



WHIDEGROUP

# Magento vs Shopify: A Comparison Guide

---

There are a plethora of Magento and Shopify comparison guides out there that you can very easily find - all describing well-known, and almost mainstream, facts and parameters about these two platforms. Cost, hosting issues, some general information - there is no shortage of information on the basics. However, it's not actually enough for making a truly informed decision about the platform of choice because you really need a lot more details and insights.

An e-commerce store is much more than hosting, themes and templates, or extensions and apps diversity. There are deep key technical differences and capabilities on Magento and Shopify that determine their good fit for one or another type of e-commerce website. Technical features play a vital role in an e-commerce store's development and can support or, conversely, limit the power of your online business. So, determining the right platform for your store at the very beginning is a crucial part of the business planning.

At Whidegroup, we have worked with both platforms over 7 years, completing projects of various scales and levels of complexity. Over the years, we've learned a lot about the features provided by both platforms, and we're happy to share these insights with you. We've compiled this guide in a convenient and handy format to be your trustworthy helper along your way so that making a decision about the suitable e-commerce solution to build your business with should hopefully become a lot easier.

#	Feature	Magento 2			Shopify	
		Open Source	Commerce	Commerce Cloud	Basic / Shopify / Advanced	Plus
1	Multi-language support	✓	✓	✓	+	+
2	Multi-currency support	✓	✓	✓	✓	✓
3	Multistore	✓	✓	✓	-	+
4	Marketplace creation	+	+	+	+	+
5	Subscription/Recurring functionality	+	+	+	+	+
6	Products with variants/options (size, color, etc)	✓	✓	✓	✓	✓

7	Bundle products				+	+
8	Downloadable products				+	+
9	Ratings & Reviews					
10	Upselling & Cross-selling				+	+
11	Reward points				+	+
12	Coupons, Promocodes				+	+
13	Quick view functionality				+	+
14	Advanced filtering	+	+	+	+	+
15	Product comparison				+	+
16	Guest checkout				-	+
17	Real time shipping rates/Tracking					
18	Abandoned Cart Email					
19	Product Export/Import					
20	SEO tools				+	+
21	POS integration	+	+	+		
22	Number of staff accounts	Unlimited	Unlimited	Unlimited	2 / 5 / 15	Unlimited
23	Number of SKUs supported	Up to 200K without optimization, up to 500K after optimization	Up to 500K without optimization, up to 1M after optimization	Up to 1M	Unlimited - the platform scales to maintain high performance under any number of products	Unlimited - the platform scales to maintain high performance under any number of products

24	Integrations with APIs, ERPs, CRMs, and other 3rd party solutions				 Less flexible and customizable	 Less flexible and customizable
25	Personalized products	+	+	+	+	+
26	B2B functionality	-			-	+

- realized natively out of the box

+

- - feature unavailable

It's good to note that when going over this features comparison, you shouldn't be looking for a winner or loser. These two platforms are both good enough, but they're just intended for different businesses, matching specific requirements. Magento offers incomparably more features out of the box for running a fully-fledged and/or custom e-commerce store, while Shopify provides the most essential features sufficient for running a basic small to medium e-commerce business without a lot of custom functionality or integrations. These two platforms have a large variety of ready apps and extensions, themes and templates, but Magento requires technical knowledge for their installation, while it is done more effortlessly in Shopify.

**Simply said - Magento is technically powerful and stable,  
Shopify is flexible and easy-going.**

After reading this comparison, you're hopefully ready to make your own considered decision about which e-commerce platform is suitable for your business. However, if you're still hesitant and want to learn more details - you're welcome to drop us a line! Your success is our priority, so you can count on a profound approach on our part.

*At Whidegroup, we'll help you make a decision on the base of your input. Understanding your current business needs and ambitions for future growth, we'll be able to find the solution that works for you perfectly. Choosing the right platform is a vital investment into the future of your e-commerce. Don't overlook this opportunity to create a more solid foundation for your business.*



Whidegroup is an e-commerce development company with 10+ years of experience in the industry. We help online entrepreneurs develop their online e-commerce websites and support them throughout their e-commerce journeys.

To learn more about Whidegroup, get a bit more information on Magento, Shopify, and their critical differences, or to clarify, or send any other e-commerce-related questions, please visit: [www.whidegroup.com](http://www.whidegroup.com) or email us at [info@whidegroup.com](mailto:info@whidegroup.com)