

WordPress Shopping Cart Comparison 2013

	Cost	Digital Products	Physical Products	Subscriptions	Gift Cards	Wishlist	Tiered Shipping Rates	Live Shipping Rates	Product Variations	Accessories & Up-Sells	Reviews or Ratings	Sale Pricing	HTML Receipts	Coupons & Promo Codes	Inventory Tracking	Customer Order History	Taxes	Show Related Products	Offline Payments	Support	Gateways	Notes
Cart66 Cloud	\$199/yr	✓	✓	✓			✓	Coming	✓				✓	✓	✓	✓	✓			Included	50 free	Cloud-based. Stores customer credit cards. No SSL or PCI compliance required. Built in drip email marketing. New solution with growing functionality.
Cart66 Lite	Free	✓	✓				✓		✓					✓			✓			WP Plugin Forum Only	Mijireh, PayPal, 2Checkout	Core is free in WP plugin repository. Good for simple sites with a few products. Integrates with Gravity Forms.
Easy Digital Downloads	Free	✓	If shipping is included in price	Extension					✓		Extension		✓	✓		✓	✓	Extension		Basic - Free, Priority \$129/yr	Purchased as Extensions	Core is free in WP plugin repository. Additional functionality available in hundreds of free and paid extensions.
iThemes Exchange	Free	✓	Coming	Coming				✓	✓				✓	✓	✓	✓	✓		✓	Forum Support Free, included in Packages, or \$47 per month	PayPal and Stripe (free). More coming.	Core is free in WP plugin repository. Additional functionality through paid add-ons. Available in bundles with other iThemes products.
Jigoshop	Free	✓	✓	Extension		Plugin	✓	Extension	✓	✓	Plugin	✓	✓	✓	✓	✓	✓	✓	✓	\$239/yr	PayPal free, others by Extension	Core is free. Additional functionality through extensions. Forked to become WooCommerce in 2011.
MarketPress	\$19 or free for WPMU Members	✓	✓				✓		✓			✓		✓	✓		✓			30 days included or annual WPMU membership (\$55)	PayPal, Stripe, 2CO, Authorize.net and 8 others included	Import from WP E-Commerce. Tax setting is on/off. MarketPress optimized themes available from WPMU. Int'l options. WPML certified
Shopp	\$55/1 Site	✓	✓	✓	Plugin	Plugin	✓	✓	✓	✓	Extension	✓	✓	✓	✓	✓	✓	✓	✓	Included	PayPal and 2CO Included. Others \$45.	\$299 Developer License for Unlimited Sites Available. Lots of International options.
WooCommerce	Free	✓	✓	Extension	Extension	Extension	✓	Extension	✓	✓	✓	✓	✓	✓	✓	✓	✓	Extension	Extension	Forum and Wiki. Priority Support with Dev License.	PayPal Included. Others about \$79	Forked from Jigoshop in 2011. Additional functionality w/100s of free/paid extensions. Huge market footprint: lots of add-ons and themes.
WP e-Commerce	Free	✓	✓		Plugin	Plugin	✓	✓	✓			✓		✓	✓		✓	✓	✓	Forum. Premium Support Available.	PayPal Included. Others by Add-on	Many paid and free add-ons and companion plugins in the repository.

Compiled by Nathan Ingram - September, 2013