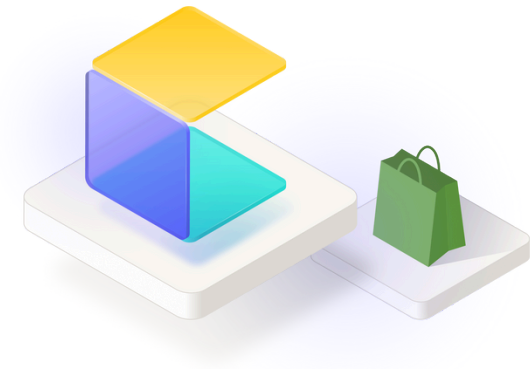commercetools

commercetools vs. Shopify

Enterprise commerce decision guide

Why are companies switching from Shopify to commercetools?

Shopify has long been a go-to name in commerce, especially for small and medium-sized businesses. With its quick setup, user-friendly interface and vast app ecosystem, it's helped thousands of merchants get online fast and efficiently.

But as businesses grow in size and complexity, Shopify's out-of-the-box strengths can become limitations.

For enterprise-level companies — those managing multiple brands, business models, regions and channels — the need for a more flexible and scalable commerce solution becomes critical. These businesses require advanced customization, native B2B capabilities and the ability to orchestrate unique experiences across a variety of touchpoints.

Enter commercetools.

commercetools is a leading enterprise commerce platform built on a **composable architecture**, designed to adapt, scale and support complex digital commerce operations. It empowers organizations to tailor every aspect of their commerce stack, integrate best-of-breed tools and future-proof their digital experience strategies.

If your business is reevaluating its technology stack, here's why more brands are making the switch from Shopify to commercetools — and what that transition could mean for your growth.

Forward-thinking businesses that made the switch

purple

Purple began its eCommerce journey on Shopify for its out-of-the-box simplicity. However, as demand surged, Shopify couldn't scale with the company's rapid growth. Less than two years in, Purple moved to a composable commerce approach with commercetools, gaining the scalability and flexibility needed for long-term success.

> **Shopify couldn't scale with the company's rapid growth.**

Wild Fork

Wild Fork Foods transitioned from Shopify to commercetools to address challenges in managing variable-weight products. By leveraging commercetools' composable architecture, they implemented dynamic pricing and integrated inventory systems, effectively minimizing revenue loss and operational inefficiencies. This move not only enhanced internal processes but also improved the customer experience, leading to a 58% increase in daily orders upon launching their Canadian site.

"

Our model is fairly complex in ways that test the limits of Shopify. For example, the majority of protein we sell has a variable weight. When you order picanha online, the final charge is determined by its weight at the time of fulfillment. This concept of variable weight is something that has presented challenges for most traditional retailers selling online."

Raul Sukraj
CIO, Wild Fork Foods

3 key advantages commercetools has over Shopify

Discover why fast-growing brands and large-scale businesses often outgrow Shopify — and how commercetools delivers the versatility 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.

Shopify is built for small and medium-sized retail and D2C brands, but offers limited customization for enterprise and B2B needs — all within a closed, restrictive ecosystem.

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.

Shopify struggles with scalability for enterprise businesses due to its legacy architecture. Limited cloud infrastructure and fragmented integrations hinder unified commerce solutions.

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.

Shopify offers a fast start, but its rigid structure, limited scalability and high hidden costs can restrict innovation and stall enterprise growth over time.

Deep dive: Flexibility and agility

	commercetools	**shopify**
Use case breadth	☺️ commercetools excels in empowering highly customized experiences across innovative use cases.	😐 Shopify is best suited for retail and D2C brands. The company offers limited B2B and B2B2X functionality and a rigid approach to customization.
Tech-agnostic	☺️ commercetools provides tech-agnostic developer tooling with flexible and extensible options to support complex use cases.	😐 Shopify relies on a proprietary scripting language (Liquid) and specialized developer skills (Ruby on Rails).
Extensibility	☺️ commercetools has a better ability to continuously expand from out-of-the-box features to build on top of the platform and tailor functionalities. Being tech-agnostic and offering multiple types of extensibility (data model, APIs, events/subscriptions and Merchant Center), commercetools is exceptionally flexible.	☹️ Shopify's "closed box" approach and limited customization options, like Shopify Scripts, force businesses into predefined workflows, hindering those with unique needs or complex processes, especially beyond checkout and for advanced promotion management.
No vendor lock-in	☺️ Through its MACH® (Microservices, API-first, Cloud-native, Headless) architecture, commercetools virtually eliminates vendor lock-in.	☹️ Shopify's ecosystem creates strong vendor lock-in, especially as tools like Shopify Payments and Shop Pay gain traction — limiting merchant control and penalizing those who opt out.
AI capabilities	☺️ With Commerce MCP and AI Hub, commercetools delivers an AI-native, composable platform that enables smarter automation, personalization and agile commerce experiences.	😐 Shopify's AI prioritizes quick merchant wins and easy setups, largely depending on third-party integrations for advanced, long-term AI capabilities.

Deep dive: Scalability

	commercetools	Shopify
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.	☹ Despite leveraging Google Cloud, Shopify's infrastructure remains rooted in its original monolithic design, limiting its cloud-native capabilities.
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.	😐 Shopify's versioned APIs, including recent REST API deprecations in favor of GraphQL, can cause significant integration challenges for customers due to 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.	☹ Major issues with downtime.
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.	😐 While Shopify supports both B2B and B2C operations, its limited B2B functionality often requires separate stores. Its POS system struggles with data synchronization between online and physical locations, hindering unified commerce.

Deep dive: Business value

	commercetools	**shopify**
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. It also provides the flexibility of composable commerce and streamlined frontend development.	😐 Projects can be created within weeks due to limited customization options and a predefined, linear deployment path. This is a poor experience for enterprises that are complex and require true customizability.
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.	😐 Shopify's enterprise pricing model, which includes a fixed subscription and revenue share, can lead to higher costs, especially for online orders. Complex customizations can further inflate the total cost of ownership.

Industry recognition

Gartner (logo)

2024 Gartner® Magic Quadrant™ for Digital Commerce

commercetools (logo)

☺

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.

shopify (logo)

☹ | ☺

Shopify is recognized as a Leader in Gartner's 2024 Magic Quadrant. However, it has been slipping in the completeness of its vision and its ability to execute on it.

PARADIGM B2B (logo)

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.

☹

Due to **Shopify**'s limited B2B capabilities, the vendor wasn't evaluated in this report.

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.

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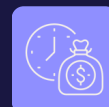- Multi-store setups for easy internationalization and expansion.

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.

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.

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

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**.