giving a like-for-like snapshot of change over time.

Trends (such as "trending," "emerging," or "declining" tags) are calculated based on relative share and movement, but the report does not explain the classification rules in detail. Instead, the focus is on what those shifts mean in practice — for teams, contributors, and the ecosystem.

Readers should treat this as a **signals snapshot rather than an exhaustive record**. Some categories remain fuzzy (e.g. **packages tagged "Unknown"**), and geo-specific data like meetup locations is not fully represented. Despite these limits, the **trends surfaced here are reliable indicators of where energy is rising, steadying, or fading**.

12. ACKNOWLEDGEMENTS

The **UMB.FYI Annual Pulse Check exists only because of the contributions of the Umbraco community**. Every blog post, meetup, package, podcast, video, or social update adds another signal to the dataset that makes this report possible.

Thanks are due to the community organisers who keep meetups and festivals alive, to the authors and speakers who share their knowledge openly, and to the package developers who continue to extend the platform. Equally, recognition goes to **Umbraco HQ**, whose **cadence of releases, advisories, and product announcements** provide the anchor for this ecosystem.

Without this steady flow of contributions, there would be **no Pulse Check to write**. This report is a **reflection of a collective effort, and it belongs to everyone who participates in the Umbraco story**.

13. DISCLAIMER

This report was **generated using artificial intelligence, guided by structured datasets collected by UMB.FYI**. The narrative, analysis, and storytelling were produced by AI, while a **human review ensured that the facts, interpretations, and framing were accurate and responsible**.

The insights here should be read as a **reflection of visible signals, not as a complete picture** of every activity across the Umbraco ecosystem. Some content and discussions inevitably fall outside the scope of what UMB.FYI can monitor.

Readers are encouraged to **treat this report as a guide to momentum and direction, rather than an exhaustive census**, pairing the insights here with **your own context, judgement, and experience**.