ToolGPA

NOVEMBER 2026

Boutir

The Insider's Guide

Mobile-first store builder and retail system for small sellers



Every plan, grade, refund rule and rival among online store builders, read from Boutir's own pages.

Made by Boutir · checked Nov 13, 2026 · toolgpa.com

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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Boutir's own pages, its app-store listings and our grades. Every fact in it is on Boutir's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.2

GPA, above 43 of the 80 other online store builders we grade

Boutir is a store and retail management platform for small and mid-sized retailers in Hong Kong, Malaysia and Singapore. It combines an online store managed from a phone or desktop with an optional point-of-sale app, member programs and social selling, and the vendor says it takes no commission on sales.

> "
>
> **You set up the shop, products and payments yourself.**
>
> From our grade for ease of use

To get you started, here are **9 things to know about Boutir**, taken from its own pages and our grades.

1 **Best for small shops in Hong Kong, Malaysia or Singapore**

Boutir is a hosted shop builder with AI product listing, a member program and in-person selling.

2 **What it costs**

Paid plans start at SGD 32 per month, paid yearly (SGD 380 per year).

3 **You can try it first**

14-day free trial, no credit card required

4 **It runs on Web**

Web.

5 **AI product listing**

Essential includes AI-powered quick product listing and AI auto-translation of the store.

6 **Member programs**

A 4-tier member program on every plan; the Advanced plan unifies member points across online and offline sales.

7 **Retail mPOS**

A point-of-sale system is built into the Advanced and Live Commerce plans and sold as an add-on for Essential.

8 **A 2.2 GPA, above 43 of 80**

That is against the other online store builders we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace Boutir you would be making checkout, card payments and sales tax handled for you. That is not a weekend's work, with an AI app builder or without one.

Boutir at a glance

PRICING
Free trial, from SGD 32 per month, paid yearly (SGD 380 per year)

FREE PLAN
No

FREE TRIAL
14-day free trial, no credit card required

RUNS ON
Web

MADE BY
Boutir

CATEGORY
Online Store Builders

OUR GRADE
2.2 GPA, fair

The report card

Best for small shops in Hong Kong, Malaysia or Singapore

Boutir is a hosted shop builder with AI product listing, a member program and in-person selling. Plans start at SGD 32 a month billed yearly, but the POS app and a branded mobile app are extra, there is no monthly billing price, and support hours are limited.

TOOLGPA REPORT CARD	Boutir	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	SGD 32 a month billed yearly (SGD 380) is close to the category's middle. The higher plans are SGD 107 and SGD 157.50, and extras add up.
Free plan and trial	C	14-day free trial with no card needed. Nothing stays free.
Features	C	Online store, member tiers, coupons, mPOS, social and ad tools and live commerce on the top plan. The mPOS app is SGD 80 a year extra on Essential, and a branded app costs SGD 260 a year more.
Ease of use	C	You set up the shop, products and payments yourself. No store rating is on record.
Platforms and integrations	B	Web, with ties to Stripe, Facebook, Instagram, Google Ads, WhatsApp Business, EasyParcel and YouTube. No desktop app is listed.
Grade point average		Fair, out of 4.0 **2.2**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Boutir is for

- ✓ Fits if you run a small shop in Hong Kong, Malaysia or Singapore from your phone
- ✓ Works for sellers who sell online and in person and want one member system

Who it is not for

- ✗ Pricey if you want in-person selling, as the POS app is SGD 80 a year extra on Essential
- ✗ Tight if you want a branded app, because it costs SGD 260 a year extra on the higher plans
- ✗ Not for you if you want to pay monthly, since only yearly prices are shown
- ✗ Watch out: customer service runs weekdays 10:00 to 23:00 and weekends 12:00 to 18:00, and prices were read from the Singapore page

Good to know

Good for

- ✓ Small retailers in Hong Kong, Malaysia or Singapore who run the shop from a phone
- ✓ Shops that sell both online and in person and want one member system

Worth knowing

- ⓘ Prices were read from the Singapore version of the page and are in Singapore dollars; other country versions of the site were not compared.
- ⓘ Only yearly prices are shown, with a free domain for one year on yearly plans; no monthly-billing price is listed.
- ⓘ The point-of-sale app costs SGD 80 a year extra on Essential, and a branded mobile app costs SGD 260 a year extra on the higher plans.
- ⓘ Customer service hours are limited: Monday to Friday 10:00 to 23:00 and weekends and holidays 12:00 to 18:00.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

3
plans to choose from

Boutir is a paid product with a free trial, starting at SGD 32 per month, paid yearly (SGD 380 per year).

ESSENTIAL PLAN

SGD 32

per month, paid yearly (SGD 380 per year)

Online store with AI product listing, a 4-tier member program, coupons, AI auto-translation, localized payments and logistics automation; mPOS is SGD 80 a year extra.

ADVANCED OMO COMMERCE PLAN

SGD 107

per month, paid yearly (SGD 1,280 per year)

Everything in Essential plus a marketing AI assistant, WhatsApp Business integration, affiliate program and unified member points; a branded app is SGD 260 a year extra.

LIVE COMMERCE PLAN

SGD 157.50

per month, paid yearly (SGD 1,890 per year)

Everything in Advanced OMO plus embedded shopping live streams, multi-platform streaming to Facebook, Instagram and YouTube and a dedicated store concierge.

Trying it first

14-day free trial, no credit card required

Read from boutir.com on Nov 13, 2026.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Mobile-first store builder and retail system for small sellers. Here is what it does, as its own site describes it, and what it covers: AI features, inventory, whatsApp messaging, affiliate tracking, online store.

> **Online store, member tiers, coupons, mPOS, social and ad tools and live commerce on the top plan.**
>
> From our grade for features

AI product listing

Essential includes AI-powered quick product listing and AI auto-translation of the store.

Member programs

A 4-tier member program on every plan; the Advanced plan unifies member points across online and offline sales.

Retail mPOS

A point-of-sale system is built into the Advanced and Live Commerce plans and sold as an add-on for Essential.

Social and ad tools

Connects the shop to Facebook, Instagram and Google, with a self-serve ad feature using dynamic product ads.

Payments and delivery

Supports cards, Apple Pay, Google Pay and cash, collects payments through Stripe, and partners with EasyParcel for logistics.

Live commerce

The Live Commerce plan embeds live-streamed selling in the store and streams to several platforms at once.

Where it runs

Web

What it works with

Stripe
Facebook
Instagram
Google Ads
WhatsApp Business
EasyParcel
YouTube

Boutir is made by Boutir.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

43/80

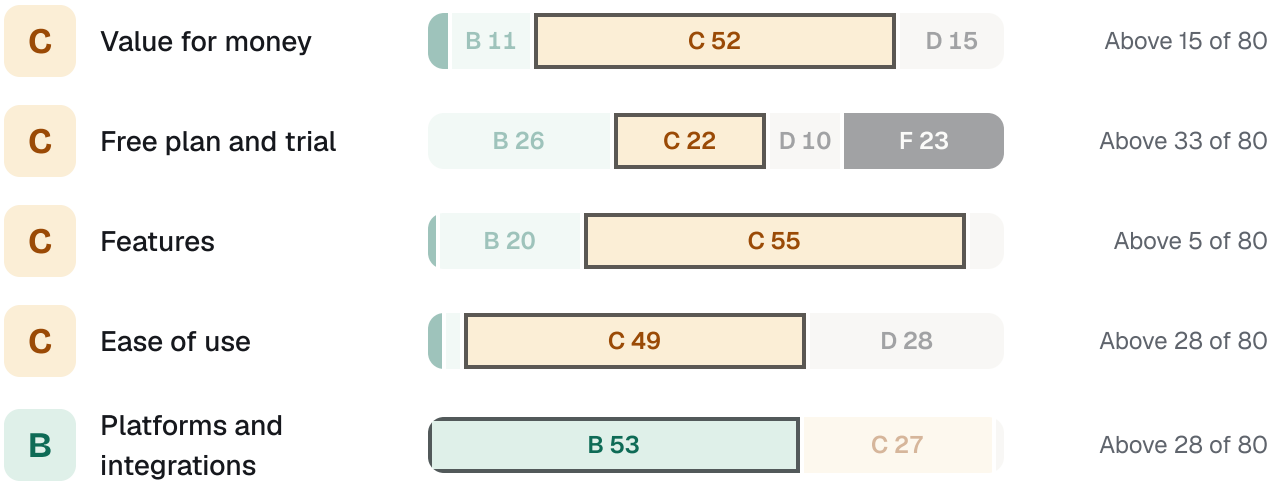
Other online store builders it is graded above

Boutir's GPA of 2.2 is higher than 43 of the 80 other online store builders we grade, and level with 16.

It stands best on platforms and integrations (B, above 28 of 80) and worst on features (C, above 5).

Each grade against the category

Every bar is all 81 online store builders we grade, cut by the letter each got. Boutir's own letter is outlined.



Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Boutir you would be making checkout, card payments and sales tax handled for you. That is not a weekend's work, with an AI app builder or without one.

What you could make

- Inventory: an app builder makes this well.

What you could not

- Checkout, card payments and sales tax handled for you.
- The WhatsApp Business API, which Meta opens only through approved partners.
- Every click and sale traced back to the right partner.
- It plugs into other products, Stripe, Facebook and Instagram among them.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Boutir's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



SHOPLINE, Shoplazza, Shopify, Ecwid and Square Online

The 5 tools Boutir is most often weighed against, with where each one differs from it.

2.2 GPA

SHOPLINE

Free trial · from $41/mo

Ecommerce platform joining online, social and in-store selling.

- Boutir also covers whatsApp messaging and affiliate tracking.
- SHOPLINE also covers reports and email campaigns.

Boutir and SHOPLINE compared in full

2.4 GPA

Shoplazza

Free trial · from $29.25/mo

Hosted store builder with AI setup and multi-market selling.

- Boutir also covers whatsApp messaging and affiliate tracking.
- Shoplazza also covers email campaigns, print on demand and dropshipping.

Boutir and Shoplazza compared in full



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Shopify

Free trial · from $29/mo

Hosted commerce platform for online, in-person and social selling.

- Only Shopify lists iOS and Android apps.
- Boutir also covers whatsApp messaging and affiliate tracking.
- Shopify also covers email campaigns and shipping labels.

Boutir and Shopify compared in full



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Ecwid

From $5/mo

Online store you can add to any website or run as its own site.

- Only Ecwid lists iOS and Android apps.
- Boutir also covers whatsApp messaging and affiliate tracking.
- Ecwid also covers digital downloads and shipping labels.

Boutir and Ecwid compared in full



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Square Online

Free plan · from $49/mo

Online store builder that shares stock and payments with Square POS.

- Square Online has a free plan. Boutir does not, though it has a free trial.
- Only Square Online lists iOS and Android apps.
- Boutir also covers whatsApp messaging and affiliate tracking.

Boutir and Square Online compared in full

Quick answers

The questions people ask about it, each answered in a line or two

11

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Boutir free?

No, Boutir is a paid product, but you can try it first. 14-day free trial, no credit card required.

How much does Boutir cost?

Boutir lists 3 plans. Essential Plan: SGD 32 per month, paid yearly (SGD 380 per year).

What platforms does Boutir work on?

Boutir is available on Web.

Does Boutir have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Boutir is listed for Web.

Does Boutir have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Boutir is listed for Web.

Is Boutir open source?

Boutir is not described as open source on its own site, as read on Nov 13, 2026.

What does Boutir integrate with?

Boutir's listing names Stripe, Facebook, Instagram, Google Ads, WhatsApp Business, EasyParcel and YouTube.

Who makes Boutir?

Boutir is made by a company of the same name.

What are the alternatives to Boutir?

The closest alternatives to Boutir in our directory are SHOPLINE, Shoplazza, Shopify, Ecwid and Square Online.

How does Boutir compare with other online store builders?

Boutir's GPA of 2.2 is higher than 43 of the 80 other online store builders we grade, and level with 16.

Could I make my own version of Boutir?

To replace Boutir you would be making checkout, card payments and sales tax handled for you.

Where this guide comes from

The prices, plans, platforms and features were read from Boutir’s own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Boutir's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA’s own work; it is not made, paid for or approved by Boutir. Prices change, so check boutir.com before you buy.

boutir.com/en/pricing

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Boutir, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/boutir

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Boutir: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/boutir
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Know someone choosing between online store builders?

Send them this guide: toolgpa.com/tools/boutir/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded online store builders after Boutir, each with an Insider's Guide of its own.

Online Store Builders Insider's Guide

Every one of the 84 online store builders we grade, compared

Big Cartel Insider's Guide

Simple online store for artists, makers and independent sellers

2.8 GPA

Shopify Insider's Guide

Hosted commerce platform for online, in-person and social selling

2.8 GPA

BigCommerce Insider's Guide

Hosted ecommerce platform with plans set by yearly sales

2.6 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Boutir's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Boutir is a trademark of its owner, and this guide is not made, paid for or approved by Boutir. Prices and plans change: check boutir.com before you buy.