

Platform	Base Cost	Cart Hosted ?	Other Costs	Product Types	How Products Added?	Sales Reporting	Inventory Management	Inc. Shipping Options	Inc. Payment Options	Force SSL checkout?	Support	Other Features	Comments	WP.org Downloads	WP.org Stars (out of 5)
<p><i>WooCommerce</i></p> <p><a href="http://www.woothemes.com/woocommerce/">http://www.woothemes.com/woocommerce/</a></p>	Free	No	Themes \$0 to \$100 Extensions ~ \$600 + 50% annually for updates/support	-simple -configurable -downloadable -affiliate -grouped -virtual	-custom post type -using shortcodes (attributes for single product, best sellers, categories, new products, etc)	Best; Sales by date range, product	Great	-flat rate -int'l delivery flat rate -free shipping -local delivery -local pickup	-bank transfer -PayPal standard -cash on delivery -check -Mijreh CCs	Yes	good quality; sometimes slow to respond	-allow local tax rates based on postal codes -allow guest purchase + registration from checkout -one-step checkout -allow backorders	intuitive admin interface, easy to use for customers, well designed; subscription products avail using paid add-on	1.3 million	4.1
<p><i>WP E-Commerce Plugin (Get Shopped)</i></p> <p><a href="http://getshopped.org/">http://getshopped.org/</a></p>	Free	No	Plays well with most themes (\$0 to ???) Extensions ~ \$185 \$47 per premium support token	-simple -configurable -downloadable -affiliate	-custom post type -using shortcodes (attributes for single product [buy now button opt.], display products in category)	none	Tracking; no management / reporting	-flat rate (zones) -by weight -by cost -UPS integrated -Australia Post integ -USPS integrated	-PayPal -Google checkout -ChronoPay -manual (cash / checks)	Yes	relies on community; premium for purchase for \$47/token but still hit or miss	-csv import/export built in -allows guest checkout -marketing options built-in -donations for products included	lot of functionality in the core (dual-edged sword); bit buggy in UI / some display - takes some tinkering to be right (good for developers)	2.5 million	2.8
<p><i>Cart66</i></p> <p><a href="http://cart66.com/">http://cart66.com/</a></p> <p><a href="http://wordpress.org/plugins/cart66-lite/">http://wordpress.org/plugins/cart66-lite/</a></p>	Lite - Free	No	no included support	-simple -configurable -downloadable/virtual -memberships -subscriptions	-using shortcodes (attributes for product, buy now button, show/hide based on membership)  -new prod added through Cart66 account, then inserted on WP site	Good; Product sales by month, trends by product	Tracking; no management / reporting	-free shipping -weight-based  -price-based	-Mijreh CCs -PayPal Standard -PayPal Express	Yes* (checkout redirected through secure server)	via email and community forums; also includes video tutorials; premium support is prompt and helpful	-shipping/tax options by zip -products added to pages/posts -coupons supported -one-step checkout -built-in recurring billing - gateway add-ons not needed -secure cloud-based checkout -live shopping cart w/ cloud	great for membership / subscriptions; physical products more difficult, requires more styling	117,000.	2.9
	Professional \$99 / year	Yes	support at discounted rate after 1 year											N/A	N/A
	Cloud \$199 / year (\$25 / mo)	Yes	premium support included											N/A	N/A
<p><i>Easy Digital Downloads</i></p> <p><a href="https://easydigitaldownloads.com/">https://easydigitaldownloads.com/</a></p>	Free	No	Extensions \$100-200 (payment gateways, marketing tools, etc)  Priority support \$39 / month (\$129 / year)	-variable -downloadable (multiple files as well) -grouped	-using shortcodes (attributes for product, buy now button) -custom post type	Great; earnings and sales charts	N/A	N/A	-Manual -PayPal Standard	No	excellent support desk, in-depth documentation	-iOS app available for \$2.99 -coupons supported -easy data exports -user purchase history w/ redownloads available -software licensing extension	can sell physical products with extensions	143,000.	4.8  (102 5 star reviews!)
<p><i>Shopp</i></p> <p><a href="https://shopplugin.net/">https://shopplugin.net/</a></p> <p><a href="http://demo.shopplugin.net/">http://demo.shopplugin.net/</a></p>	\$55 - single site access	No	add-ons \$25 - 125 each (\$200-300 total to get off the ground) priority support \$49 (also has community forums, knowledge base, and help desk)	-simple -configurable -downloadable/virtual -grouped -subscriptions	-custom post type -using shortcodes (can add single product, category, "slug" (featured, new, etc)	No real reporting offered as part of core plugin	inventory tracking - no real management / reporting	-free shipping -by weight (tiered) -by cost (tiered) -by quantity -flat rate  *per item or order	-2checkout -PayPal Standard -PayPal Express -Google checkout -offline payments	No	lots of channels, but apparently lots of unanswered requests, broken links, etc	-one-step checkout -custom add product details -products as custom posts -coupons supported -add custom tax rate -no bulk/stock product details	slightly awkward user interface, clunky front-end (including "catalog"); complex to add product details; must use template to bulk add	N/A	N/A
	\$299 - developer access	No													
<p><i>Jigoshop</i></p> <p><a href="http://jigoshop.com/">http://jigoshop.com/</a></p>	Free	No	Themes \$40-80	-simple -configurable -downloadable -affiliate -grouped -virtual	-custom post type -using shortcodes	Good; sales graph w/ top earners, most units	Yes - Has alerts for low inventory, info on stock; not bad, not good	-flat rate -free shipping -local pickup  *per item or order	-bank transfer -PayPal standard -cash on delivery -check -Future Pay	Yes	good quality when using paid support	-customizable tax rules -one-step checkout -allow guest purchase/ registration from checkout -allow backorders	offers basic reporting; pretty easy to use and well-designed	260,000.	3.9
	Pro (UK only) £300-800	Yes	Extensions \$200-300 Support \$40 / month or \$240 / year												
<p><i>eShop</i></p>	Free	No	Limited; possibly theme or a couple of paid add-ons (maybe \$50-100)	-simple -configurable -downloadable	-as posts/pages (manually created) -using shortcodes  (can show single product, all products, product category, new, featured, sale, best sellers, etc)	none	Tracking - display stock levels; no notifications	-flat rate -by weight -by zone	-PayPal -Payson* -iDeal lite* -WebtoPay* -Authorize.net* -eProcessing* -cash -bank transfer *not supported	No	helpful and prompt; documentation, support forums, videos	-can do downloads only -coupons supported -several zones/classes for shipping included	Adding products is not intuitive; some settings difficult to understand; complex checkout (several pages)	542,000.	3.8
<p><i>Ready! Shopping Cart</i></p> <p><a href="http://readysellingcart.com/">http://readysellingcart.com/</a></p>	Free	No	Themes \$0-\$40 Extensions ~\$90-120 (\$49-\$199 bundles to inc >1 site license, add-ons)	-simple -configurable -downloadable	-custom post type -using shortcodes (can show single product, category)	none	Tracking - display stock levels; no notifications	-flat rate -table rate (weight)	-PayPal Standard -cash on delivery -deposit account	Yes	documentation & videos possible, not great; support on WP.org is okay	-allow backorders -one-step checkout possible -no manual order creation -no coupons/discounts	Variable products are not functional; shortcodes could use some additions. Needs time to mature	430,000.	4.7
<p><i>MarketPress eCommerce</i></p> <p><a href="http://wordpress.org/plugins/wordpress-e-commerce/">http://wordpress.org/plugins/wordpress-e-commerce/</a></p> <p><a href="http://premium.wpmudev.org/project/e-commerce/">http://premium.wpmudev.org/project/e-commerce/</a></p>	Lite - Free	No	Themes \$0-\$20 Membership \$40 / month (includes all plugins, themes, premium support)	-simple -configurable -downloadable -virtual -affiliate	-custom post type -using shortcodes (can show single product, category, tag, popular products, category dropdowns, & more)	none	Tracking - display stock levels; no notifications	-flat rate -table weight (price) -weight rate -calculated (USPS, FedEx, UPS)*  *requires Pro	-manual -PayPal Express	No	good documentation & videos for user (no developer); support for Pro users; community forums available	-allow guest checkout -no manual order creation -allows shipping surcharges -Pro: multisite + BuddyPress support, CSV export -easy CSV import included	Product addition easy, but variations slightly tedious; good customizability but Pro version is probably needed to be effective	101,000.	4.0
	Pro - \$19	No							-Authorize.net AIM -PayPal Pro -Stripe & others	No				67,000	N/A
<p><i>Exchange (by iThemes)</i></p> <p><a href="http://ithemes.com/exchange/">http://ithemes.com/exchange/</a></p>	Free	No	Themes \$80 Add-ons ~\$100 (limited currently but will grow, & costs will accordingly) "Non-basic" Support \$47 per month	-simple ("physical") -downloadable -virtual ("simple") -subscription products using paid add-on	-custom post types *no shortcodes or product widgets available	basic sales stats in dashboard; no real reporting	Tracking - display stock levels; no notifications	-flat rate (one rate) -free shipping  *can adjust flat rate per product	-offline -PayPal Standard -Stripe	No	video tutorials are detailed, (free) community forums for basic issues, pretty good user documentation; paid support for \$47 / mo	-guest checkout coming soon -public roadmap for features -no manual order creation/editing -coupons supported -tax, shipping, payments all very basic currently	Very minimal with ability to activate only needed features; easy to use, esp for users with little experience	7,500	5.0