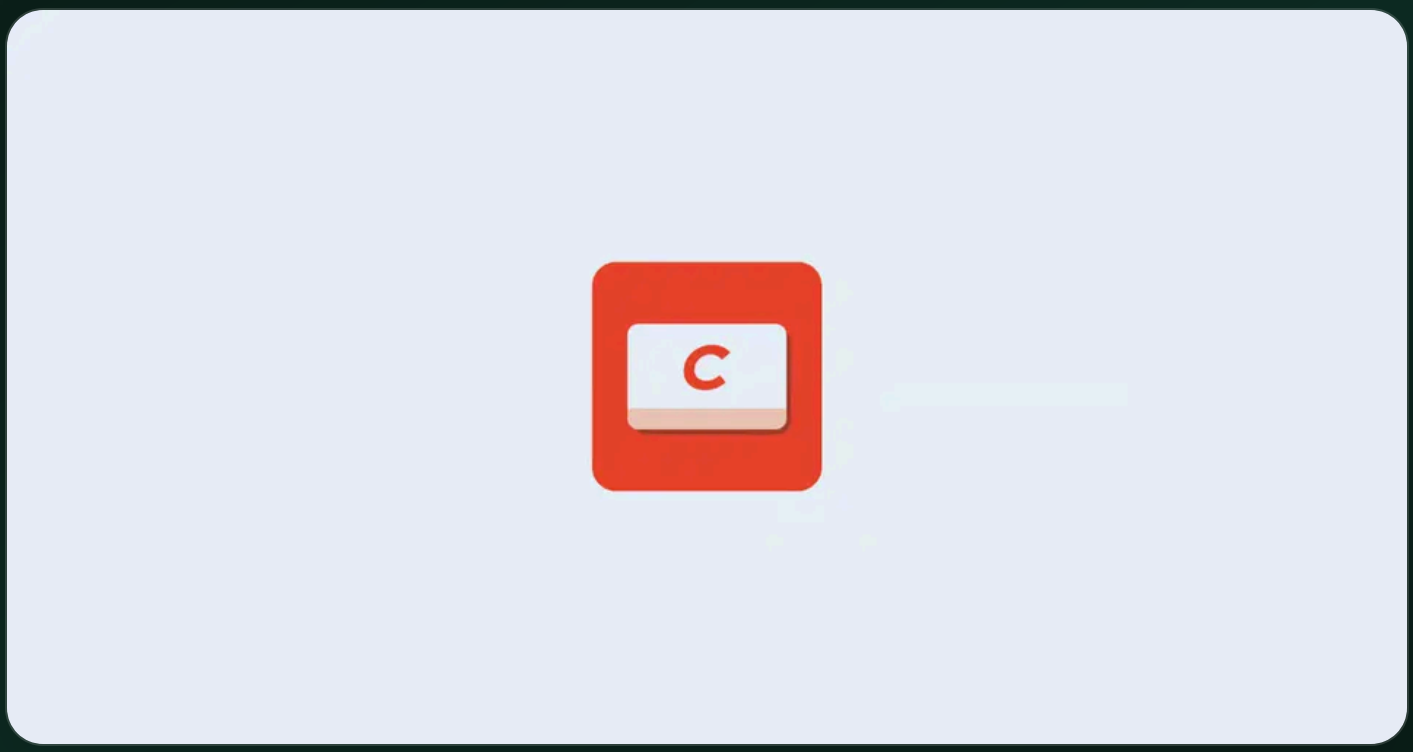
ToolGPA

NOVEMBER 2026

Craft Commerce

The Insider’s Guide

Self-hosted store plugin for Craft CMS with multi-store support



Every plan, grade, refund rule and rival among online store builders, read from Craft Commerce’s own pages.

Made by Pixel & Tonic, Inc. · checked Nov 13, 2026 · toolgpa.com

1.8

GPA



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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 Craft Commerce's own pages, its app-store listings and our grades. Every fact in it is on Craft Commerce'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

1.8

GPA, above 15 of the 80 other online store builders we grade

Craft Commerce is the ecommerce plugin for Craft CMS, built for developers who want to model products, variants and checkout flows in code. It adds a catalog, orders, payment gateways and inventory to a Craft site. A Craft CMS license is required separately.

To get you started, here are **8 things to know about Craft Commerce**, taken from its own pages and our grades.

> "
>
> **It is built around templates and code, so it needs a developer.**
>
> From our grade for ease of use

1 **Best for developer-built stores on Craft CMS**

Craft Commerce is a store plugin for Craft CMS, $1,199 per project one-time with unlimited products and up to 5 stores.

2 **What it costs**

Paid plans start at $1,199 per project (one-time, plus a Craft CMS license).

3 **It runs on Web**

Web.

4 **Products and variants**

The license places no limit on how many products or variants you create, and products use Craft's drafts, versioning and live preview.

5 **Multi-store**

Commerce 5 manages separate customer-facing stores in one install, each able to use its own base currency for pricing.

6 **Inventory locations**

Track stock and make adjustments across stores, warehouses or other locations; Pro allows up to five.

7 **A 1.8 GPA, above 15 of 80**

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

8 **Keep it**

To replace Craft Commerce 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.

Craft Commerce at a glance

PRICING
Paid, from $1,199 per project (one-time, plus a Craft CMS license)

FREE PLAN
No

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Pixel & Tonic, Inc.

CATEGORY
Online Store Builders

OUR GRADE
1.8 GPA, weak

The report card

Best for developer-built stores on Craft CMS

Craft Commerce is a store plugin for Craft CMS, $1,199 per project one-time with unlimited products and up to 5 stores. It costs extra for the Craft licence and $299 a year for updates after year one, and it needs a developer.

TOOLGPA REPORT CARD

Craft Commerce

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$1,199 one-time matches the category's one-time middle of $1,199. The Craft CMS licence is extra, and updates after year one are $299 a year.
Free plan and trial	F	The listing shows no free plan and no trial, so you pay before you can try it.
Features	B	Products and variants, multi-store, inventory locations, payment gateways, custom checkout and plugins. Nothing in the listing is missing from the job.
Ease of use	D	No store rating on record. It is built around templates and code, so it needs a developer.
Platforms and integrations	B	Web, self-hosted, with seven listed integrations and an API.

Grade point average — Weak, out of 4.0 **1.8**

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 Craft Commerce is for

- ✓ Fits if you have a developer building a custom store on Craft CMS
- ✓ Works for agencies that run several stores and currencies from one install

Who it is not for

- ✕ Not for you if you want a point-and-click store, as it needs a developer
- ✕ Pricey if you count the Craft CMS licence, which is bought separately
- ✕ Watch out: updates after the first year cost $299 a year per project
- ✕ Tight if you grow, as Pro is capped at 5 stores and 5 inventory locations

Good to know

Good for

- ✓ Agencies building custom stores on Craft CMS
- ✓ Content-heavy sites that also sell products
- ✓ Teams that host and maintain their own site

Worth knowing

- ⓘ Pricing excludes the Craft CMS license, which is bought separately.
- ⓘ Updates after the first year cost $299 a year per project.
- ⓘ It is built around templates and code, so it needs a developer rather than a point-and-click setup.
- ⓘ Pro is capped at five stores and five inventory locations; more needs the sales-led Enterprise plan.

PART 02 · PRICING

What it costs

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

$1,199 one-time

To start

Craft Commerce is a paid product, starting at $1,199 per project (one-time, plus a Craft CMS license).

> **The listing shows no free plan and no trial, so you pay before you can try it.**

From our grade for free plan and trial

PRO

$1,199

per project, includes 1 year of updates

Unlimited products and variants, up to 5 stores and 5 inventory locations, multi-currency and custom checkout. Updates cost $299 a year after year one.

ENTERPRISE

Custom

Everything in Pro, plus SAML SSO and a custom number of stores and inventory locations. Sold by request.

Read from craftcms.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

Self-hosted store plugin for Craft CMS with multi-store support. Here is what it does, as its own site describes it, and what it covers: self-hostable, public API, inventory, online store.

> **Products and variants, multi-store, inventory locations, payment gateways, custom checkout and plugins.**
>
> From our grade for features

Products and variants

The license places no limit on how many products or variants you create, and products use Craft's drafts, versioning and live preview.

Multi-store

Commerce 5 manages separate customer-facing stores in one install, each able to use its own base currency for pricing.

Inventory locations

Track stock and make adjustments across stores, warehouses or other locations; Pro allows up to five.

Payment gateways

First-party gateways cover Stripe, PayPal Checkout and Mollie, and further gateways come from the plugin ecosystem or custom code.

Custom fields and checkout

Custom fields shape product and order management, and the checkout flow can be built to your own design.

Plugin extensions

Plugins from Verbb add events and ticketing, wishlists and gift vouchers on top of the core store.

Where it runs

- Web

What it works with

- Stripe
- PayPal Checkout
- Mollie
- Shopify
- Verbb Events
- Verbb Wishlist
- Verbb Gift Voucher

Craft Commerce is made by Pixel & Tonic, Inc.

PART 04 · STANDING

Where it stands

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

15/80

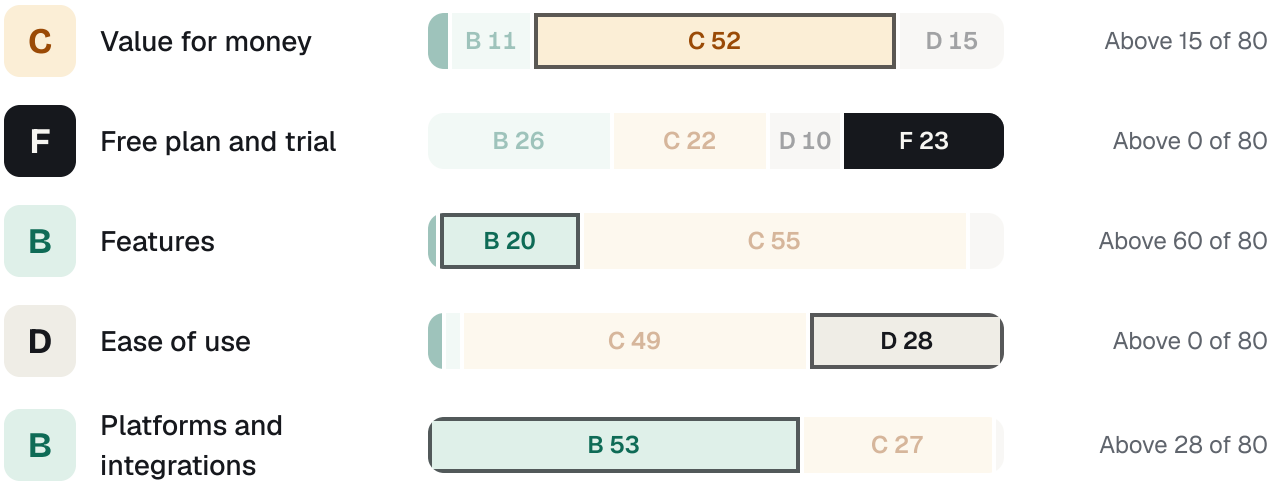
Other online store builders it is graded above

Craft Commerce's GPA of 1.8 is higher than 15 of the 80 other online store builders we grade, and level with 13.

It stands best on features (B, above 60 of 80) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 81 online store builders we grade, cut by the letter each got. Craft Commerce'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 Craft Commerce 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.

That makes this kind of software worth paying for, not this one in particular: 52 of the 80 other online store builders grade higher. It costs $1,199, paid once.

What you could make

- Inventory: an app builder makes this well.

What you could not

- Checkout, card payments and sales tax handled for you.
- It plugs into other products, Stripe, PayPal Checkout and Mollie among them, and has an API.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Craft Commerce'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



Shopify, WooCommerce, Shopware, Sylius and Saleor

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

2.8 GPA

Shopify

Free trial · from $29/mo

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

- Only Shopify lists iOS and Android apps.
- Craft Commerce is self-hostable, according to its own site.
- Shopify also covers email campaigns and shipping labels.

Craft Commerce and Shopify compared in full

2.2 GPA

WooCommerce

Free plan

Free, open-source store plugin for WordPress that you host yourself.

- WooCommerce has a free plan. Craft Commerce does not.
- Only WooCommerce lists iOS and Android apps.
- WooCommerce is open source, according to its own site.

Craft Commerce and WooCommerce compared in full

Shopware

2.4 GPA

Free plan · from €600/mo

Open-source commerce platform for B2B and B2C stores.

- Shopware has a free plan. Craft Commerce does not.
- Shopware is open source, according to its own site.
- Craft Commerce also covers inventory.

Craft Commerce and Shopware compared in full

Sylius

2.0 GPA

Free plan

Open-source Symfony ecommerce framework for custom stores.

- Sylius has a free plan. Craft Commerce does not.
- Sylius is open source, according to its own site.
- Sylius also covers quotes and estimates.

Craft Commerce and Sylius compared in full

Saleor

1.6 GPA

Free plan · from $1599/mo

Open-source headless commerce with managed Cloud hosting.

- Saleor has a free plan. Craft Commerce does not.
- Saleor is open source, according to its own site.
- Craft Commerce also covers inventory.

Craft Commerce and Saleor compared in full

Quick answers

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

13

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 Craft Commerce free?

No. Craft Commerce is a paid product, starting at $1,199 per project (one-time, plus a Craft CMS license).

How much does Craft Commerce cost?

Craft Commerce lists 2 plans. Pro: $1,199 per project, includes 1 year of updates.

What platforms does Craft Commerce work on?

Craft Commerce is available on Web.

Does Craft Commerce have an Android app?

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

Does Craft Commerce have an iPhone app?

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

Is Craft Commerce open source?

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

Can Craft Commerce be self-hosted?

Yes. Craft Commerce's own site says it can be run on a server of your own.

Does Craft Commerce have an API?

Yes. Craft Commerce offers a public API, according to its own site.

What does Craft Commerce integrate with?

Craft Commerce's listing names Stripe, PayPal Checkout, Mollie, Shopify, Verbb Events, Verbb Wishlist and Verbb Gift Voucher.

Who makes Craft Commerce?

Craft Commerce is made by Pixel & Tonic, Inc.

What are the alternatives to Craft Commerce?

The closest alternatives to Craft Commerce in our directory are Shopify, WooCommerce, Shopware, Sylius and Saleor.

How does Craft Commerce compare with other online store builders?

Craft Commerce's GPA of 1.8 is higher than 15 of the 80 other online store builders we grade, and level with 13.

Could I make my own version of Craft Commerce?

To replace Craft Commerce 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 Craft Commerce'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 Craft Commerce'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 Pixel & Tonic, Inc. Prices change, so check craftcms.com before you buy.

craftcms.com/commerce

craftcms.com/pricing

PART 07 · ABOUT

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

Craft Commerce, kept up to date

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

toolgpa.com/tools/craft-commerce

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, "Craft Commerce: The Insider's
Guide", checked Nov 13, 2026.
https://toolgpa.com/tools/craft-commerce
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Know someone choosing between online store builders?

Send them this guide:
toolgpa.com/tools/craft-commerce/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded online store builders after Craft Commerce, 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 Craft Commerce'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. Craft Commerce is a trademark of its owner, and this guide is not made, paid for or approved by Pixel & Tonic, Inc. Prices and plans change: check craftcms.com before you buy.