

commercetools vs. Big Commerce







The global leader in composable commerce: Think bigger with commercetools





















Selecting the commerce technology that suits your business needs is a strategic decision that will impact your company’s growth today and tomorrow. Discover the differences between **commercetools Composable Commerce**, a solution praised by top market analysts and adopted by 450+ enterprise customers worldwide, and **BigCommerce**, a traditional all-in-one suite without enterprise-grade and customizable features that may limit your business to differentiate and grow.





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Let’s compare and contrast both solutions based on key vendor selection criteria.

	commercetools	BigCommerce
True composable 100% cloud-native, component-based, open approach to use best-of-breed and tech-agnostic solutions.	 #1 in Gartner’s Critical Capabilities for Digital Commerce (2023).	 All-in-one suite with APIs on top, pushing customers to plug in vendors from their App Store.
Enterprise-ready features A comprehensive solution for enterprise companies with complex requirements that seek to differentiate themselves in their respective markets.		 Lacks enterprise-grade product catalog management and support for B2B2X business models.
Composable frontend Fully compatible frontend solution.	 commercetools Frontend , hosted on Netlify.	 Catalyst requires to be self-hosted or deployed with Vercel.

<p>Hosted checkout Pre-composed checkout solution with UI and pre-integration with PSPs.</p>	<p> Learn more about commercetools Checkout.</p>	<p> Lacks a UI and pre-integration with PSPs.</p>
<p>Customizability Can support both standard and sophisticated/complex use cases.</p>	<p></p>	<p> A one-size-fits-all approach that prioritizes ease of use over customizability.</p>
<p>Extensibility Ability to continuously expand from out-of-the-box features to build on top of the platform and tailor functionalities.</p>	<p></p>	<p> Apps (extensions) tied to BigCommerce increase the vendor lock-in factor.</p>
<p>Maintainability Seamless updates with minimal downtime.</p>	<p></p>	<p></p>
<p>Speedy transition to composable commerce Pre-composed composable solution with blueprints, store launchpads and tailored resources to accelerate time to value.</p>	<p> Learn more about commercetools Foundry.</p>	<p> Implementation complexity and costs increase over time. No blueprints or guidance on how to reduce complexity.</p>
<p>No vendor lock-in Adaptable to market demands.</p>	<p></p>	<p> A fairly closed ecosystem (commerce + CMS); customization and features are restrictive.</p>
<p>Hosted, pre-built integrations Pre-built certified integrations with a managed environment and SLAs to facilitate the integration of new components.</p>	<p> Learn more about commercetools Connect.</p>	<p> Lacks pre-built certified integrations and related SLA.</p>
<p>Cloud-agnostic infrastructure & multi-cloud Ability to choose your preferred cloud service provider (Google Cloud, AWS, Azure).</p>	<p></p>	<p> Google Cloud only.</p>
<p>Fast time to market/value Agile development and rapid deployment.</p>	<p></p>	<p> Quick for SMB, slow for large-scale complexity.</p>



<p>Lower TCO without compromising flexibility Achieve greater results while reducing total costs of ownership.</p>		 <p>Low TCO in the beginning at the expense of low flexibility. Over time, scaling customers inevitably need to perform costly customizations.</p>
<p>Gartner® Magic Quadrant™ leader Independent analyst's evaluation for choosing a digital commerce platform.</p>	 <p>Leader for the 4th consecutive year.</p>	 <p>Challenger for the 4th consecutive year.</p>

Visit commercetools.com or our [world-class documentation](#) to learn more about commercetools.

About commercetools

commercetools is the leading composable commerce platform, allowing companies to dynamically tailor and scale shopping experiences across markets. We equip some of the world's largest businesses with tools to future-proof digital offerings, reduce risks and costs, and build outstanding experiences that drive revenue growth. Headquartered in Munich, commercetools has led a global renaissance in digital commerce by combining cloud-native, technology-agnostic, independent components into a unique system that addresses specific business needs. We empower brands – including Audi, Danone, Eurorail, NBCUniversal, Sephora and Volkswagen Group – to stay ahead of changing consumer and buyer behavior.

