ToolGPA

NOVEMBER 2026

Envato Market

The Insider's Guide

Marketplace for website themes, templates, code and creative files



Every plan, grade, refund rule and rival among tools for selling digital products, read from Envato Market's own pages.

Made by Envato Pty Ltd · checked Nov 12, 2026 · toolgpa.com

1.6
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 Envato Market's own pages, its app-store listings and our grades. Every fact in it is on Envato Market's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

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

1.6

GPA, above 0 of the 28 other tools for selling digital products we grade

Envato Market, which includes ThemeForest, is a marketplace where independent authors sell WordPress themes and plugins, HTML and Shopify templates, UI kits, code, video, audio, graphics, photos and 3D files. Buyers pay per item under a Regular or Extended license. Authors apply to sell, and Envato runs a separate subscription product, Envato Elements, for unlimited stock assets.

To get you started, here are **7 things to know about Envato Market**, taken from its own pages and our grades.

> **Browsing and buying is plain, but picking the right license and fitting a theme to your own site is on you.**
>
> From our grade for ease of use

1 **Best for one-off buys of website themes and templates**

Envato Market is a store for website themes, templates, code and creative files, priced item by item.

2 **It runs on Web**

Web.

3 Wide item catalog

Browse themes and templates for WordPress, HTML, Shopify, Webflow, Figma and more, plus code, video, audio, graphics, photos and 3D files.

4 Per-item pricing

Each item has its own price, shown in US dollars and excluding tax and handling fees. Individual authors set the prices.

5 Regular and Extended licenses

A Regular License covers one end product that is free to its users; an Extended License is needed when end users must pay to use the product.

6 A 1.6 GPA, above 0 of 28

That is against the other tools for selling digital products we grade, on value, the free plan, features, ease of use and platforms.

7 Keep it

To replace Envato Market 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.

Envato Market at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Envato Pty Ltd	CATEGORY Selling Digital Products
OUR GRADE 1.6 GPA, weak	

The report card

Best for one-off buys of website themes and templates

Envato Market is a store for website themes, templates, code and creative files, priced item by item. The item pages are where the catch sits: a Regular License covers one end product, and anything your own customers pay for needs the dearer Extended License.

TOOLGPA REPORT CARD

Envato Market

Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Per-item prices with no price on record that we could compare. Whether a theme is a bargain depends on the license, since a product end users pay for needs the dearer Extended License.
Free plan and trial	F	Nothing on record is free: buying a theme or template costs money, and there is no trial. The unlimited-download subscription is a separate product, Envato Elements.
Features	C	A wide catalogue, Regular and Extended licenses, author rankings and collections, and a Market API. It is a store, so the job stops at the sale, and author fees and payout terms could not be read.
Ease of use	C	No store rating on record. Browsing and buying is plain, but picking the right license and fitting a theme to your own site is on you.
Platforms and integrations	C	Web only. Items are made for WordPress, Shopify, WooCommerce, Elementor, Webflow and Figma, which is compatibility rather than a connection, and there is a Market API.

Grade point average — Weak, out of 4.0 **1.6**

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 Envato Market is for

- ✓ Fits if you want a ready-made theme or template for a single site
- ✓ Works for developers who resell work and need to know exactly which license applies

Who it is not for

- ✗ Watch out: a Regular License allows one end product, and a product users pay for needs the Extended License
- ✗ Skip it if you want many downloads for a flat fee, as that is Envato Elements, a separate product
- ✗ Watch out: standard licenses do not allow reuse inside stock items or templates you sell on
- ✗ Not for you if you are selling and need fee figures first, as author fees and payout terms could not be read

Good to know

Good for

- ✓ Web designers and agencies buying ready-made themes and templates
- ✓ Developers who want to sell themes, plugins or code to a large buyer base
- ✓ Small businesses launching a site from a pre-built template

Worth knowing

- ⓘ Author fees, commission rates and payout terms could not be read: Envato's author help pages block automated reading, so none are listed here.
- ⓘ A Regular License allows one end product, and a product that end users pay for needs the more expensive Extended License.
- ⓘ Standard licenses do not allow an item to be reused inside stock items or templates sold on to others.
- ⓘ The unlimited-download subscription is a separate product, Envato Elements, and is not part of this marketplace's pricing.

What it costs

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

Envato Market's current pricing could not be confirmed from its own site.

> **Per-item prices with no price on record that we could compare.**
>
> From our grade for value for money

We could not confirm Envato Market's current prices from its own site, so this guide lists no plans. themeforest.net has them.

What it does

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

1

Place it runs: Web

Marketplace for website themes, templates, code and creative files. Here is what it does, as its own site describes it, and what it covers: templates, online store, digital downloads.

> **A wide catalogue, Regular and Extended licenses, author rankings and collections, and a Market API.**
>
> From our grade for features

Wide item catalog

Browse themes and templates for WordPress, HTML, Shopify, Webflow, Figma and more, plus code, video, audio, graphics, photos and 3D files.

Per-item pricing

Each item has its own price, shown in US dollars and excluding tax and handling fees. Individual authors set the prices.

Regular and Extended licenses

A Regular License covers one end product that is free to its users; an Extended License is needed when end users must pay to use the product.

Author rankings and collections

Buyers can follow authors, see top authors and top new files, and save items to public collections.

Market API

Envato publishes a Market API for working with the marketplace programmatically.

Affiliate program

The site links to an affiliate program for people who recommend items to others.

Where it runs

Web

What it works with

WordPress
Shopify
WooCommerce
Elementor
Webflow
Figma

Envato Market is made by Envato Pty Ltd.

Where it stands

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

0/28

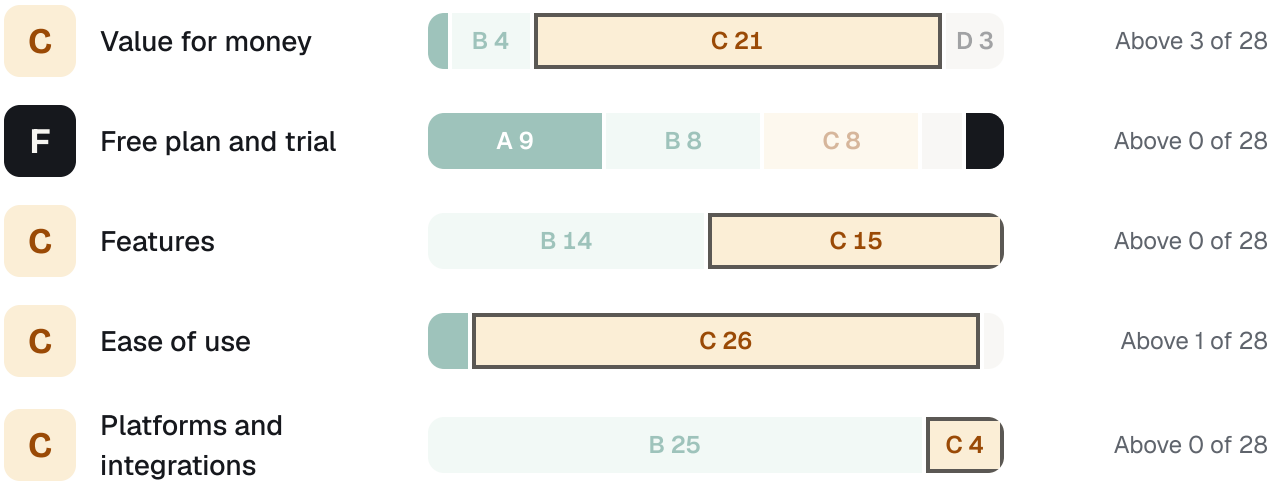
Other tools for selling digital products it is graded above

Envato Market's GPA of 1.6 is higher than 0 of the 28 other tools for selling digital products we grade.

It stands best on value for money (C, above 3 of 28) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 29 tools for selling digital products we grade, cut by the letter each got. Envato Market'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 Envato Market 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: 28 of the 28 other tools for selling digital products grade higher.

What you could make

- Digital downloads and templates: an app builder makes these well.

What you could not

- Checkout, card payments and sales tax handled for you.
- It plugs into other products, WordPress, Shopify and WooCommerce among them.

What this rests on. Envato Market'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.

PART 05 · ALTERNATIVES

The alternatives

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



Easy Digital Downloads, Gumroad, Payhip, Lemon Squeezy and Sellfy

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

2.2 GPA

Easy Digital Downloads

Free plan · from $199/yr

WordPress plugin for selling digital downloads from your own site.

- Easy Digital Downloads has a free plan. Envato Market does not.
- Envato Market also covers templates.

Envato Market and Easy Digital Downloads compared in full

2.6 GPA

Gumroad

Free

Sell downloads, memberships and courses for a cut of each sale.

- Gumroad has a free plan. Envato Market does not.
- Only Gumroad lists iOS and Android apps.
- Envato Market also covers templates and online store.

Envato Market and Gumroad compared in full

2.6
GPA

Payhip

Free plan · from $29/mo

Store for downloads, courses and memberships, with a free plan.

- Payhip has a free plan. Envato Market does not.
- Envato Market also covers templates.
- Payhip also covers online courses and affiliate tracking.

Envato Market and Payhip compared in full

2.8
GPA

Lemon Squeezy

Free plan · from $10/mo

Merchant of record checkout for software, subscriptions and downloads.

- Lemon Squeezy has a free plan. Envato Market does not.
- Envato Market also covers templates.
- Lemon Squeezy also covers email campaigns, affiliate tracking and merchant of record.

Envato Market and Lemon Squeezy compared in full

2.4
GPA

Sellfy

Free trial · from $22/mo

Store builder for selling downloads, subscriptions and print-on-demand.

- Envato Market also covers templates.
- Sellfy also covers email campaigns, affiliate tracking and print on demand.

Envato Market and Sellfy compared in full

PART 06 · QUESTIONS

Quick answers

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

10

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 Envato Market free?

No. Envato Market is a paid product.

What platforms does Envato Market work on?

Envato Market is available on Web.

Does Envato Market have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. Envato Market is listed for Web.

Does Envato Market have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. Envato Market is listed for Web.

Is Envato Market open source?

Envato Market is not described as open source on its own site, as read on Nov 12, 2026.

What does Envato Market integrate with?

Envato Market's listing names WordPress, Shopify, WooCommerce, Elementor, Webflow and Figma.

Who makes Envato Market?

Envato Market is made by Envato Pty Ltd.

What are the alternatives to Envato Market?

The closest alternatives to Envato Market in our directory are Easy Digital Downloads, Gumroad, Payhip, Lemon Squeezy and Sellfy.

How does Envato Market compare with other tools for selling digital products?

Envato Market's GPA of 1.6 is higher than 0 of the 28 other tools for selling digital products we grade.

Could I make my own version of Envato Market?

To replace Envato Market 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 Envato Market's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from Envato Market's own pages on 12 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 Envato Pty Ltd. Prices change, so check themeforest.net before you buy.

themeforest.net/

themeforest.net/licenses/standard

PART 07 · ABOUT

About ToolGPA

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

5,038

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.

5,038
tools graded

95
categories

739
price changes on record

579
apps priced in 12 countries

What else is on toolgpa.com

Envato Market, kept up to date

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

toolgpa.com/tools/envato-market

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, "Envato Market: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/envato-market
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Know someone choosing between tools for selling digital products?

Send them this guide:
toolgpa.com/tools/envato-market/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded tools for selling digital products after Envato Market, each with an Insider's Guide of its own.

Selling Digital Products Insider's Guide

Every one of the 29 tools for selling digital products we grade, compared

Whop Insider's Guide

Storefront, checkout and payouts for paid communities and products

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itch.io Insider's Guide

Open marketplace for indie games, assets and tools, pay what you want

3.2 GPA

Patreon Insider's Guide

Paid memberships, a shop and community for creators and their fans

3.0 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 Envato Market'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. Envato Market is a trademark of its owner, and this guide is not made, paid for or approved by Envato Pty Ltd. Prices and plans change: check themeforest.net before you buy.