wedoo
BETTER BUSINESS

Ecommerce Platform Comparison Report 2023

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odoo

shopify

WiX.com

Introduction

Ecommerce has revolutionised retail globally, allowing the retail industry to meet the changing needs of shoppers and make online purchasing easier for consumers. By pairing a strong online presence with the latest ecommerce platforms, businesses can broaden their offerings, increase reach and remain open 24/7.

Today, even vehicles are regularly purchased online, with 76% of car buyers open to buying online[1] and almost every major car manufacturer is taking advantage of that fact (Mercedes Benz, Jaguar Land Rover, Daimler, Peugeot, Citroen, Hyundai, and Ford).[2]

With code free website builders lowering the barrier to entry for ecommerce, it is predicted that 24% of retail purchases are expected to take place online by 2026.[3]

This document aims to compare some of the most popular ecommerce solutions available in the market today: Odoo, Shopify, and Wix.

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1. 38 eCommerce Statistics of 2023 – Forbes Advisor
2. 10 Brands Are Now Selling Cars Online (forbes.com)
3. 10 Important Ecommerce Trends to Watch for in 2023 (oberlo.com)

Introduction continued

odoo

Founded in Belgium in 2004, Odoo is a suite of open-source business applications. Odoo grew quickly with 1549% growth in 2013, winning Deloitte's 'fastest growing company' award. While a free Community edition is available, this comparison is based on the Online version (cloud based and billed monthly).

"Amazing employees deserve amazing software"

7mil+	**37,000+**	**4,000+**	**2,300+**
monthly users	apps	partners	employees

shopify

Developed in 2006 by two Canadian entrepreneurs, Shopify is the fastest growing online store with the largest ecommerce platform share in the US. In 2021 the company reported 2 million businesses in approximately 175 countries use it's ecommerce platform.

"Shopify gives you everything you need to build a successful online business"

2mil+	**2mil+**	**1,500+**	**7,000+**
monthly users	online stores	partners	apps

WiX.com

Wix is an Israeli company founded in 2006 which quickly grew to become a significant player in the ecommerce market. Wix's website builders uses a freemium business model, making most its revenues through premium upgrades.

"It's more than just a website builder, it's how your vision comes to life"

200mil+	**800,000+**	**5,000+**	**250+**
monthly users	online stores	partners	apps

Pricing Comparison

	odoo	shopify	WiX.com
eCommerce	**Advanced**	**Business VIP**	
$0 [1] NZD	**$649** [2] NZD	**$56** [3] NZD	
Monthly	Monthly	Monthly	

	odoo	shopify	WiX.com
Conditions			
Free Cloud Version	✔	✖	✔
1-year Free Domain	✔	✖	✖
Contract Duration	Monthly	Monthly	Monthly
One Free App	✔	N/A	N/A
Free Trial	✔	✔	✔

1. Odoo ecommerce is free for unlimited users as long as you use solely the ecommerce app. Access ALL Odoo apps for $36.58 p user p month (first year) then $45.79 p user p month ongoing.
2. USD converted to NZD, actual pricing will fluctuate with exchange rate. See www.shopify.com/pricing for pricing.
3. USD converted to NZD, actual pricing will fluctuate with exchange rate. See www.wix.com/pricing.

Usability

Usability	odoo	shopify	WiX.com
Implementation Cost			
Ease of Setup	★★★★★	★★★★★	★★★★★
Ease of Use	★★★★☆	★★★★★	★★★★★
Reports Flexibility	★★★★★	★★★★☆	★★★☆☆
Speed / Scalability	★★★★★	★★★★★	★★★★★
CDN by Default	✓	✓	✓
User Satisfaction			
Ratings on G2 Crowd	4.8	4.5	4.2
Ratings on Get App	N/A [1]	4.5	4.5
Ratings on Capterra	N/A [1]	4.5	4.4
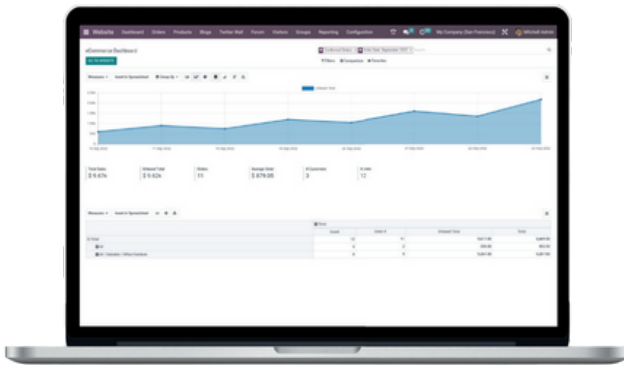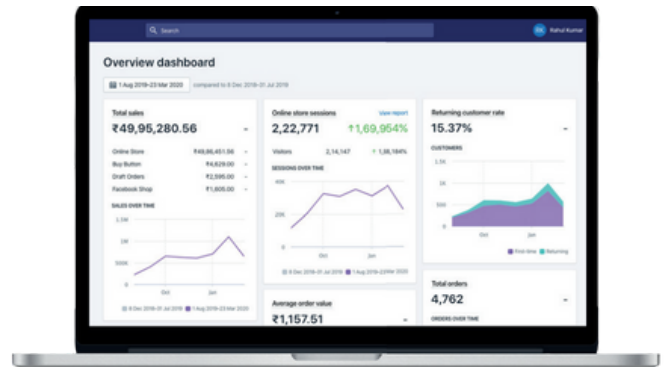
odoo

shopify
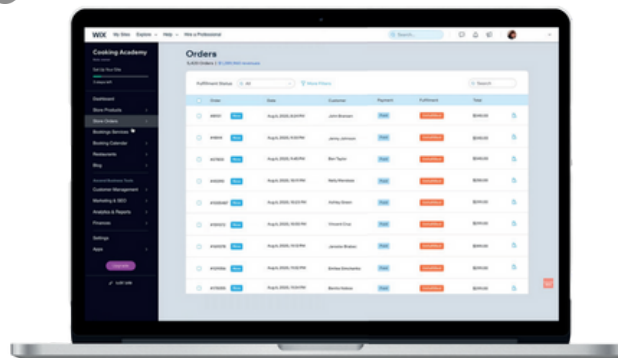
WiX.com

1. The overall rating available relates to Odoo's full suite of apps. To keep the comparison fair this has been ommitted.

Features Comparison

To offer a fair comparison, we have compiled a table of the most important features an ecommerce platform should offer plus any built-in business management solutions which would benefit the operation of an online store.

By grouping these into 8 categories it is our aim to display everything a business might need to manage and develop its online store: Product Management, Design, Customer Management, Shipping, Promotion & Marketing, Sales Management, Reporting, and Usability.

The plans selected for comparison for each ecommerce platform are: Odoo eCommerce Standard Plan, Shopify Advanced Plan, and Wix Business VIP plan.

Product Management	odoo	shopify	WiX.com
Catalogue Management			
Configurable Products (Variants, Attributes, etc.)	✔	App	✔
Product Inline Page Builder	✔	✘	✘
Digital Products	✔	✔	✔
Product Reviews	✔	✔	✔
Recurring Products (Subscriptions)	✔	✔	✔
AI Powered Product Recommendation	✔	✘	✘
Multiple Website Support	✔	✘[1]	✔

1. Only available with a Shopify Plus subscription ($3,250 NZD p month)
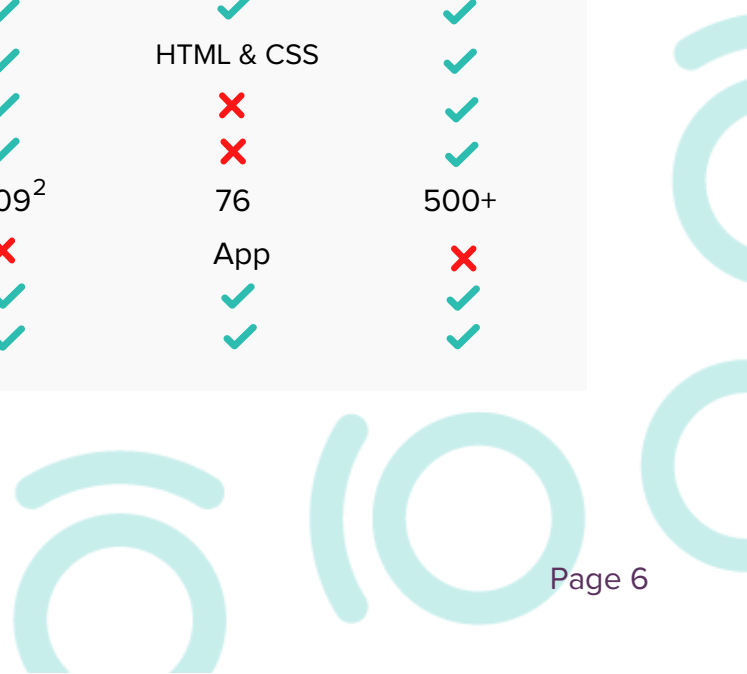
Features Comparison Cont'd

Inventory Management	odoo	shopify	WiX.com
Catalog Management			
Barcode Support	✔	✔	✔
SKU Support	✔	✔	✔
Product Demand Forecasting	✔	App	✔
Stock On Hand	✔	✔	✔
Stock Availability	✔	✔	✘
Supply Chain	✔	App	✘
Return/Exchange Management	✔	✔	✔
Shipment Tracking	✔	✔	✔
Backorders Management	✔	App	✘
Multiple Warehouses	✔	✔	✘
Purchase Management	✔	✘	✘
Inventory Loss Management	✔	✔	✘

Design	odoo	shopify	WiX.com
General			
WYSIWYG Editor [1]	✔	✔	✔
Drag and Drop Page Builder (Building Blocks)	✔	✔	✔
Responsive Web Design	✔	✔	✔
Auto-Generated Sitemaps	✔	✔	✔
Customisable HTML/CSS/JS	✔	HTML & CSS	✔
AI Powerd Site Builder	✔	✘	✔
AI Powered Themes	✔	✘	✔
Available Themes	809 [2]	76	500+
PWA Support	✘	App	✘
Mobile Friendly	✔	✔	✔
Mobile Specific Content	✔	✔	✔

1.What you see is what you get (WYSIWYG).
2. Odoo Versions 13, 14, 15 & 16.

Features Comparison cont'd

Design	odoo	shopify	WiX.com
Ecommerce Usability			
Breadcrumb Navigation	✔	✔	✔
Site Search Engine	✔	✔	✔
Sorting of Search Results	✔	✔	✔
Filtering of Search Results	✔	✔	✔
Product			
Multiple Pictures per Product	✔	✔	✔
Bulk Image Upload	✔	✔	✔
Bulk Product Import/Export	✔	✔	✔
Hierarchy of Categories	✔	✔	✔
Video and 3D Product Asset	✔	✔	✔
Back in Stock Notification	✔	✔	✔
Matrix Selector	✔	✔	✖
Variants Display Types	✔	✔	✖

Customer Management	odoo	shopify	WiX.com
Cart Abandonment Tracking	✔	✔	✔
Persistent Cart	✔	✔	✔
Customer Portal	✔	✔	✔
Buy Without Signup	✔	✔	✔
Customer Testimonials	✔	✔	✔
Customer Contact Form	✔	✔	✔
Customer Order History	✔	✔	✔
Customer Specific Prices	✔	App	✔
Live Chat on Website	✔	✔	✔
Affiliates Management	Addon	App	✖
Wishlist	✔	App	✔
Customisable Customer Forms	✔	✖	✖

Features Comparison cont'd

Shipping	odoo	shopify	WiX.com
Custom Shipping Rules	✔	✔	✔
Flat Rate Shipping	✔	✔	✔
Label Printing	✔	✔	✔
Gift Wrapping Option	✔	✔	✔
Free Shipping Options	✔	✔	✔
Weight Based Shipping	✔	✔	✔
Dropshipping	✔	✔	App
Pick-up in store	✔	✔	✔
Shipping Connectors: DHL	✔	✔	App
Shipping Connectors: UPS	✔	✔	App
Shipping Connectors: USPS	✔	✔	✔
Shipping Connectors: FedEx	✔	✔	App
Shipping Connectors: La Poste	✔	✖	✖
Shipping Connectors: Mondial Relay	✔	App	App

Promotion & Marketing	odoo	shopify	WiX.com
Email Auto Response	✔	✔	✔
Email List Management	✔	✔	✔
Drag and Drop Mail Designer	✔	✖	✔
Affiliate Program Support	✖	✔	✔
Coupons and Promo Codes	✔	✔	✔
Reward Points	✔	✔	Plugin
Discount Management	✔	✔	✔
Gift Cards	✔	✔	✔
Product Ratings	✔	✔	✔
Product Bundling	✔	App	Plugin
Product Comparison	✔	App	Plugin
Up-sells in Shopping Cart	✔	App	✔
Cross-sells on Product Pages	✔	App	✔
UTM Conditional Display	✔	✖	✖

Features Comparison cont'd

Promotion & Marketing	odoo	shopify	WiX.com
Customisable Newsletter Templates	✔	✔	✔
Integrated A/B Testing	✔	App	✔
eBay Marketplace Integration	✔	App	✔
Amazon Marketplace Integration	✔	✔	✔
Private Sales	✔	App	✔
Site-Wide Banner Advertising	✔	✔	✔
Social Media Integration	✔	✔	✔
Blogs	✔	✔	✔
SEO			
Integrated SEO Tools	✔	✔	✔
Inline SEO Suggestions	✔	✘	✘
Optimised URLs	✔	✔	✔
Link Tracker	✔	✔	✔
SEO-Friendly Templates	✔	✘	✔

Sales Management	odoo	shopify	WiX.com
General			
Integrated Accounting	✔	✘	✔
Search Reports	Addon	✔	✔
Data Import	✔	✔	✘
SSL Support	✔	✔	✔
Integrated Invoicing	✔	✔	✔
Multi-Store Support	✔	✘	✔
Taxes by Country/State	✔	✔	App
Automatic Taxes Mapping	✔	App	App
Customisable Invoice Template	✔	✔	✘
Address Autocomplete	✔	✔	✔
Multi-Currency System	✔	✔	✔

Features Comparison cont'd

Sales Management	odoo	shopify	WiX.com
Payment Features			
Payment Gateway: Redirect	✔	✔	✔
Payment Gateway: Server to Server	✔	✔	✔
Recurring Payments	✔	App	✔
PayPal Integration	✔	✔	✔
Adyen Integration	✔	✘	✘
SIPS Worldline Integration	✔	✘	✘
Alipay Integration	✔	✔	✔
Stripe Integration	✔	✔	✔
Amazon Payment Services Integration	✔	✔	✘
AsiaPay Integration	✔	✘	✘
Authorize.net Integration	✔	✘	✘
Buckaroo Integration	✔	✘	✘
Flutterwave Integration	✔	✘	✘
Mercado Pago Integration	✔	✘	✔
Mollie Integration	✔	✔	✔
PayU Integration	✔	✘	✔
Razorpay Integration	✔	✘	✔
SEPA Direct Credit Integration	✔	✘	✔
Own Provider Support	✔	✘	✘

Reporting	odoo	shopify	WiX.com
Reports			
Sales Report	✔	✔	✔
Inventory Reports	✔	✔	✘
Subscription KPIs (MRR, Churn, etc.)	✔	✘	✘
Google Analytics Integration	✔[1]	✔	✔
Plausible Analytics Integration	✔	✔	✔
Product Performance Reports	✔	✔	✔
Sales Summary Reports	✔	✔	✔
Site Search Report	✘	✘	✔

1. Universal Analytics only. No direct integration with Google Analytics 4 (GA4).

Features Comparison cont'd

Reporting	odoo	shopify	WiX.com
Report Engine			
Dynamic Graphs	✔	✘	Addon
Dynamic Pivot Table	✔	✘	✔
Customisable Dashboard	✔	Addon	✔
Export Report to Integrated, Dynamic Spreadsheets	✔	✔	✘

| Usability	odoo	shopify	WiX.com
General Usability			
Full Web Interface	✔	✔	✔
Fast Backend (Ajax)	✔	✔	✔
Resonsive Backend	✔	✔	✔
Multi-language	✔	✔	✔
Interfaces			
API	✔	✔	✔
Apps Store	515+	7000+	500+

Odoo, Shopify & Wix in New Zealand

The graph below shows the number of searches for the associated keywords in New Zealand over the last 5 years. Shopify dominates in search interest, followed by Wix. Odoo is not an ecommerce dedicated software, so the search volume on this graph will include non-ecommerce related searches.

Evidently, Odoo is not a well-known ecommerce platform in New Zealand when compared to Shopify and Wix. However, we've seen that Odoo Ecommerce performs well, with many unique features and a very good usability interface. As Odoo Ecommerce matures, and with the low price point when compared to the most popular eCommerce platforms in the market, we predict Odoo's popularity in New Zealand will see high growth.

When choosing your ecommerce software, it's important to consider what your business will need in upcoming years. Secure your ability to have control over your growth by ensuring your chosen solution will easily integrate with business management software applications like Accounting, CRM, Manurfacturing, etc.
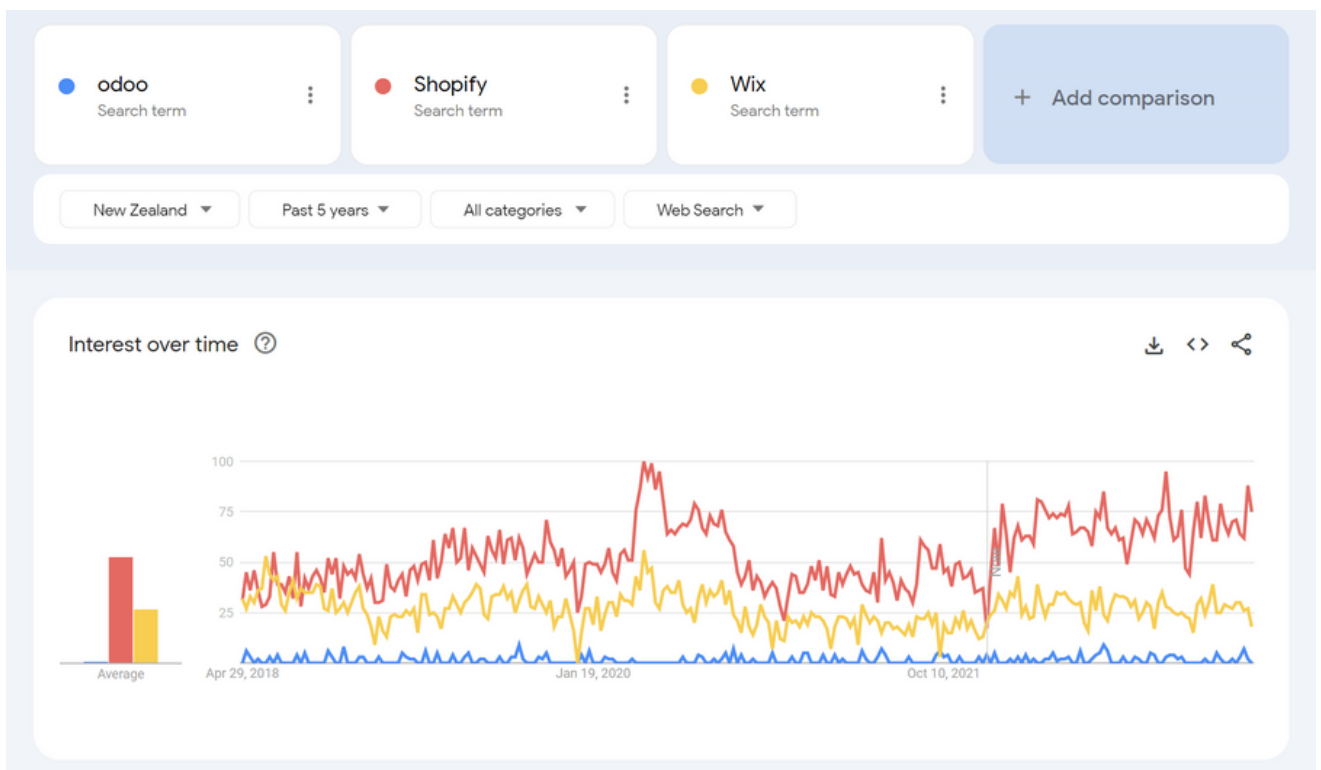
This report was compiled by Wedoo. We have done our best to keep the comparison objective and fair, updating and adapting the feature comparisons from Odoo's 2022 Ecommerce Software Comparison Whitepaper. If you find a mistake or missing feature, please let us know at hello@wedoo.co.nz.

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