



commercetools vs. BigCommerce

Enterprise commerce decision guide



Why are companies switching from BigCommerce to commercetools?



BigCommerce positions itself as a flexible, modern commerce solution designed to help brands scale and innovate quickly. With promises of open SaaS architecture and extensibility, it appeals to businesses looking for agility without the complexity of legacy platforms.

But when put to the test, BigCommerce often struggles to deliver on that promise. Performance and scalability issues surface as operations grow more complex, limiting the ability to support enterprise-grade requirements. The result is a platform that may work for early-stage growth but becomes a barrier to long-term commerce ambition.

For brands managing multiple channels, business models and regions, the need for a truly scalable and customizable foundation becomes clear.

Enter commercetools.

Built on a composable architecture, commercetools empowers enterprises to design a commerce stack around their unique needs — integrating best-of-breed tools, innovating faster and scaling without friction. It offers the flexibility BigCommerce lacks, along with the performance and reliability modern digital businesses require.

If you're reevaluating your commerce platform, here's why more brands are making the move from BigCommerce to commercetools — and how that shift unlocks speed, resilience and future-ready growth.



Forward-thinking businesses that migrated to commercetools — and their results

Boost revenue

47%

Increase in average order value YoY



400%

Increase in eCommerce sales, with a 25% increase in SKUs per order for self-service customers.



60%

Increase in conversion rate.

BANG & OLUFSEN

Maximize efficiency with lower TCO

2000

hours saved on customer admin vs. manual order processing.



87%

Decrease in alert noise for developers, enabling the team to focus on high-priority tasks.



20%

Lower maintenance costs, even after investing in an in-house dev team and infrastructure.



Craft frictionless commerce experiences

71 NPS score

Demonstrates high customer satisfaction.

LabelVie
— GROUPE —

50%

Buyers self-registered online, leading to a 2x sales order increase.

Dawn[®]



EXPRESS

NBCUniversal

SEPHORA

TEKTON.



Woolworths 



3 key advantages commercetools has over BigCommerce

Discover why fast-growing brands and large-scale businesses often outgrow BigCommerce — and how commercetools delivers the flexibility and innovation enterprises need to stay ahead.

1. Flexibility and agility



commercetools delivers true flexibility with an open, tech-agnostic architecture that supports extensive customization and integrations, ready to support complex use cases without vendor lock-in.

BigCommerce's proprietary core and out-of-the-box features limit flexibility for complex enterprise use cases. While extensible, it offers less granular control and poses vendor lock-in risks.

2. Scalability



commercetools is built cloud-agnostic with a microservices architecture, delivering high availability, robust SLAs and seamless B2B/B2C integration — all on one platform.

BigCommerce, while largely cloud-native, faces performance concerns due to versioned APIs and occasional breaking changes. Its reliance on third-party POS and fragmented B2B capabilities limits unified commerce, creating challenges for enterprise operations.

3. Business value



commercetools drives growth with a unified platform that ensures the best pay-off for your business. The result: Rapid innovation and lower total cost of ownership (TCO) at enterprise scale.

BigCommerce delivers fast time-to-market for straightforward implementations, with lower upfront costs and bundled services appealing to budget-conscious businesses. However, its out-of-the-box focus limits flexibility for more complex needs.



Deep dive: Flexibility and agility



Use case breadth	commercetools excels in empowering highly customized experiences across innovative use cases.	BigCommerce is less suited for the most diverse enterprise use cases because its core platform still relies more on out-of-the-box functionality. This leads to less granular control and requires more workarounds for more bespoke situations.
Tech-agnostic	commercetools provides modern developer tooling and tech-agnostic infrastructure for maximized flexibility and freedom of engineering.	While BigCommerce provides extensive APIs and supports headless, its foundation still includes a proprietary core and native functionalities.
Extensibility	commercetools offers exceptional flexibility with a tech-agnostic, extensible architecture — spanning data models, APIs, events, and the Merchant Center — making it ideal for scalable, tailored solutions beyond out-of-the-box features.	While offering robust extensibility, BigCommerce's core still provides a more opinionated, pre-built set of functionalities and a native administration layer.
No vendor lock-in	Through its MACH® (Microservices, API-first, Cloud-native, Headless) architecture, commercetools virtually eliminates vendor lock-in.	BigCommerce presents some vendor lock-in risks due to its proprietary core and integrated features.
AI capabilities	With Commerce MCP and AI Hub, commercetools delivers an AI-first, composable platform that enables smarter automation, personalization and agile commerce experiences.	While accessible, BigCommerce's AI capabilities are less focused on native, deep agentic development and end-to-end autonomous commerce operations.



Deep dive: Scalability



Cloud-agnostic infrastructure and multi-cloud	 commercetools operates a cloud-native infrastructure powered by leading cloud providers like Google Cloud Platform and AWS. The result: Flexibility, scalability and enhanced security.	 BigCommerce is (increasingly) cloud-native. It is primarily hosted on Google Cloud Platform, with AWS-backed processing for redundancy.
Maintainability	 commercetools APIs are modular and versionless, meaning they are designed to evolve. This allows both REST and GraphQL API types to coexist and remain compatible with the platform's core functionality.	 BigCommerce is not as easily maintainable as commercetools, because of its versioned APIs and occasional breaking changes.
Reliability and resilience	 commercetools' microservices architecture and cloud-native design prioritize reliability and resilience, ensuring high availability and performance. SLAs offer at least 99.9% uptime.	 While offering similar certifications to commercetools, there have been reports of slow processing speeds and hosting-related performance challenges, which may impact high-traffic operations.
Unified commerce	 commercetools' unified catalog and flexible store and channel management support seamless B2B and B2C operations from a single platform, enabling efficient multi-brand, multi-region, and omnichannel commerce. Real-time data exchange and a robust InStore solution ensure smooth execution of complex scenarios.	 BigCommerce's B2B focus and reliance on third-party POS integrations hinder true unified commerce by emphasizing the connection between channels rather than unification.



Deep dive: Business value



Fast time to market/value



commercetools accelerates time-to-market by offering pre-composed, opinionated solutions for quick launches through Foundry for B2C Retail and B2B Manufacturing. These solutions provide the flexibility of composable commerce and streamlined frontend development.

Lower TCO



commercetools delivers a lower total cost of ownership with flexible, modular pricing and faster implementations. Its tech-agnostic architecture eliminates the need for specialized proprietary expertise.



Thanks to its out-of-the-box features, BigCommerce offers fast time-to-market and time-to-value — but only for more straightforward commerce implementations.



For organizations with limited budgets or those seeking a turnkey solution, BigCommerce's lower upfront costs and bundled services could be attractive.



Industry recognition

Gartner

2024 Gartner® Magic Quadrant™ for Digital Commerce

2025 Gartner® Voice of the Customer for Digital Commerce



commercetools is recognized as a Leader for the fifth consecutive year, having progressed even further in the completeness of vision and ability to execute on it.



commercetools was named as Customers' Choice with an impressive 89% "willingness to recommend" score.



BigCommerce is recognized as a Challenger in Gartner's 2024 Magic Quadrant, lagging behind commercetools in both completeness of vision and the ability to execute on it.



BigCommerce wasn't featured in this report.



Paradigm B2B Combine 2025 Digital Commerce Solutions



commercetools is a top performer in the 2025 Paradigm B2B Combine Digital Commerce Solutions for B2B, with 23 medals across the evaluated 24 categories, including 16 gold medals. This highlights its leadership in both Enterprise and Midmarket B2B segments.



BigCommerce earned 12 medals across the 12 evaluated categories, but commercetools outperformed it, leading in key areas with a stronger overall medal count. BigCommerce secured 5 gold, 5 silver and 2 bronze medals.



commercetools: The clear choice for enterprises



Unlimited extensibility and customization

- Expand and tailor functionalities beyond out-of-the-box features, thanks to its API-first approach, flexible data model and B2B and B2C (and in-store) capabilities on a unified platform.



Unified commerce handles multiple channels, brands, business models and countries

- One platform that centralizes data across customers, products, inventory, and more, enabling true unified commerce.
- Retailers can replace their POS (point of sale) systems and eliminate data duplication and siloes.



Limitless scalability

- Automatic scaling and enhanced security through leading cloud providers to manage customer surges without performance loss.
- Multi-store setups for easy internationalization and expansion.



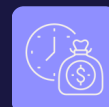
Agentic AI leadership

- Native, deep AI capabilities for intelligent automation and real-time personalization through Commerce MCP and AI Hub.



Native enterprise-level B2B capabilities

- Organizational modeling through granular permissions and roles, collaborative buying and buyer approval flows.
- Order and processing purpose-fit for enterprises with recurring orders, inventory management at scale, and more.



Implementation, costs and beyond

- Accelerated time-to-market and operational efficiency through pre-composed solutions, accelerators, etc.
- Open, tech-agnostic ecosystem with no vendor lock-in.
- Predictable pricing (no fixed subscriptions, revenue shares or hidden fees) and lower TCO (total cost of ownership).

Ready to get started?

Create your MVP or POC

Take advantage of our free 60-day trial and get a glimpse of how commercetools can work for you.

[Your free trial →](#)

Get in touch

Contact our team of commerce experts and tell us about your business goals, so we can advise you on next steps.

[Schedule a call →](#)

About commercetools

commercetools is the leading enterprise commerce platform built to power innovation and versatility for the world's leading brands. Our composable, cloud-native technology provides the flexibility to design tailored, scalable commerce experiences across any channel, at any scale, whether in stores, on social media, through connected devices, or in augmented reality. By removing the constraints of legacy systems, commercetools enables companies to innovate freely, personalize at scale, and Proly launch new channels to meet the evolving demands of their customers.

As trusted partners to brands like Audi, Danone, Eurail, NBCUniversal, and Sephora, commercetools helps its customers set the pace of innovation, deliver exceptional experiences, and achieve sustainable growth. With commercetools, businesses don't just adapt to change, they lead it.

More information at commercetools.com.

