Ecommerce Comparison
White Paper

Adobe Commerce, Odoo, PrestaShop,
Shopify, WooCommerce, Wix

Introduction

Introducing the ecommerce offers available today

Over the past few years, internet purchases have dramatically increased. According to current statistics, purchases made online show annual growth of around 15% since 2015. The convenience of online shopping has made it the preferred medium for many shoppers with products and services at their fingertips via their smartphones or tablets. For example, consumer's cart of online purchases on a mobile device has risen significantly during this time. In 2021, an average of €550 of online purchases has been made via mobile by Europeans and $750 for US consumers. The ecommerce boom doesn't seem to feel the effects of "economic crisis and pandemic" as it continues to rise. Projections for the coming years show an even greater increase in these figures as a greater number of consumers convert to online shopping mediums.

From a sales perspective, choosing the right ecommerce software for your business is vitally important. An ecommerce solution cannot be limited to just a "Buy" button on your website; many features should be taken into account when comparing solutions. Behind any ecommerce page there is a real business to manage where you'll need other solutions like inventory management, accounting software, marketing tools, etc. On the front end, you'll need an interface that provides great usability that will encourage repeat customers and improve your sales. Lastly, an ecommerce solution should also showcase your products, using a beautiful and functional design to win over customers.

Features Comparison

To offer a fair comparison of the top ecommerce solutions, we chose to compare some of the most popular solutions: Adobe Commerce, Odoo, PrestaShop, Shopify, WooCommerce, and Wix. We have compiled a table of the most important features an ecommerce platform should offer plus any built-in business management solutions which benefit the operation of an online store.

These are grouped into eight categories: Product Management, Design, Customer Management, Shipping, Promotion & Marketing, Sales Management, Reporting, and Usability.

These categories encompass everything a company might need to manage and develop its online shop. In this table, we have also included a comprehensive list of the pricing conditions for each solution.

Introduction to ecommerce Software

Adobe Commerce

Adobe Commerce is an open-source ecommerce software solution developed in 2008 under the company's original name, Varien. The company was acquired by Adobe Inc. in 2018 and is now Adobe Commerce. Considered one of the leaders in ecommerce, the platform processes transactions for over $155 billion in gross merchandise volume annually.

> "THE NEXT GENERATION DIGITAL
> COMMERCE, TAILOR-MADE FOR
> YOUR BUSINESS"

Adobe Commerce exists in two versions: Magento Open Source and Adobe Commerce. The Magento Open Source version can be downloaded for free, whereas Adobe Commerce is billed annually. Both are powered by Magento 2. For this comparison, we chose to compare the Adobe Commerce version.

Source: **https://webtribunal.net**

Odoo

Odoo is an open-source software solution founded in 2004 by a student, Fabien Pinck-aers. Previously called OpenERP, the brand changed its focus from an ERP solution to a suite of business applications. More than 37,000 addons are available thanks to the multiple developments made by Odoo and its community. Some of these apps are offi-cially validated by Odoo, whereas others developed by the community are dedicated to specific versions for specific needs.

> "AMAZING EMPLOYEES
> DESERVE AMAZING SOFTWARE"

Odoo is available in three editions: Community, Enterprise, and Online. The Community edition can be downloaded free of charge via the Odoo website. The Enterprise edition offers more features but comes with a yearly cost. The Online offer is the equivalent of the Enterprise version but is hosted in the cloud and monthly billed. For this comparison, we chose to compare the Online edition.

KPIs

270,000+
users

250,000+
online stores

500+
apps

400+
partners

KPIs

7+
million users

50,000+
online stores

37,000+
apps

4,000+
partners

PrestaShop

PrestaShop was founded by French students in 2007. Fifteen years later, the open-source software provides online store owners with simple, complete, and internationally adaptable software. PrestaShop is a freemium ecommerce platform; its primary sources of revenue are based on partnerships with leaders such as Google or PayPal and the sales of PrestaShop Addons sold through their marketplace.

> "YOUR ECOMMERCE SUCCESS
> STARTS HERE"

PrestaShop is available to download for free. The latest stable edition 1.7.8.5 was released on March 18, 2022, and is the version used for this comparison.

Source:
https://storeleads.app/reports/prestashop

https://www.prestashop.com/en/about-us

KPIs

1+
million users

75,000+
online stores

200+
apps

300+
partners

Shopify

Shopify was developed in 2006 by two Canadian entrepreneurs disappointed by the existing ecommerce solutions to run their own shop. Now, Shopify is the fastest-growing online store with the largest ecommerce platform share in the US and an estimated $135+ billion in processed sales through Shopify stores in 2019.

> "SHOPIFY GIVES YOU EVERYTHING
> YOU NEED TO BUILD A SUCCESSFUL
> ONLINE BUSINESS"

Shopify offers two types of products: an ecommerce software (Shopify) and a retail POS system (Shopify POS). These products are available for the online SaaS[1] platform only.
The ecommerce solution offers four subscriptions: Basic, Shopify, Advanced, and Shopify Plus.
The Advanced version was used for this comparison.

Source:
https://www.edesk.com/blog/shopify-statistics

https://www.oberlo.com/statistics/ecommerce-platform-market-share-in-usa

https://acquireconvert.com/shopify-statistics/

KPIs

1+
million users

1+
million online stores

3,200+
apps

400+
partners

[1] Software as a Service

WooCommerce

WooCommerce is an open-source ecommerce plugin for the website builder solution Word-Press and was launched in September 2011. Since then, the plugin has garnered over 70 million downloads and is the second-fastest-growing management system (CMS).

> "THE MOST CUSTOMIZABLE PLATFORM FOR BUILDING YOUR ONLINE BUSINESS"

WooCommerce uses a freeware business model with several free basic features, and the user can subscribe to different feature packages according to their need.

Wix

Wix is an Israeli company founded in 2006 which quickly grew to become a significant player in the ecommerce market. By 2011, the company had 8.5 million users and raised $40 million. Wix's website builder uses a freemium business model, making most of its revenues through premium upgrades.

> " IT'S MORE THAN JUST A WEBSITE BUILDER, IT'S HOW YOUR VISION COMES TO LIFE "

Wix offers both an ecommerce solution and a website builder, each with its own pricing plans. The ecommerce solution offers three options: Business Basic, Business Unlimited, Business VIP. This comparison only simulates a use-case of an ecommerce with a Business VIP subscription.

Source:
https://dailyblogging.org/blogging/Wix-statistics/

KPIs

3,8+
million users

1+
million stores

55,000+
apps

270+
partners

KPIs

200+
million users

300+
apps

800,000+
online stores

5,000+
partners

Features Comparison

Product Management	Adobe Commerce Enterprise	Odoo eCommerce	PrestaShop v1.7.8.5	Shopify Advanced	WooCommerce	Wix Business
Catalog Management						
Configurable Products (Variants, Attributes, etc.)	✓	✓	✓	app	plugin	✓
Product Inline Page Builder	×	✓	×	×	×	×
Digital Products	✓	✓	✓	✓	✓	✓
Product Reviews[2]	✓	✓	✓	✓	plugin	✓
Recurring Products (Subscriptions)	extension	✓	addon	✓	plugin	✓
AI-Powered product recommendation	✓	×	×	×	plugin	×
Multiple-website support	✓	✓	✓	×[1]	✓	×[2]
Inventory Management						
Barcode Support	extension	✓	addon	✓	✓	✓
SKU Support	✓	✓	✓	✓	plugin	✓
Product Demand Forecasting	✓	✓	×	app	plugin	✓
Stock On Hand	✓	✓	✓	✓	✓	✓
Stock Availability	✓	✓	✓	✓	✓	×
Supply Chain	extension	✓	addon	app	plugin	×
Return/Exchange Management	✓	✓	✓	✓	plugin	✓
Shipment Tracking	✓	✓	✓	✓	extension	✓
Backorders Management	✓	✓	addon	app	plugin	×
Multiple Warehouses	✓	✓	✓	✓	extension	×
Purchase Management	extension	✓	addon	×	×	×
Inventory Loss Management	×	✓	✓	✓	✓	×

Design	Adobe Commerce Enterprise	Odoo eCommerce	PrestaShop v1.7.8.5	Shopify Advanced	WooCommerce	Wix Business
General						
WYSIWYG Editor[1]	✓	✓	✓	✓	plugin	✓
Drag and Drop Page Builder (Building Blocks)	✓	✓	×	✓	plugin	✓
Responsive Web Design	✓	✓	✓	✓	✓	✓
Auto-Generated Sitemaps	✓	✓	✓	✓	plugin	✓
Customizable HTML/CSS/JS	HTML & CSS	✓	✓	HTML & CSS	plugin[2]	✓
AI-Powered Site Builder	×	✓	×	×	plugin	✓
AI-Powered Themes	✓	✓	×	×	plugin	✓
Available themes	5[3]	809[4]	900+	76	48	500+
PWA support[5]	✓	×	addon	app	plugin	×
Mobile friendly	✓	✓	addon	✓	✓	✓
Mobile Specific Content	×	✓	✓	✓	✓	✓
ecommerce Usability						
Breadcrumb Navigation	✓	✓	✓	✓	✓	✓
Site Search Engine	✓	✓	✓	✓	plugin	✓
Sorting of Search Results	✓	✓	✓	✓	✓	✓
Filtering of Search Results	✓	✓	✓	✓	✓	✓
Product						
Multiple Pictures per Product	✓	✓	✓	✓	extension	✓
Bulk Image Upload	✓	✓	✓	✓	plugin	✓
Bulk Product Import/Export	✓	✓	✓	✓	plugin	✓
Hierarchy of Categories	✓	✓	✓	✓	✓	✓
Video and 3D product asset	✓	✓	addon	✓	plugin	✓
Back in stock notification	✓	✓	✓	✓	✓	✓
Matrix Selector	×	✓	✓	✓	✓	×
Variants Display Types	×	✓	✓	✓	✓	×

Customer management	Adobe Commerce Enterprise	Odoo eCommerce	PrestaShop v1.7.8.5	Shopify Advanced	WooCommerce	Wix Business
Cart Abandonment Tracking	✓	✓	✓	✓	plugin	✓
Persistent Cart	✓	✓	✓	✓	✓	✓
Customer Portal	✓	✓	✓	✓	✓	✓
Buy Without Signup	✓	✓	✓	✓	✓	✓
Customer Testimonials	✓	✓	✓	✓	plugin	✓
Customer Contact Form	✓	✓	✓	✓	plugin	✓
Customer Order History	✓	✓	✓	✓	plugin	✓
Customer Specific Prices	✓	✓	✓	app	✓	✓
Live Chat on Website	extension	✓	✓	✓	plugin	✓
Affiliates Management	✓	addon	addon	app	plugin	✗
Wishlist	✓	✓	✓	app	✓	✓
Customizable customer forms	✗	✓	✓	✗	✓	✗

Shipping	Adobe Commerce Enterprise	Odoo eCommerce	PrestaShop v1.7.8.5	Shopify Advanced	WooCommerce	Wix Business
Custom Shipping Rules	✓	✓	✓	✓	plugin	✓
Flat Rate Shipping	✓	✓	✓	✓	✓	✓
Label Printing	✓	✓	addon	✓	✓	✓
Gift Wrapping Option	✓	✓	✓	✓	✓	✗
Free Shipping Options	✓	✓	✓	✓	✓	✓
Weight Based Shipping	✓	✓	✓	✓	plugin	✓
Dropshipping	extension	✓	addon	✓	plugin	app
Pick-up in store	✓	✓	✓	✓	plugin	✓
Shipping Connectors: DHL	✓	✓	addon	✓	✓	app
Shipping Connectors: UPS	✓	✓	addon	✓	extension	app
Shipping Connectors: USPS	✓	✓	addon	✓	extension	✓
Shipping Connectors: FedEx	✓	✓	addon	✓	extension	app
Shipping Connectors: La Poste	✗	✓	addon	✗	✗	✗
Shipping Connectors: Mondial Relay	extension	✓	addon	app	plugin	app

Promotion & Marketing	Adobe Commerce Enterprise	Odoo eCommerce	PrestaShop v1.7.8.5	Shopify Advanced	WooCommerce	Wix Business
Email Auto Response	✓	✓	✓	✓	plugin	✓
Email List Management	✓	✓	✓	✓	plugin	✓
Drag and Drop Mail Designer	✗	✓	✗	✗	plugin	✓
Affiliate Program Support	✓	✗	addon	✓	plugin	✓
Coupons and Promo Codes	✓	✓	✓	✓	plugin	✓
Reward Points	✓	✓	✓	✓	✓	plugin
Discount Management	✓	✓	✓	✓	extension	✓
Gift Cards	✓	✓	✓	✓	✓	✓
Product Ratings	✓	✓	✓	✓	✓	✓
Product Bundling	✓	✓	✓	app	plugin	plugin
Product Comparison	✓	✓	✓	app	extension	plugin
Up-sells in Shopping Cart	✓	✓	addon	app	extension	✓
Cross-sells on Product Pages	✓	✓	✓	app	extension	✓
UTM Conditional Display	✗	✓	✗	✗	✗	✗
Customizable Newsletter Templates	✓	✓	✓	✓	extension	✓
Integrated A/B Testing	extension	✓	addon	app	extension	✓
eBay Marketplace Integration	extension	✓	addon	app	plugin	✓
Amazon Marketplace Integration	extension	✓	addon	✓	extension	✓
Private Sales	✓	✓	addon	app	plugin	✓
Site-Wide Banner Advertising	✓	✓	✓	✓	plugin	✓
Social media Integration	extension	✓	✗¹	✓	✓	✓
Blogs	extension	✓	addon	✓	✓	✓
SEO						
Integrated SEO Tools	✓	✓	✓	✓	plugin	✓
Inline SEO Suggestions	✗	✓	✗	✗	✗	✗
Optimized URLs	✓	✓	✓	✓	✓	✓
Link Tracker	✗	✓	✗	✓	plugin	✓
SEO-friendly Templates	✓	✓	✗	✗	✗	✓

¹Requires PrestaShop Facebook subscription

Sales Management	Adobe Commerce Enterprise	Odoo eCommerce	PrestaShop v1.7.8.5	Shopify Advanced	WooCommerce	Wix Business
Integrated Accounting	✓	✓	✗	✗	✗	✓
Search Reports	✓	addon	✓	✓	extension	✓
Data Import	✓	✓	✓	✓	extension	✗
SSL Support	✓	✓	✓	✓	✓	✓
Integrated Invoicing	extension	✓	✓	✓	plugin	✓
Multi-Store Support	✓	✓	✓	✗	plugin	✓
Taxes by Country/State	✓	✓	✓	✓	✓	app
Automatic Taxes Mapping	extension	✓	✗	app	✗	app
Customizable Invoice Template	✓	✓	✗	✓	✓	✗
Address Autocomplete	✓	✓	✓	✓	✓	✓
Multi-Currency System	✓	✓	✓	✓	extension	✓
Payment Features						
Payment Gateway: Redirect	✓	✓	✓	✓	✓	✓
Payment Gateway: server-to-server	✓	✓	✓	✓	✓	✓
Recurring Payments	✗	✓	addon	app	✓	✓
PayPal Integration	✓	✓	addon	✓	extension	✓
Adyen Integration	extension	✓	addon	✗	plugin	✗
SIPS Worldline Integration	extension	✓	addon	✗	extension	✗
Alipay Integration	✗	✓	✗	✓	✗	✓
Stripe Integration	extension	✓	addon	✓	plugin	✓
Amazon Payment Services Integration	✓	✓	✓	✓	✓	✗
AsiaPay Integration	✗	✓	✗	✗	✗	✗
Authorize.net Integration	✗	✓	✓	✗	✓	✗
Buckaroo Integration	✗	✓	✗	✗	✗	✗
Flutterwave Integration	✗	✓	✗	✗	✗	✗
Mercado Pago Integration	✗	✓	✗	✗	✓	✓
Mollie Integration	✗	✓	✓	✓	✓	✓
PayU Integration	✗	✓	✗	✗	✓	✓
Razorpay Integration	✗	✓	✗	✗	✓	✓
SEPA Direct Credit Integration	✓	✓	✗	✗	✓	✓
Own Provider Support	✗	✓	✗	✗	✗	✗

Reporting

Reporting	Adobe Commerce Enterprise	Odoo eCommerce	PrestaShop v1.7.8.5	Shopify Advanced	WooCommerce	Wix Business
Reports						
Sales Report	✓	✓	✓	✓	✓	✓
Inventory Reports	✓	✓	✓	✓	plugin	✗
Subscription KPIs (MRR, Churn, etc.)	✗	✓	✗	✗	plugin	✗
Google Analytics Integration	✓	✓	addon	✓	plugin	✓
Plausible Analytics Integration	✗	✓	✗	✓	✓	✓
Product Performance Reports	✓	✓	✓	✓	✓	✓
Sales Summary Reports	✓	✓	✓	✓	plugin	✓
Site Search Report	✓	✗	✓	✗	extension	✓
Report Engine						
Dynamic Graphs	extension	✓	✗	✗	plugin	addon
Dynamic Pivot Table	✗	✓	✗	✗	✗	✓
Customizable Dashboard	✓	✓	✗	addon	plugin	✓
Export Report to Integrated Dynamic Spreadsheets	addon	✓	addon	✓	✓	✗
Usability						
Full Web Interface	✓	✓	✓	✓	✓	✓
Fast Backend (Ajax)	✗	✓	✗	✓	✓	✓
Responsive Backend	✓	✓	✓	✓	✓	✓
Multi-language	✓	✓	✓	✓	✓	✓
Interfaces						
API	✓	✓	✓	✓	✓	✓
Apps Store	6212[1]	787[2]	4255	7032	752[3]	250+

[1] Adobe Commerce 2.3 and 2.4   [2] Odoo 13, 14, and 15 (ecommerce only)   [3] Official extensions store

Usability

Usability	Adobe Commerce Enterprise	Odoo eCommerce	PrestaShop v1.7.8.5	Shopify Advanced	WooCommerce	Wix Business
Implementation Cost						
Ease of Setup	★	★★★★★	★★★	★★★★★	★★	★★★★★
Ease of Use	★	★★★★	★★★	★★★★★	★★	★★★★★
Reports Flexibility	★★★	★★★★★	★★	★★★★	★★	★★★
Speed / Scalability	★★	★★★★★	★★★	★★★★★	★★★★★	★★★★★
CDN By Default	✓	✓	✗	✓	✗	✓
User Satisfaction						
Ratings on g2Crowd	3.9	4.2	4.3	4.3	4.4	4.2
Ratings on GetApp	4.5	4.1	4.3	4.5	4.5	4.4
Ratings on Capterra	4.2	4.1	4.3	4.5	4.5	4.4

Pricing & Conditions

| Pricing & Conditions	Adobe Commerce Enterprise	Odoo eCommerce	PrestaShop v1.7.8.5	Shopify Advanced	WooCommerce	Wix Business
Monthly Pricing	$1.800	Free [1]	Free	$299[2]	See below[3]	$59[4]
Free Cloud Version	✗	✓	✗	✗	✗	✓
1-Year free domain	✗	✓	✗	✗	✗	✗
Contract Duration	Yearly	Monthly	✗	Monthly	Monthly	Monthly
One Free App	n/a	✓	n/a	n/a	n/a	n/a
Free Trial	✗	✓	n/a	✓	✓	✓

[1] Odoo eCommerce is free for unlimited users, as long as you use solely the ecommerce app. Access ALL Odoo Apps for only $24,90/user/month
[2] Shopify Advanced Subscription   [3] Click here for pricing   [4] Wix Business Subscription   [5] Only for free plugins   [6] Optional for maintenance   [7] Requires buying service packages

User Interface

With software applications in many different industries, one of the most commonly under-developed components is the user interface (UI). Many choose to invest less time and resources into designing an optimally functional UI as it is considered a second priority to core functions and back-end developments. This lack of balance typically translates into a poor user experience and minimal impact on productivity.

When it comes to efficiency and end-user satisfaction, fine-tuned usability is one of the most important factors in any software. Indeed, a solution must take into account the needs and goals of a user to actively help them achieve their objectives. The user interface supports the overall product design in deciphering human factors such as preferences, habits, and learned skills in order for the software to effectively serve its intended purpose. A strongly functional design is critical in providing a positive user experience.

Usability is measured as a software's ability to anticipate what a user might need to do. This includes ensuring that all of the elements in the interface are easy to access, understand, and use. Well designed software will provide usability that helps users feel comfortable with the system as well as with obtaining their desired result. It will help users perform actions quickly and become more efficient. Best practices also advise having a simple interface with consistency (common elements) and a page layout based on hierarchical importance and flow. Let's have a look at screenshots of the back-end of these six products to compare the layouts of each interface.
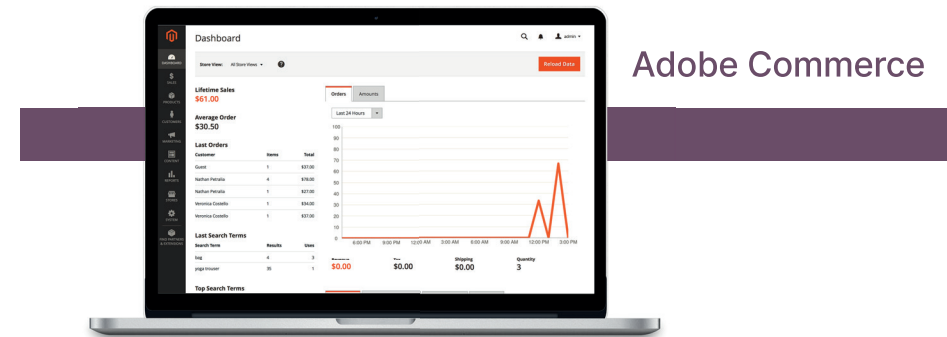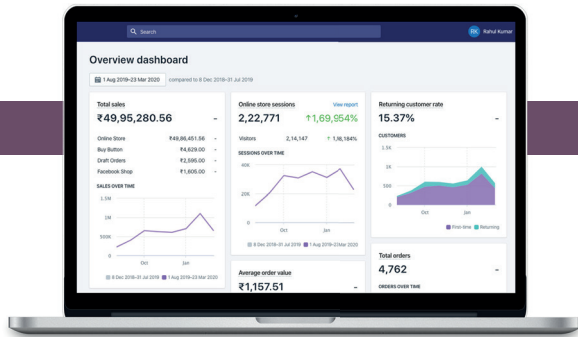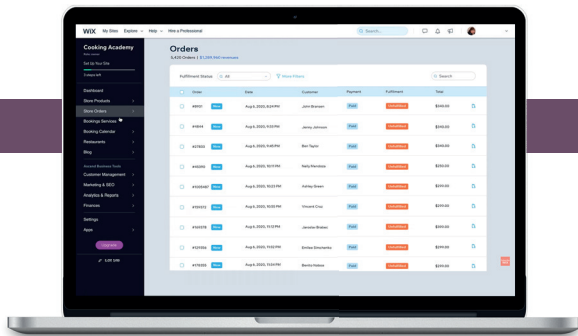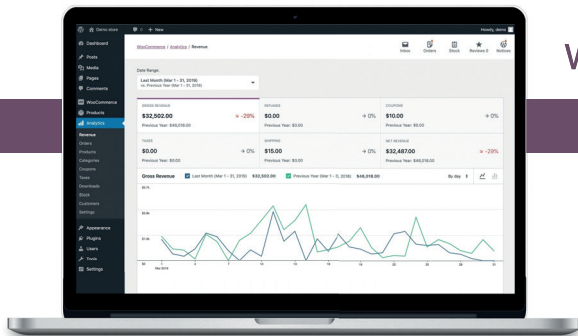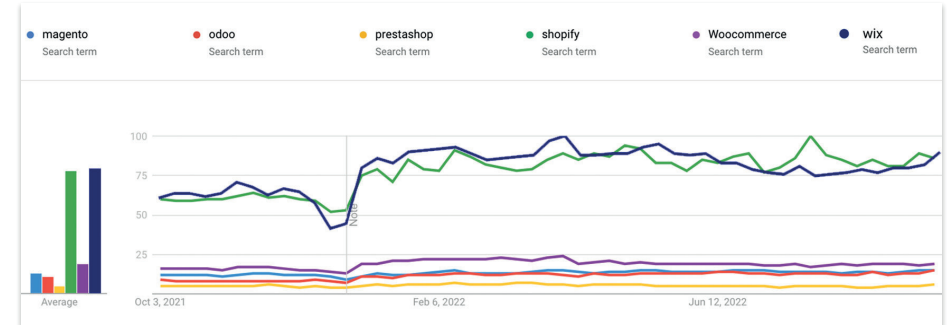

Adobe Commerce
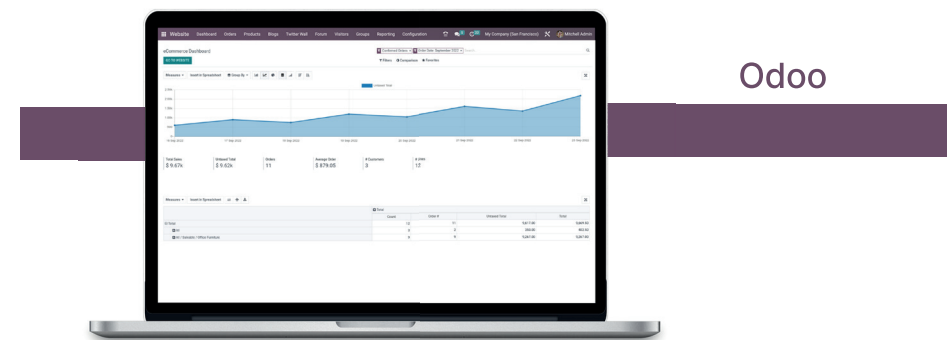
Odoo
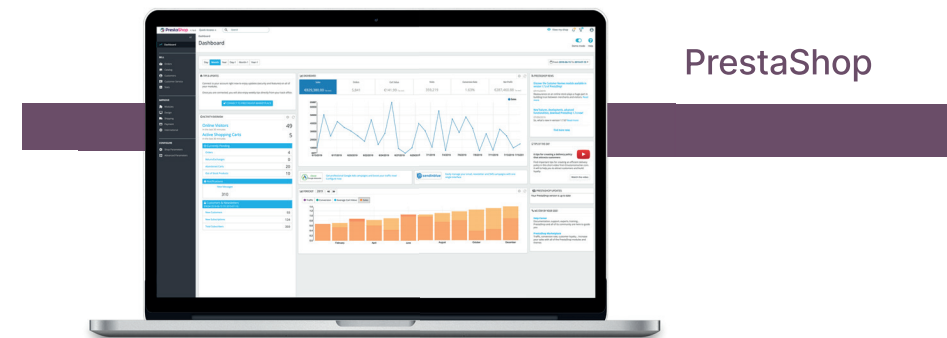
PrestaShop

Shopify

Wix

WooCommerce

Market Trends

The following graph was created with the Explore Tool on Google Trends. The color curves show the number of Google searches for the associated keywords. This metric shows the relative consumer interest in each software platform.

Odoo is not an ecommerce dedicated software. It's a suite of business applications where the ecommerce app is integrated with the other ones Odoo offers. The search volume on this graph might include non-ecommerce searches.

Conclusion

All the articles about ecommerce give the same trends: mobile/tablet-friendly, flat design, large images, fast and simple. Moreover, there's a feature that will continuously be improved: the usabillity for visitors. Software usability has to keep the "codes" to satisfy the user and help them become more productive. This applies to merchants too; keeping the "codes" satisfies the buyer and increase their sales.

With this comparison, we can see how difficult it is for ecommerce software to have both features and usability. On one hand, Adobe Commerce and PrestaShop have a lot of features, but their usability has to be improved. On the opposite, Shopify doesn't have native features, but shows real progress in usability. In the middle, we find Odoo with many unique features and a very good and satisfying usability interface.

Previously dedicated to ERP, Odoo eCommerce has become more mature after a complete refactoring of the website builder in 2020. With lots of continuous developments, the app is very promising, without forgetting the integration with the other apps of the business solution.

When choosing your ecommerce software, don't forget to picture your business in the upcoming years. This will help you to make the right choices today and have control over your growth. Think about an ecommerce software solution that can be easily integrated with other business solutions.

An easy integration means that it has to be simple and fast while also incurring minimal implementation costs. The ideal solution would be to integrate with your ecommerce software other solutions which look alike. You w be at ease with the back-end interface without losing any productivity. This is how business application suites come in handy.