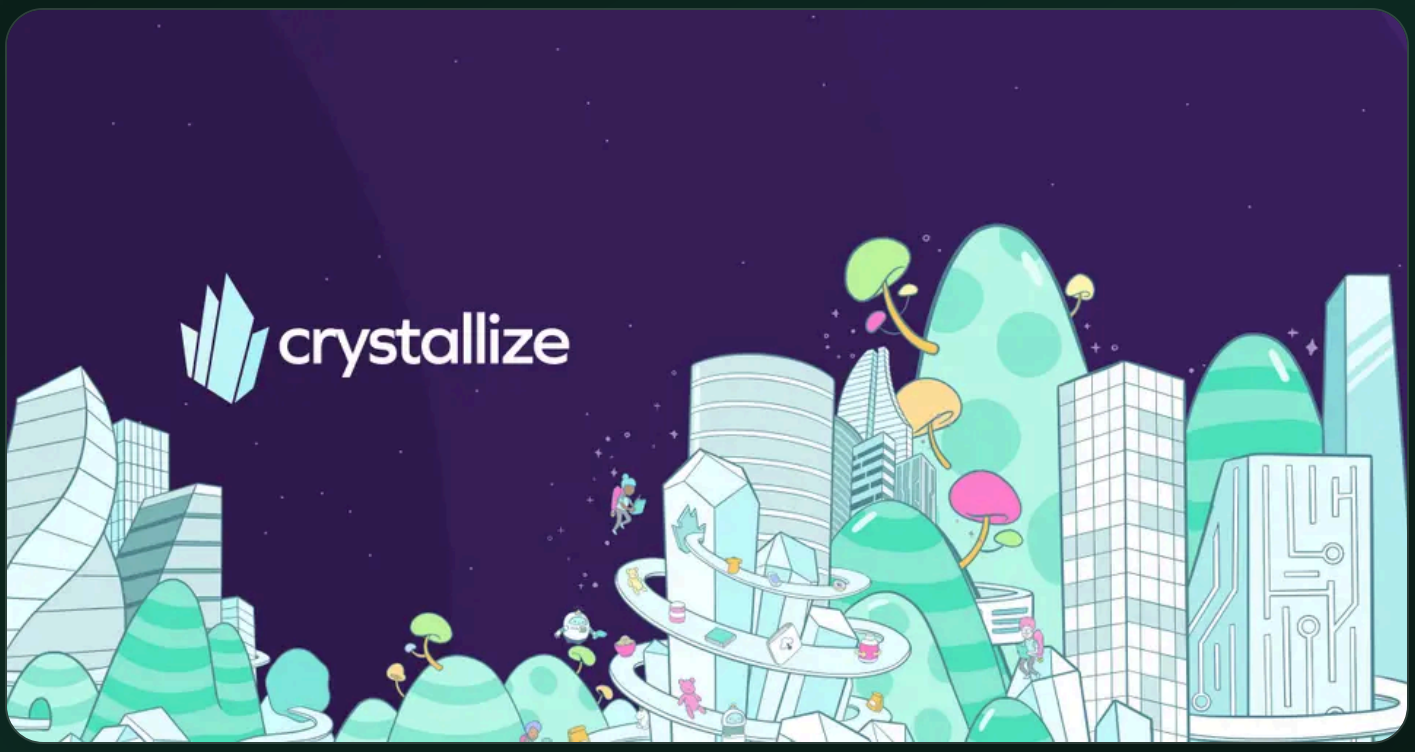
ToolGPA

NOVEMBER 2026

Crystallize

The Insider’s Guide

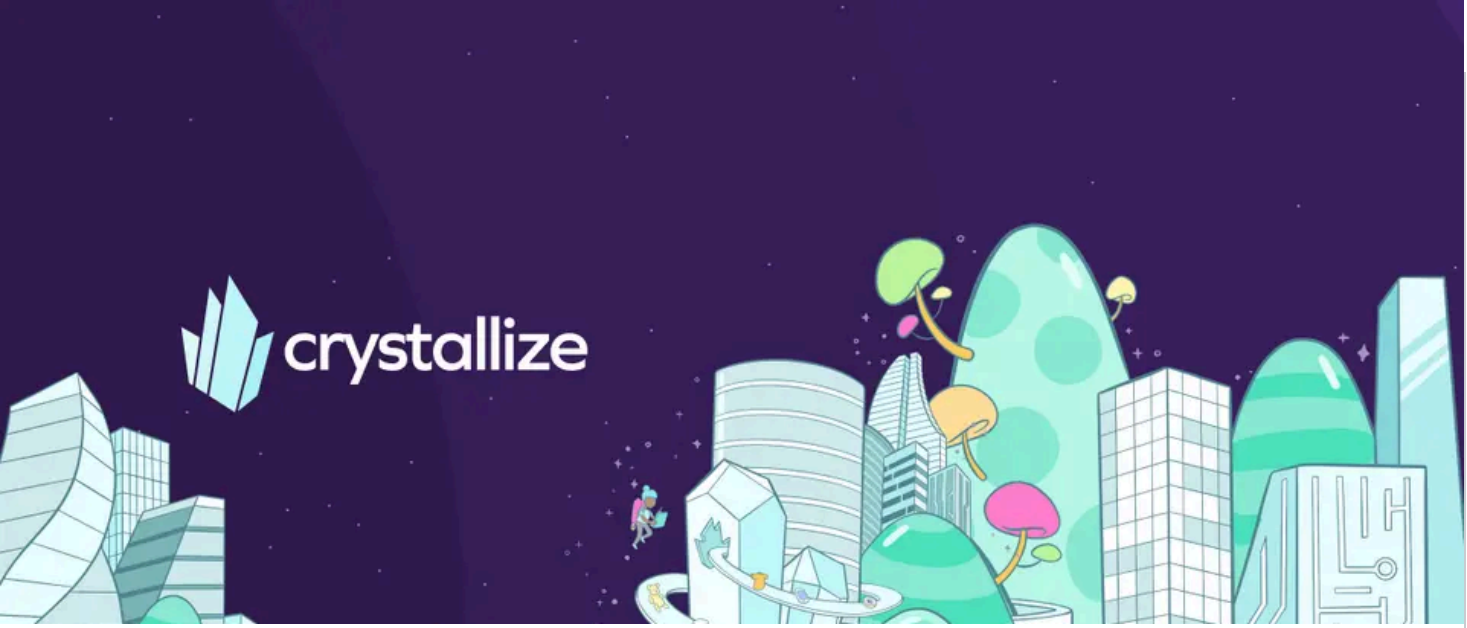
Headless commerce, product information and content in one GraphQL API



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

Made by Crystallize AS · 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 Crystallize's own pages, its app-store listings and our grades. Every fact in it is on Crystallize'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

Crystallize is a headless platform that combines product information management, commerce and content management behind GraphQL APIs, so developers build their own storefront in the frontend framework they choose. Plans charge a base fee plus metered usage for orders, items, bandwidth and API calls.

> "
>
> **It's a developer tool: you build against GraphQL APIs.**
>
> From our grade for ease of use

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

1 **Best for developers building headless stores on a GraphQL API**

Crystallize combines product information, commerce and content behind one GraphQL API.

2 **Paid plans start at $949 a month**

As its pricing page puts it: $949 per month, plus metered usage.

3 **There is a free plan**

Particle plan: free base price, 25 orders, 100 items, 5 GB bandwidth and 25,000 API calls a month, then metered.

4 **It runs on Web**

Web.

5 **PIM, commerce and CMS together**

Product information, orders and rich content live in one data model, which Crystallize describes as breaking down the usual silos between three tools.

6 **GraphQL APIs**

Content and catalog are delivered through GraphQL APIs, with guides for Next.js, Astro, Remix, Svelte, React, TanStack and Nuxt storefronts.

7 **Subscription and bookable commerce**

The product pages cover recurring subscription products and selling time or access slots, alongside standard physical products.

8 **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.

9 **Keep it**

To replace Crystallize 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.

Crystallize at a glance

PRICING Free plan, from $949 per month, plus metered usage	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Crystallize AS	CATEGORY Online Store Builders
OUR GRADE 1.8 GPA, weak	

The report card

Best for developers building headless stores on a GraphQL API

Crystallize combines product information, commerce and content behind one GraphQL API. A free Particle plan exists but tops out at 25 orders a month, Atom starts at $949 a month, and there's no ready-made storefront: a developer builds the front end.

TOOLGPA REPORT CARD — **Crystallize** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	Atom is $949 a month per tenant, in the category's dearest tenth, plus metered orders, items, bandwidth and API calls.
Free plan and trial	C	The free Particle plan allows 25 orders, 100 items and 25,000 API calls a month. A real shop passes that quickly.
Features	C	Product information, commerce, content and subscriptions in one API. There's no storefront, so the front end is yours to build.
Ease of use	D	No rating on record. It's a developer tool: you build against GraphQL APIs.
Platforms and integrations	B	Web API platform that fits Next.js, Astro, Remix, Nuxt and other frameworks. No phone or desktop apps.

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 Crystallize is for

- ✓ Fits if you have developers and want your own front end
- ✓ Makes sense if product data has to feed several channels

Who it is not for

- ✕ Not for you if you want a ready-made storefront, as none ships
- ✕ Tight if you stay on the free plan: 25 orders and 100 items a month
- ✕ Pricey if you grow, with $949 a month per tenant plus overages
- ✕ Watch out: SAML/SSO and invoice billing need the sales-quoted Crystal plan, and prices can change on 12 months' notice

Good to know

Good for

- ✓ Developer teams building a custom storefront on a headless back end
- ✓ Brands with large product catalogs that need one source of product data
- ✓ Stores selling subscriptions or bookable items beyond physical goods

Worth knowing

- ⓘ There is no ready-made storefront; a developer has to build the front end.
- ⓘ The $949 Atom base price is per tenant, with overages for orders, items, bandwidth and API calls beyond the included amounts.
- ⓘ SAML/SSO, tenant cloning and invoice billing are limited to the sales-quoted Crystal plan.
- ⓘ Prices can change on 12 months' notice; Particle and Atom can be ended at any time, with that month's usage billed.

PART 02 · PRICING

What it costs

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

$949

A month to start. There is a free plan too

Crystallize has a free plan. Paid plans start at $949 per month, plus metered usage.

PARTICLE

$0

One tenant per project, unlimited users and languages, full features. Extra orders $2.50, items $0.10 each.

ATOM

$949

per month, plus metered usage

Per tenant; includes 500 orders, 5,000 items, 50 GB and 500,000 API calls. Extra orders $1.00, items $0.02.

CRYSTAL

Custom

3 tenants, SAML/SSO, tenant cloning, invoice billing, enterprise SLA and a dedicated engineering Slack channel.

The free plan

Particle plan: free base price, 25 orders, 100 items, 5 GB bandwidth and 25,000 API calls a month, then metered.

Read from crystallize.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

Headless commerce, product information and content in one GraphQL API. Here is what it does, as its own site describes it, and what it covers: public API, AI features, inventory, online store.

> **Product information, commerce, content and subscriptions in one API.**

From our grade for features

PIM, commerce and CMS together

Product information, orders and rich content live in one data model, which Crystallize describes as breaking down the usual silos between three tools.

GraphQL APIs

Content and catalog are delivered through GraphQL APIs, with guides for Next.js, Astro, Remix, Svelte, React, TanStack and Nuxt storefronts.

Subscription and bookable commerce

The product pages cover recurring subscription products and selling time or access slots, alongside standard physical products.

AI and MCP tooling

Pages cover AI commerce and an MCP server; Crystal plans meter AI tokens used by Flare, the platform's AI assistant.

Multi-tenant environments

Crystal includes three tenants for production, staging and development, with a copy-tenant utility; Particle and Atom allow one tenant per project.

Where it runs

Web

What it works with

Next.js
Astro
Remix
Svelte
React
Nuxt
Vue
TanStack

Crystallize is made by Crystallize AS.

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

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

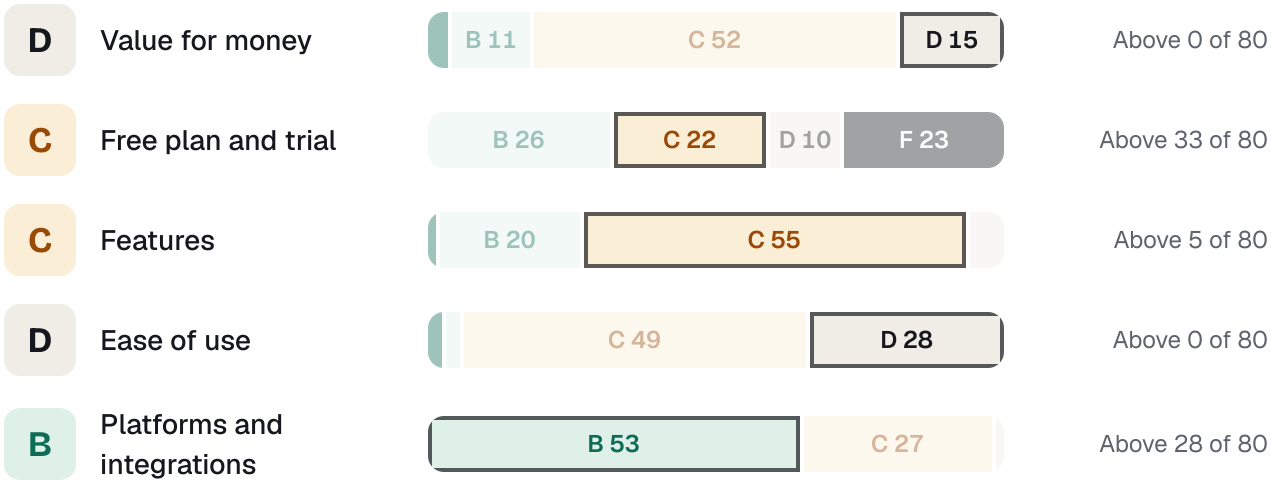
It stands best on platforms and integrations (B, above 28 of 80) and worst on value for money (D, above 0).

Its paid plans start at $949 a month, against a middle price of $29.25 for the category: 43 of the 44 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 32 tools score higher and cost less.

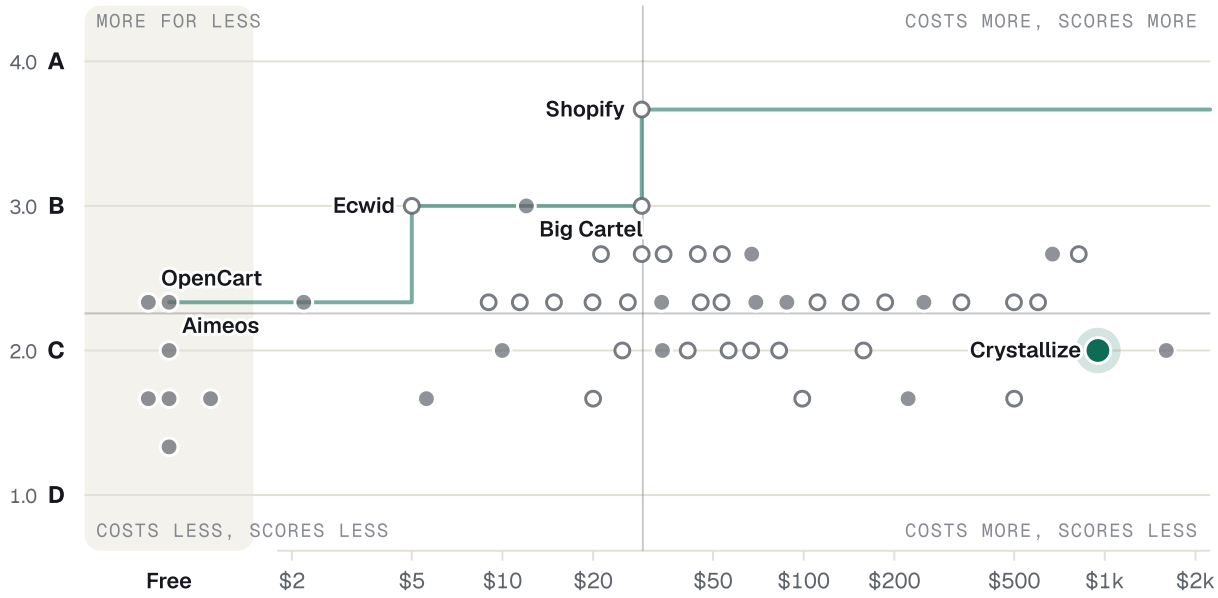
Each grade against the category

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



Price against what you get

Each dot is one of 52 online store builders. Further left costs less; higher up scores better on features, ease of use and platforms. Crystallize is the marked dot.



What paid plans start at, a month (each step along is roughly double)

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 Crystallize 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 $11,388 a year.

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, Next.js, Astro and Remix among them, and has an API.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Crystallize'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



commercetools, Commerce Layer, Medusa, Saleor and Vendure

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

2.0 GPA

commercetools

Free trial

API-first headless commerce platform for large retailers.

- Crystallize has a free plan. commercetools does not, though it has a free trial.
- Crystallize also covers inventory.

Crystallize and commercetools compared in full

2.2 GPA

Commerce Layer

Free plan

API-first checkout and order management for headless commerce.

Crystallize and Commerce Layer compared in full



2.4
GPA

Medusa

Free plan · from $29/mo

Open-source commerce framework for developers.

- Medusa is open source and self-hostable, according to its own site.
- Crystallize also covers inventory.

Crystallize and Medusa compared in full



1.6
GPA

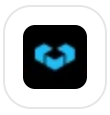
Saleor

Free plan · from $1599/mo

Open-source headless commerce with managed Cloud hosting.

- Saleor is open source and self-hostable, according to its own site.
- Crystallize also covers inventory.

Crystallize and Saleor compared in full



1.8
GPA

Vendure

Free plan · from €199/mo

Open-source B2B commerce framework with paid plans.

- Vendure is open source and self-hostable, according to its own site.
- Crystallize also covers inventory.
- Vendure also covers quotes and estimates.

Crystallize and Vendure compared in full

PART 06 · QUESTIONS

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 Crystallize free?

Crystallize has a free plan. Particle plan: free base price, 25 orders, 100 items, 5 GB bandwidth and 25,000 API calls a month, then metered.

How much does Crystallize cost?

Crystallize lists 3 plans. Particle: $0.

What platforms does Crystallize work on?

Crystallize is available on Web.

Does Crystallize have an Android app?

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

Does Crystallize have an iPhone app?

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

Is Crystallize open source?

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

Does Crystallize have an API?

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

What does Crystallize integrate with?

Crystallize's listing names Next.js, Astro, Remix, Svelte, React, Nuxt, Vue and TanStack.

Who makes Crystallize?

Crystallize is made by Crystallize AS.

What are the alternatives to Crystallize?

The closest alternatives to Crystallize in our directory are commercetools, Commerce Layer, Medusa, Saleor and Vendure.

How does Crystallize compare with other online store builders?

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

Is Crystallize good value for money?

ToolGPA grades Crystallize D for value for money. Its paid plans start at $949 a month, against a middle price of $29.25 for the category: 43 of the 44 others that charge start lower.

Could I make my own version of Crystallize?

To replace Crystallize 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 Crystallize'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 Crystallize'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 Crystallize AS. Prices change, so check crystallize.com before you buy.

crystallize.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

Crystallize, kept up to date

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

toolgpa.com/tools/crystallize

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, "Crystallize: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/crystallize
```

Know someone choosing between online store builders?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded online store builders after Crystallize, 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 Crystallize'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. Crystallize is a trademark of its owner, and this guide is not made, paid for or approved by Crystallize AS. Prices and plans change: check crystallize.com before you buy.