

Shopify vs WooCommerce

Software comparison report

A practical side-by-side comparison of pricing, free plans, strengths, limitations, and best-fit use cases. Data comes from the current WiseTechList tools database.

QUICK COMPARISON

At a glance

Compare	Shopify	WooCommerce
Starting price	Basic \$29/mo billed yearly (US; regional pricing varies)	Free core; hosting and extensions extra
Free plan	No	Yes
Free trial	Yes	No
Difficulty	Easy	Medium
Best for	Small businesses that want an all-in-one hosted ecommerce platform with store building, checkout, inventory, payments, multichannel selling, and an app ecosystem.	WordPress-based businesses that want an open-source ecommerce store with full ownership, flexible hosting, and extensive customization through themes, plugins, and code.
Last checked	Oct 2026	Oct 2026

KEY DIFFERENCES

Where each tool stands out

Shopify

Key strength: Combines hosting, ecommerce infrastructure, checkout, inventory, sales channels, analytics, and a large app ecosystem in one managed platform.

Main limitation: Monthly platform costs, payment-related fees, apps, and theme costs can add up, while deep customization can require Shopify-specific development.

WooCommerce

Key strength: Open-source flexibility and store ownership with no core platform subscription or revenue share.

Main limitation: The merchant is responsible for hosting, maintenance, security, performance, extension compatibility, and a more variable total cost of ownership.

USE CASES

What can you use them for?

Shopify

- Online stores
- DTC ecommerce
- Multichannel selling
- Inventory management
- Retail and POS
- Subscription and app-based commerce

WooCommerce

- WordPress ecommerce
- Custom online stores
- Content-commerce sites
- Subscription stores
- B2B ecommerce
- Highly customized checkout and product workflows

PROS AND CONS

Trade-offs to consider

Shopify

What we like

- + Managed hosting and security
- + Strong checkout and ecommerce features
- + Large app ecosystem
- + Multichannel selling
- + Built-in analytics and AI tools
- + Easy for non-technical merchants

What to consider

- No permanent free plan
- Apps can increase monthly cost
- Third-party payment fees may apply
- Deep customization can require Shopify-specific development

WooCommerce

What we like

- + Free open-source core
- + No platform revenue share
- + Full ownership and hosting choice
- + Huge WordPress ecosystem
- + Highly customizable
- + Flexible payment and extension options

What to consider

- Requires WordPress hosting
- More maintenance and security responsibility
- Premium extensions can add cost

- Complex stores may need developer support

BEST FIT

Who should choose each tool?

Shopify

Best fit: Choose Shopify if you want a hosted ecommerce platform that handles core infrastructure and lets your team focus on products, marketing, sales, and operations instead of server maintenance.

Skip it if: Skip Shopify if you want complete control over hosting and source code, prefer an open-source stack, or need to minimize recurring platform and app fees.

WooCommerce

Best fit: Choose WooCommerce if you already use WordPress, want control over hosting and store data, or need the flexibility to customize ecommerce through plugins, themes, APIs, and custom development.

Skip it if: Skip WooCommerce if you want a fully managed ecommerce platform with minimal technical maintenance and predictable platform-level support from a single vendor.