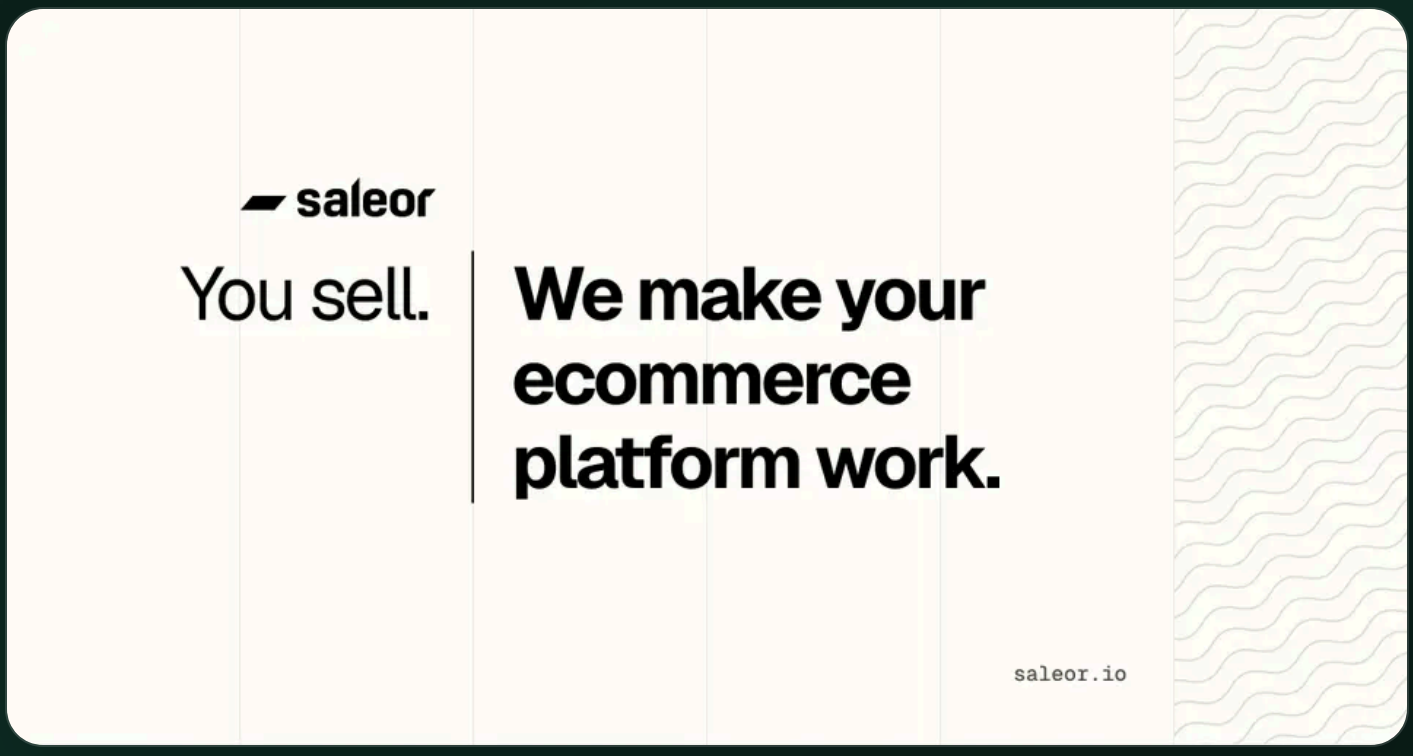
ToolGPA

NOVEMBER 2026

Saleor

The Insider's Guide

Open-source headless commerce with managed Cloud hosting



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

Made by Saleor Commerce · checked Nov 12, 2026 · toolgpa.com

1.6
GPA

saleor

You sell. | We make your ecommerce platform work.

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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 Saleor's own pages, its app-store listings and our grades. Every fact in it is on Saleor'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 26 other online store builders we grade

Saleor is an open-source, GraphQL-based commerce platform for retail, B2B and marketplace stores. It can be self-hosted, or run on Saleor Cloud, where plans bundle hosting, migration and an engineering team and are priced against a store's monthly sales. A free sandbox is limited to non-commercial use.

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

> **Customising means building apps over GraphQL, so it needs developers.**
>
> From our grade for ease of use

1 **Best for API-first stores for high-volume sellers**

Saleor is a headless, GraphQL-based commerce platform you can self-host or run on its Cloud.

2 **Paid plans start at $1,599 a month**

As its pricing page puts it: $1599 per month (Cloud Select, up to $200,000 monthly GMV).

3 **There is a free plan**

Sandboxes: free forever for non-commercial use such as prototyping and trying new features.

4 **It runs on Web**

Web.

5 **Headless GraphQL core**

Customization is done by building Saleor Apps that connect through GraphQL, webhooks and pub/sub, which keeps the core files untouched.

6 **Saleor Engine**

A beta feature that runs your storefront, apps and ERP sync alongside Saleor, with deployment, variables and logs managed from the Dashboard.

7 **Essential Apps**

Cloud-only apps cover multilingual customer emails, Adyen payments, Google Merchant Center feeds, MCP, ACP/UCP and Ink AI Search.

8 **A 1.6 GPA, above 0 of 26**

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 Saleor 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.

Saleor at a glance

PRICING Free plan, from $1599 per month (Cloud Select, up to $200,000 monthly GMV)	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Saleor Commerce	CATEGORY Online Store Builders
OUR GRADE 1.6 GPA, weak	

The report card

Best for API-first stores for high-volume sellers

Saleor is a headless, GraphQL-based commerce platform you can self-host or run on its Cloud. Cloud plans start at $1,599 a month, the free Sandboxes plan is for non-commercial use only, and the dearer add-ons run to $6,000 and $12,000.

TOOLGPA REPORT CARD — **Saleor** — Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	Select is $1,599 a month for up to $200,000 in monthly sales, with 0.8% on orders above that. The category's dearest tenth starts at $89. Migration help and 24/7 support are included.
Free plan and trial	D	Sandboxes are free forever but for non-commercial use only, so you can't run a real shop on them. No trial is listed.
Features	C	GraphQL core, Saleor Apps, a dashboard and Cloud-only Essential Apps. Saleor Engine is labeled beta, and a storefront has to be built.
Ease of use	D	No store rating on record. Customising means building apps over GraphQL, so it needs developers.
Platforms and integrations	B	Web, with GraphQL, webhooks and pub/sub, and a Cloud or self-hosted option. No phone or desktop app.
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 Saleor is for

- ✓ Fits if you're a high-volume merchant with engineers and want a custom headless build
- ✓ Works for teams that want the option to self-host and keep their data

Who it is not for

- ✕ Pricey if you're small: Cloud starts at $1,599 a month, and Volume is $3,999
- ✕ Not for you if you want to try it on a real shop free, since Sandboxes are non-commercial
- ✕ Watch out: Accelerator is $6,000 and Forward Deployed Engineering $12,000, credited back over 12 months after go-live
- ✕ Skip it if you want a finished store, as Saleor Engine is beta and the storefront is yours to build

Good to know

Good for

- ✓ Growing or high-volume merchants that want a custom headless build
- ✓ Teams that want to keep code and data with an option to self-host
- ✓ B2B and marketplace sellers who need a flexible API-first core

Worth knowing

- ⓘ Cloud pricing is tied to monthly GMV, and orders above the plan's limit add a percentage fee (0.8% on Select, 0.4% on Volume).
- ⓘ The free Sandboxes plan is for non-commercial use only.
- ⓘ Optional add-ons: the Accelerator Plan costs $6,000 and Forward Deployed Engineering $12,000, credited back over 12 months after go-live.
- ⓘ Saleor Engine is labeled beta, and the Essential Apps run only on Saleor Cloud.

PART 02 · PRICING

What it costs

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

$1,599

A month to start. There is a free plan too

Saleor has a free plan. Paid plans start at $1599 per month (Cloud Select, up to $200,000 monthly GMV).

> **Sandboxes are free forever but for non-commercial use only, so you can't run a real shop on them.**
>
> From our grade for free plan and trial

SANDBOXES

$0

Free forever, for non-commercial use only: prototyping, side projects and trying new features.

SELECT

$1599

per month, up to $200,000 monthly GMV

For new projects and smaller companies; 0.8% charged on orders above the GMV limit, with a fair API usage policy.

VOLUME

$3999

per month, up to $1,000,000 monthly GMV

For high-volume businesses; 0.4% charged on orders above the GMV limit, with a fair API usage policy.

The free plan

Sandboxes: free forever for non-commercial use such as prototyping and trying new features.

ENTERPRISE

Custom

Negotiated pricing with a fair API usage policy. Sold through sales.

Read from saleor.io on Nov 12, 2026.

What it does

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

1

Place it runs: Web

Open-source headless commerce with managed Cloud hosting. Here is what it does, as its own site describes it, and what it covers: open source, self-hostable, public API, AI features, online store.

> **GraphQL core, Saleor Apps, a dashboard and Cloud-only Essential Apps.**

From our grade for features

Headless GraphQL core

Customization is done by building Saleor Apps that connect through GraphQL, webhooks and pub/sub, which keeps the core files untouched.

Saleor Engine

A beta feature that runs your storefront, apps and ERP sync alongside Saleor, with deployment, variables and logs managed from the Dashboard.

Essential Apps

Cloud-only apps cover multilingual customer emails, Adyen payments, Google Merchant Center feeds, MCP, ACP/UCP and Ink AI Search.

Pulse dashboard

Dashboard home shows revenue, orders, returns and low stock, and flags anything that looks unusual.

Migration and engineering support

Each Cloud plan includes migration from platforms such as Shopify Plus or Magento, a delivery lead, a Slack channel and 24/7 support with SLAs.

Cloud and self-hosted

Moving between Saleor Cloud and self-hosted open source is supported, though a data migration or version update may be needed.

Where it runs

Web

What it works with

Adyen

Google Merchant Center

Saleor is made by Saleor Commerce.

Where it stands

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

0/26

Other online store builders it is graded above

Saleor's GPA of 1.6 is higher than 0 of the 26 other online store builders we grade, and level with 1.

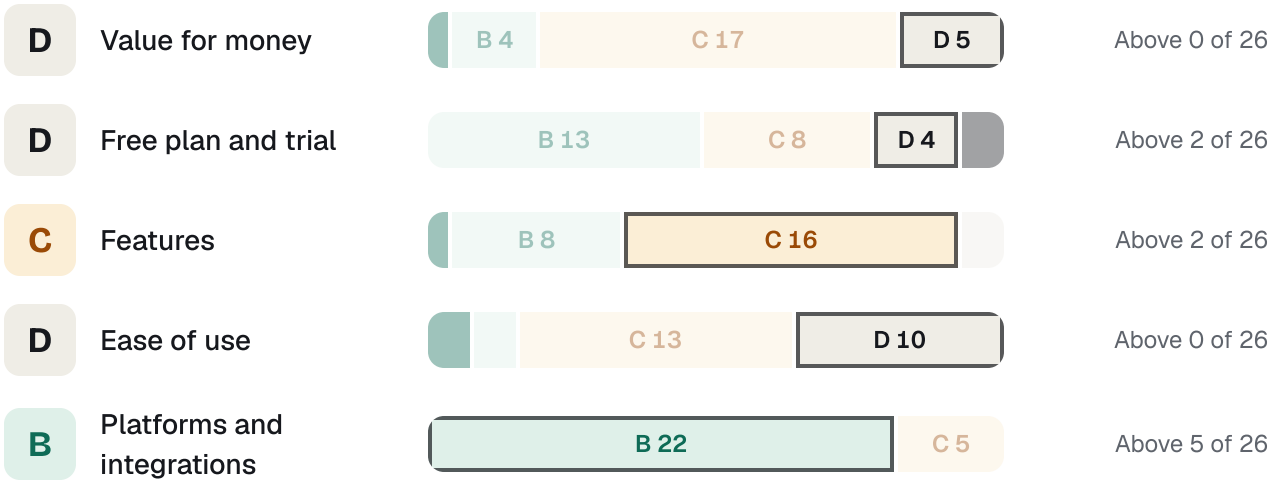
It stands best on platforms and integrations (B, above 5 of 26) and worst on value for money (D, above 0).

Its paid plans start at $1,599 a month, against a middle price of $29 for the category: 18 of the 18 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 13 tools score higher and cost less.

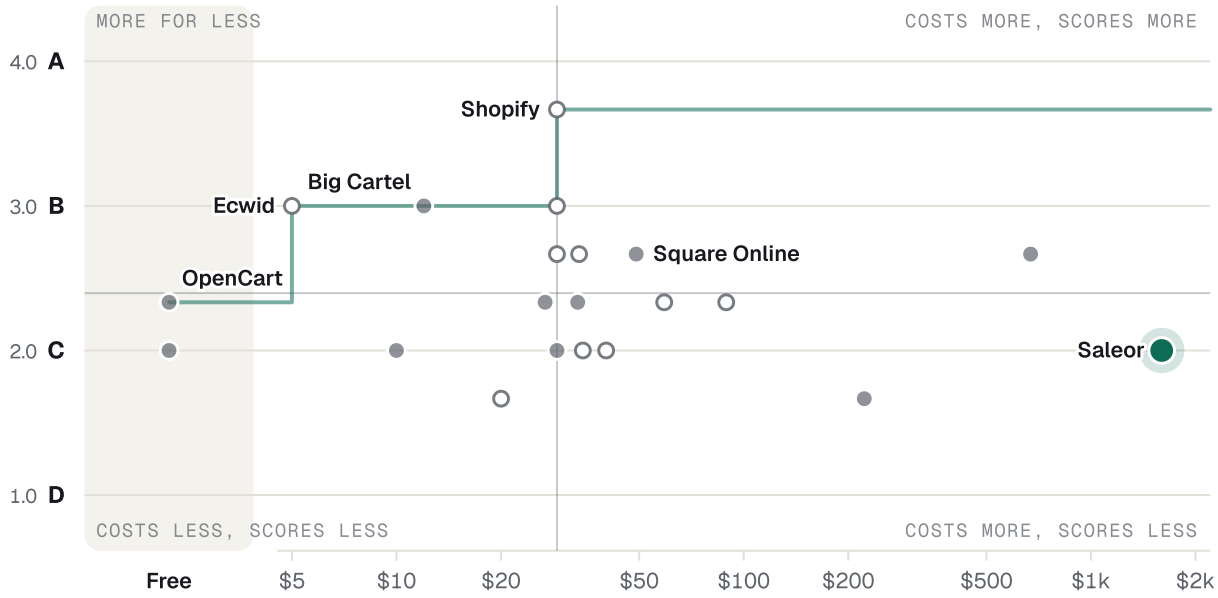
Each grade against the category

Every bar is all 27 online store builders we grade, cut by the letter each got. Saleor's own letter is outlined.



Price against what you get

Each dot is one of 21 online store builders. Further left costs less; higher up scores better on features, ease of use and platforms. Saleor 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 Saleor 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: 25 of the 26 other online store builders grade higher. It costs $19,188 a year. Saleor is open source, so there is a third way: take its code and run it yourself.

What you could not

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

- ✕ It plugs into other products, Adyen and Google Merchant Center among them, and has an API.
- ✕ AI features, unless you pay a model provider for each request yourself.

What this rests on. Saleor'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



Medusa, Vendure, commercetools, Shopware and BigCommerce

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

2.4 GPA

Medusa

Free plan · from $29/mo

Open-source commerce framework for developers.

Saleor and Medusa compared in full

1.8 GPA

Vendure

Free plan · from €199/mo

Open-source B2B commerce framework with paid plans.

- Vendure also covers quotes and estimates.

Saleor and Vendure compared in full



2.0
GPA

commercetools

Free trial

API-first headless commerce platform for large retailers.

- Saleor has a free plan. commercetools does not, though it has a free trial.
- Saleor is open source and self-hostable, according to its own site.

Saleor and commercetools compared in full



2.4
GPA

Shopware

Free plan · from €600/mo

Open-source commerce platform for B2B and B2C stores.

Saleor and Shopware compared in full



2.6
GPA

BigCommerce

Free trial · from $29/mo

Hosted ecommerce platform with plans set by yearly sales.

- Saleor has a free plan. BigCommerce does not, though it has a free trial.
- Only BigCommerce lists iOS and Android apps.
- Saleor is open source and self-hostable, according to its own site.

Saleor and BigCommerce 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 Saleor free?

Saleor has a free plan. Sandboxes: free forever for non-commercial use such as prototyping and trying new features.

How much does Saleor cost?

Saleor lists 4 plans. Sandboxes: $0.

What platforms does Saleor work on?

Saleor is available on Web.

Does Saleor have an Android app?

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

Does Saleor have an iPhone app?

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

Is Saleor open source?

Yes. Saleor is open source, according to its own site.

Does Saleor have an API?

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

What does Saleor integrate with?

Saleor's listing names Adyen and Google Merchant Center. A listing names up to eight integrations, so it may connect to more.

Who makes Saleor?

Saleor is made by Saleor Commerce.

What are the alternatives to Saleor?

The closest alternatives to Saleor in our directory are Medusa, Vendure, commercetools, Shopware and BigCommerce.

How does Saleor compare with other online store builders?

Saleor's GPA of 1.6 is higher than 0 of the 26 other online store builders we grade, and level with 1.

Is Saleor good value for money?

ToolGPA grades Saleor D for value for money. Its paid plans start at $1,599 a month, against a middle price of $29 for the category: 18 of the 18 others that charge start lower.

Could I make my own version of Saleor?

To replace Saleor 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 Saleor'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 Saleor'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 Saleor Commerce. Prices change, so check saleor.io before you buy.

saleor.io/pricing

saleor.io/

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

Saleor, kept up to date

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

toolgpa.com/tools/saleor

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, "Saleor: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/saleor
```

Know someone choosing between online store builders?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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