ToolGPA

NOVEMBER 2026

# JTL-Shop

## The Insider’s Guide

Online shop module of JTL's ERP and multichannel selling packages




**Every plan, grade, refund rule and rival among online store builders, read from JTL-Shop’s own pages.**

Made by JTL-Software-GmbH · checked Nov 13, 2026 · toolgpa.com

2.2
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ToolGPA put this guide together from JTL-Shop's own pages, its app-store listings and our grades. Every fact in it is on JTL-Shop'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

JTL-Shop is the online store part of JTL's commerce software from Germany, sold inside packages that bundle an ERP with warehouse, shipping and marketplace tools. The Start package includes a free basic store, and higher packages add professional stores with unlimited items. JTL sells only to business customers.

> "
>
> **Setting up an ERP alongside a shop takes work.**
>
> From our grade for ease of use

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

**1** **Best for retailers who want a shop tied to an ERP**

JTL-Shop is a shop that comes inside JTL's ERP packages, with a free Start tier for up to 500 items.

**2** **Paid plans start at about $132.95 a month**

As its pricing page puts it: €119 per month (Advanced), with a one-year contract.

**3** **There is a free plan**

JTL Start: ERP with unlimited users and a basic store of up to 500 items, with 30+ marketplace connections.

**4** **It runs on Web**

Web.

**5** **Store tied to an ERP**

The shop sits in a package with JTL's ERP, so products, orders and stock are managed in one system.

**6** **Marketplace selling**

The Start package lists selling on more than 30 marketplaces without extra licenses.

**7** **Shipping and warehouse tools**

Packages include parcel processing and warehouse basics, with shipping labels via Shipping 2.0, which is marked as coming soon.

**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 JTL-Shop 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.

### JTL-Shop at a glance

PRICING
Free plan, from €119 per month (Advanced), with a one-year contract

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
JTL-Software-GmbH

CATEGORY
Online Store Builders

OUR GRADE
2.2 GPA, fair

## The report card

### Best for retailers who want a shop tied to an ERP

JTL-Shop is a shop that comes inside JTL's ERP packages, with a free Start tier for up to 500 items. Unlimited items start at €119 a month on a one-year contract, and it is meant for business customers only.

| TOOLGPA REPORT CARD | JTL-Shop | Graded Nov 13, 2026 |
|---|---|---|
| SUBJECT | GRADE | COMMENT |
| **Value for money** | D | The free tier stops at 500 items, and unlimited items start at €119 a month, against a $29 middle for the category, though it includes an ERP. |
| **Free plan and trial** | B | JTL Start is free with unlimited ERP users and a store of up to 500 items, and a small seller could live on it. |
| **Features** | B | A shop tied to an ERP, marketplace selling, shipping and warehouse tools, and POS connections. Nothing in the listing is missing from the job. |
| **Ease of use** | C | No store rating on record. Setting up an ERP alongside a shop takes work. |
| **Platforms and integrations** | C | Web, with two listed integrations. The REST API is in beta and Enterprise only. |
| **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 JTL-Shop is for

- ✓ Fits if you are a retailer who wants stock, orders and the shop in one system
- ✓ Works for sellers on marketplaces who need connections to 30 or more

### Who it is not for

- ✗ Tight if you stay free, as the store is capped at 500 items
- ✗ Pricey if you want unlimited items, as that starts at €119 a month
- ✗ Not for you if you are a private seller, as offers are for business customers only
- ✗ Watch out: extra orders beyond a package are billed per order, and the shop is not sold alone

## Good to know

### Good for

- ✓ German retailers who want shop, ERP and marketplaces in one package
- ✓ Small sellers starting with a free basic store
- ✓ Multichannel merchants with high order volumes

### Worth knowing

- ⓘ The free Start store is capped at 500 items; unlimited items need Advanced or above.
- ⓘ Prices are in euros, and extra orders beyond a package are billed per order.
- ⓘ Offers are meant only for business customers, such as retailers and tradespeople.
- ⓘ JTL-Shop is not sold alone on the pricing page; it comes inside the ERP packages.

# What it costs

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

**~$132.9**

A month to start. There is a free plan too

JTL-Shop has a free plan. Paid plans start at €119 per month (Advanced), with a one-year contract.

START

## $0

Basic ERP and a free store for up to 500 items, community support. Shown as from 0 euros a month; extra orders are billed per order.

ADVANCED

## €119

per month, one-year contract (monthly-billing price not read)

1 professional shop with unlimited items, 3 POS connections and bronze support; extra order packages from €0.16 per order.

PRO

## €369

per month, one-year contract (monthly-billing price not read)

3 professional stores, voucher management, 5 POS connections, silver support; for over 3,000 orders a month.

ENTERPRISE

## Custom

Unlimited professional stores and POS connections, REST API (beta) and gold support; for over 8,000 orders a month.

### The free plan

JTL Start: ERP with unlimited users and a basic store of up to 500 items, with 30+ marketplace connections.

Read from jtl-software.com on Nov 13, 2026.

## Ways to pay less

ANNUAL DISCOUNT

### Save up to 17% with a one-year contract

JTL's pricing page says a one-year contract secures the best price, with savings of up to 17 percent.

Stated on jtl-software.com

# What it does

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

**1**

Place it runs: Web

Online shop module of JTL's ERP and multichannel selling packages. Here is what it does, as its own site describes it, and what it covers: public API, inventory, online store, shipping labels.

> **A shop tied to an ERP, marketplace selling, shipping and warehouse tools, and POS connections.**
>
> From our grade for features

### Store tied to an ERP

The shop sits in a package with JTL's ERP, so products, orders and stock are managed in one system.

### Marketplace selling

The Start package lists selling on more than 30 marketplaces without extra licenses.

### Shipping and warehouse tools

Packages include parcel processing and warehouse basics, with shipping labels via Shipping 2.0, which is marked as coming soon.

### Several stores on higher plans

Advanced includes one professional shop, Pro three, and Enterprise an unlimited number.

## POS connections

Higher packages allow point-of-sale terminals: 3 on Advanced, 5 on Pro and unlimited on Enterprise.

### Where it runs

Web

### What it works with

Dealavo

GREYHOUND

JTL-Shop is made by JTL-Software-GmbH.

# 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

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

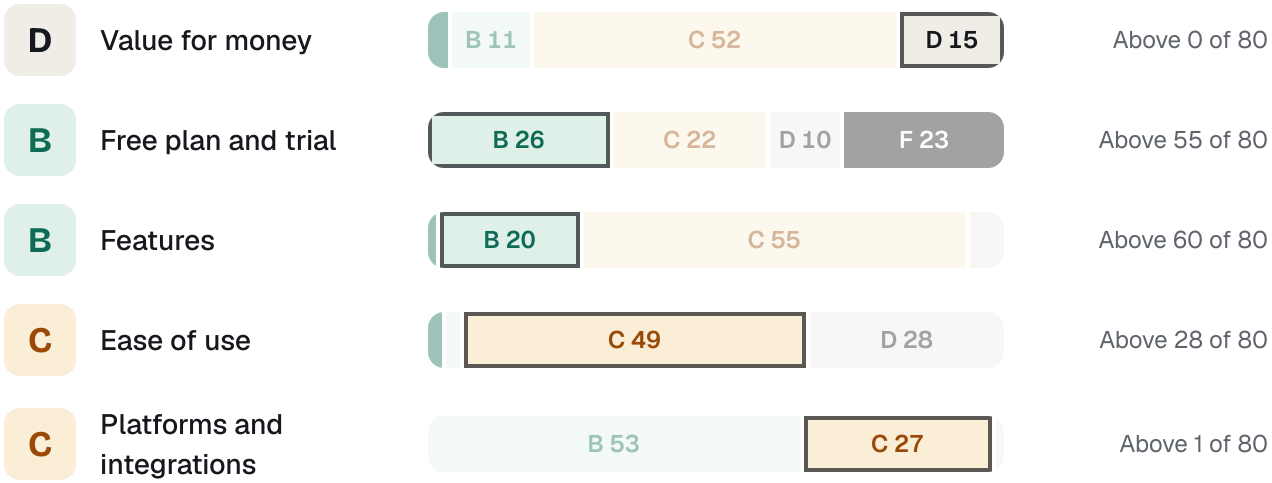
It stands best on features (B, above 60 of 80) and worst on value for money (D, above 0).

Its paid plans start at about $132.95 a month, against a middle price of $29.25 for the category: 34 of the 44 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 10 tools score higher and cost less.

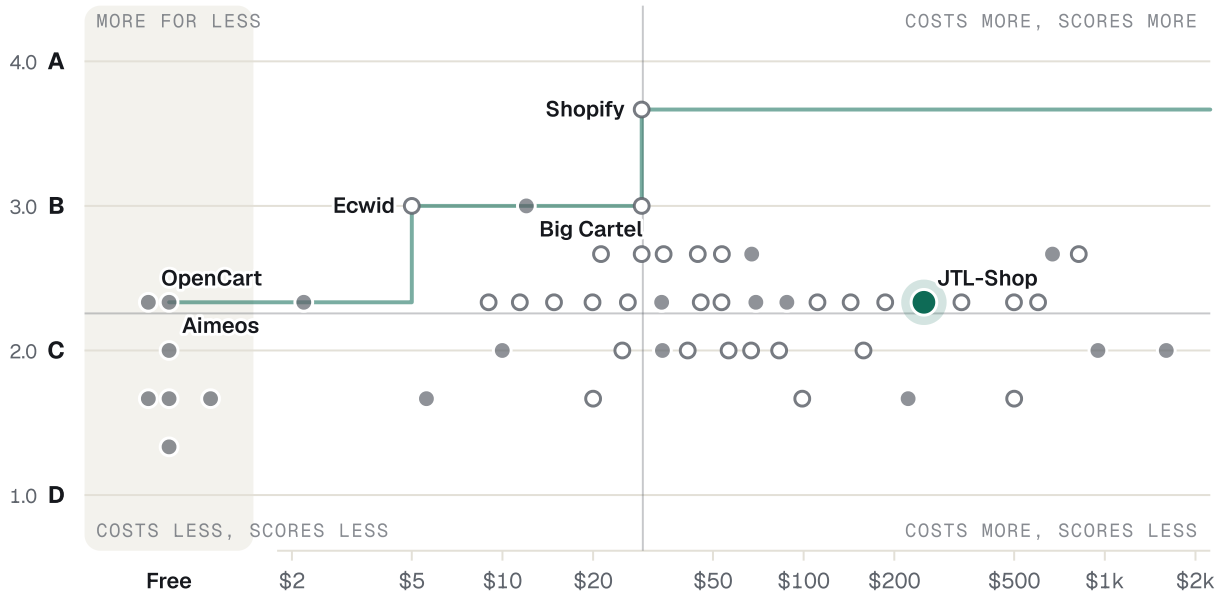
## Each grade against the category

Every bar is all 81 online store builders we grade, cut by the letter each got. JTL-Shop'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. JTL-Shop 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 JTL-Shop 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.

It costs $1,595.36 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.

- Discounted carrier rates and labels, which take an agreement with each carrier.
- It plugs into other products, Dealavo and GREYHOUND among them, and has an API.
- The depth: we grade its features B, which means it covers the whole job.

**What this rests on.** JTL-Shop'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



Gambio, Shopware, PrestaShop, Shopify and WooCommerce

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

## Gambio

2.4 GPA

Free trial · from €29/mo

Hosted German shop software with legal texts and fixed monthly plans.

- JTL-Shop has a free plan. Gambio does not, though it has a free trial.
- JTL-Shop also covers shipping labels.
- Gambio also covers templates.

JTL-Shop and Gambio compared in full

## Shopware

2.4 GPA

Free plan · from €600/mo

Open-source commerce platform for B2B and B2C stores.

- Shopware is open source and self-hostable, according to its own site.
- JTL-Shop also covers inventory and shipping labels.

JTL-Shop and Shopware compared in full



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## PrestaShop

Free plan · from €24/mo

Open-source ecommerce software, free to self-host or sold hosted.

- PrestaShop is open source and self-hostable, according to its own site.
- JTL-Shop also covers inventory and shipping labels.

JTL-Shop and PrestaShop compared in full



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## Shopify

Free trial · from $29/mo

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

- JTL-Shop 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.

JTL-Shop and Shopify compared in full



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## WooCommerce

Free plan

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

- Only WooCommerce lists iOS and Android apps.
- WooCommerce is open source and self-hostable, according to its own site.
- JTL-Shop also covers inventory and shipping labels.

JTL-Shop and WooCommerce compared in full

PART 06 · QUESTIONS

# Quick answers

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

**14**

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 JTL-Shop free?

JTL-Shop has a free plan. JTL Start: ERP with unlimited users and a basic store of up to 500 items, with 30+ marketplace connections.

### How much does JTL-Shop cost?

JTL-Shop lists 4 plans. Start: $0.

### What platforms does JTL-Shop work on?

JTL-Shop is available on Web.

### Does JTL-Shop offer any discounts?

JTL-Shop publicly lists the following: Save up to 17% with a one-year contract.

### Does JTL-Shop have an Android app?

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

### Does JTL-Shop have an iPhone app?

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

### Is JTL-Shop open source?

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

### Does JTL-Shop have an API?

Yes. JTL-Shop offers a public API, according to its own site.

### What does JTL-Shop integrate with?

JTL-Shop's listing names Dealavo and GREYHOUND. A listing names up to eight integrations, so it may connect to more.

### Who makes JTL-Shop?

JTL-Shop is made by JTL-Software-GmbH.

### What are the alternatives to JTL-Shop?

The closest alternatives to JTL-Shop in our directory are Gambio, Shopware, PrestaShop, Shopify and WooCommerce.

### How does JTL-Shop compare with other online store builders?

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

### Is JTL-Shop good value for money?

ToolGPA grades JTL-Shop D for value for money. Its paid plans start at about $132.95 a month, against a middle price of $29.25 for the category: 34 of the 44 others that charge start lower.

### Could I make my own version of JTL-Shop?

To replace JTL-Shop 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 JTL-Shop'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 JTL-Shop'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 JTL-Software-GmbH. Prices change, so check jtl-software.com before you buy.

jtl-software.com/en/pricing/

jtl-software.com/en/

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

### JTL-Shop, kept up to date

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

toolgpa.com/tools/jtl-shop

### 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:

```
ToolGPA, "JTL-Shop: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/jtl-shop
```

### Know someone choosing between online store builders?

Send them this guide: toolgpa.com/tools/jtl-shop/guide

ToolGPA elsewhere: youtube.com/@toolgpa

# See our other guides

The best-graded online store builders after JTL-Shop, 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

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## Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what JTL-Shop'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. JTL-Shop is a trademark of its owner, and this guide is not made, paid for or approved by JTL-Software-GmbH. Prices and plans change: check jtl-software.com before you buy.