ToolGPA

NOVEMBER 2026

Faire

The Insider's Guide

Wholesale marketplace connecting independent brands and retailers



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

Made by Faire · checked Nov 12, 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 Faire's own pages, its app-store listings and our grades. Every fact in it is on Faire'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

Faire is an online wholesale marketplace where retailers buy from brands, and brands sign up to sell. Its retailer pages describe over 100,000 brands, low or no order minimums, 60 days to pay invoices and free returns on a first order with a brand. Brand-side fees could not be read, so no pricing is recorded.

To get you started, here are **6 things to know about Faire**, taken from its own pages and our grades.

1 **It is free**

Faire has no paid plan at all.

2 **It runs on Web**

Web.

3 **Wholesale marketplace**

Retailers browse products from over 100,000 brands and can filter by values such as women-owned, handmade or not on Amazon.

4 **Low order minimums**

The retailer pages advertise thousands of brands with low or no minimums, so a store can try new brands in small quantities.

5 **Net 60 payment terms**

Retailers can buy now and pay invoices 60 days later; the page says there are no fees for this.

6 **Keep it**

Faire is free, so making your own would save you nothing.

Faire at a glance

PRICING Free	FREE PLAN It is free
FREE TRIAL None stated	RUNS ON Web
MADE BY Faire	CATEGORY Online Store Builders

Good to know

Good for

- ✓ Independent retailers looking for new wholesale brands
- ✓ Boutiques and grocers that want low order minimums

Worth knowing

- ⓘ The brand-side pricing and fee pages are behind a bot check, so what a brand pays to sell is not recorded here.
- ⓘ Faire is a marketplace for wholesale buying and selling, not a store builder for your own site.
- ⓘ Wholesale prices are shown only after signing up as a retailer.

What it costs

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

Free

No paid plan at all

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

We could not confirm Faire’s current prices from its own site, so this guide lists no plans. faire.com has them.

What it does

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

1

Place it runs: Web

Wholesale marketplace connecting independent brands and retailers. Here is what it does, as its own site describes it, and what it covers: inventory, online store.

Wholesale marketplace

Retailers browse products from over 100,000 brands and can filter by values such as women-owned, handmade or not on Amazon.

Low order minimums

The retailer pages advertise thousands of brands with low or no minimums, so a store can try new brands in small quantities.

Net 60 payment terms

Retailers can buy now and pay invoices 60 days later; the page says there are no fees for this.

Free first-order returns

The page says retailers get free returns on every first order with a brand.

Languages and regions

The site is offered in English (US, UK and AU), French, German, Italian, Spanish, Dutch, Portuguese, Swedish, Danish and Polish.

Where it runs

Web

What it works with

Its own pages name no integrations.

Faire is made by Faire.

Where it stands

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

We do not grade enough online store builders yet to say where Faire stands among them.

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

Faire is free, so making your own would save you nothing.

And it is not the kind of software a weekend replaces.

What you could make

- Inventory: an app builder makes this well.

What you could not

- Checkout, card payments and sales tax handled for you.

What this rests on. Faire'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



Storenvy, Shopify, BigCommerce, Big Cartel and Ecwid

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

2.6 GPA

Storenvy

Free plan · from $9.99/mo

Custom online store plus a social shopping marketplace.

- Storenvy also covers digital downloads.

Faire and Storenvy compared in full

2.8 GPA

Shopify

Free trial · from $29/mo

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

- Faire has a free plan. Shopify does not, though it has a free trial.
- Only Shopify lists iOS and Android apps.
- Shopify also covers email campaigns and shipping labels.

Faire and Shopify compared in full



2.6 GPA

BigCommerce

Free trial · from $29/mo

Hosted ecommerce platform with plans set by yearly sales.

- Faire has a free plan. BigCommerce does not, though it has a free trial.
- Only BigCommerce lists iOS and Android apps.
- BigCommerce also covers reports.

Faire and BigCommerce compared in full



2.8 GPA

Big Cartel

Free plan · from $12/mo

Simple online store for artists, makers and independent sellers.

- Only Big Cartel lists iOS and Android apps.
- Big Cartel also covers digital downloads and shipping labels.

Faire and Big Cartel compared in full



2.2 GPA

Ecwid

From $5/mo

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

- Faire has a free plan. Ecwid does not.
- Only Ecwid lists iOS and Android apps.
- Ecwid also covers digital downloads and shipping labels.

Faire and Ecwid compared in full

PART 06 · QUESTIONS

Quick answers

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

8

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 Faire free?

Yes. Faire is free to use.

What platforms does Faire work on?

Faire is available on Web.

Does Faire have an Android app?

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

Does Faire have an iPhone app?

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

Is Faire open source?

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

Who makes Faire?

Faire is made by a company of the same name.

What are the alternatives to Faire?

The closest alternatives to Faire in our directory are Storenvy, Shopify, BigCommerce, Big Cartel and Ecwid.

Could I make my own version of Faire?

Faire is free, so making your own would save you nothing. And it is not the kind of software a weekend replaces.

Where this guide comes from

The prices, plans, platforms and features were read from Faire's own pages on Nov 12, 2026.

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 Faire. Prices change, so check faire.com before you buy.

faire.com/

faire.com/about

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

What else is on toolgpa.com

Faire, kept up to date

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

toolgpa.com/tools/faire

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, "Faire: The Insider's Guide", checked
Nov 12, 2026. https://toolgpa.com/tools/faire
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Know someone choosing between online store builders?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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

Online Store Builders Insider's Guide

Every one of the 30 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 Faire'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. Faire is a trademark of its owner, and this guide is not made, paid for or approved by Faire. Prices and plans change: check faire.com before you buy.