



commercetools vs. VTEX

Enterprise commerce decision guide



Why are companies switching from VTEX to commercetools?



VTEX presents itself as a complete commerce solution, bundling storefront, marketplace and order management into one platform. With a strong presence in Latin America and a host of built-in features, it promises speed to market and simplicity for retailers who want to get up and running quickly.

But that convenience comes with trade-offs. VTEX is moving away from a truly composable, MACH-based approach — sending mixed signals to enterprises that need freedom to shape their own stack. While its all-in-one model reduces the need for initial integrations, it limits flexibility, customization and long-term scalability. For brands operating across multiple channels, regions and business models, those constraints quickly become barriers.

Enter commercetools.

Built on a fully composable, API-first architecture, commercetools gives enterprises the power to design commerce experiences around their unique needs. Whether it's supporting new business models, handling massive product catalogs or scaling globally with performance and reliability, commercetools delivers the flexibility VTEX lacks. By integrating best-of-breed tools and evolving without replatforming, brands gain the speed, resilience and future-ready foundation required to compete.

For companies reevaluating their commerce stack, the difference is clear: VTEX may offer a faster start, but commercetools is built to last.



Forward-thinking businesses that migrated to commercetools – and their results

Boost revenue

47%

Increase in average order value YoY



400%

Increase in eCommerce sales, with a 25% increase in SKUs per order for self-service customers.



60%

Increase in conversion rate.

BANG & OLUFSEN

Maximize efficiency with lower TCO

2000

hours saved on customer admin vs. manual order processing.



87%

Decrease in alert noise for developers, enabling the team to focus on high-priority tasks.



20%

Lower maintenance costs, even after investing in an in-house dev team and infrastructure.



Craft frictionless commerce experiences

71 NPS score

Demonstrates high customer satisfaction.



50%

Buyers self-registered online, leading to a 2x sales order increase.



EXPRESS

L.L.Bean

NBCUniversal

petvalu

SEPHORA

TEKTON.



Woolworths 



3 key advantages commercetools has over VTEX

Discover why fast-growing brands and large-scale businesses often outgrow VTEX — and how commercetools delivers the flexibility and innovation enterprises need to stay ahead.

1. Flexibility and agility



commercetools delivers true flexibility with an open, tech-agnostic architecture that supports extensive customization and integrations, ready to support complex use cases without vendor lock-in.

VTEX supports multiple business models, but deeper customizations often require complex workarounds and costly third-party plugins. Its reliance on native tools and the VTEX IO environment limits true tech-agnostic flexibility, creating hidden vendor dependencies.

2. Scalability



commercetools is built cloud-agnostic with a microservices architecture, delivering high availability, robust SLAs and seamless B2B/B2C integration — all on one platform.

VTEX is a cloud-native platform capable of handling moderate traffic and multiple business models. However, it can face reliability and resilience challenges at enterprise scale.

3. Business value



commercetools drives growth with a unified platform that ensures the best pay-off for your business. The result: Rapid innovation and lower total cost of ownership (TCO) at enterprise scale.

VTEX can deliver quick time-to-market and value for straightforward commerce implementations. But for complex or advanced use cases, it often requires resource-intensive workarounds or costly third-party plugins, limiting efficiency and increasing risk.



Deep dive: Flexibility and agility



<p>Use case breadth</p>	<p>😊 commercetools excels in empowering highly customized experiences across innovative use cases.</p>	<p>😐 VTEX offers a platform for B2C and B2B models, but its full breadth of use cases is dragged down by complex workarounds for deeper customizations, several underdeveloped B2B features and integration challenges.</p>
<p>Tech-agnostic</p>	<p>😊 commercetools provides modern developer tooling and tech-agnostic infrastructure for maximized flexibility and freedom of engineering.</p>	<p>😐 Despite its headless and composable architecture, VTEX isn't fully tech-agnostic as it provides its own native tools and a preferred development environment.</p>
<p>Extensibility</p>	<p>😊 commercetools offers exceptional flexibility with a tech-agnostic, extensible architecture spanning data models, APIs, events and the Merchant Center. This makes it ideal for scalable, tailored solutions beyond OOTB features.</p>	<p>😐 VTEX presents more limited and costly extensibility due to its reliance on building or acquiring plugins from third-party developers. While such plug-ins can be valuable to extend integrations, they're usually expensive and introduce security risks.</p>
<p>No vendor lock-in</p>	<p>😊 Through its MACH® (Microservices, API-first, Cloud-native, Headless) architecture, commercetools virtually eliminates vendor lock-in.</p>	<p>😐 VTEX's mix of composable and all-in-one infrastructure reduces vendor lock-in compared to classic monolithic platforms, but dependency on its native tools and the VTEX IO development environment creates a risk if you ever need to replatform.</p>
<p>AI capabilities</p>	<p>😊 commercetools delivers an AI-first platform that enables smarter automation, personalization and agile commerce experiences.</p>	<p>😐 VTEX offers solid capabilities in AI-powered search, customer service, and customization/personalization. However, its positive AI results seem tied to specific features, and other AI capabilities may be less mature.</p>



Deep dive: Scalability



Cloud-agnostic infrastructure and multi-cloud	<p>😊 commercetools operates a cloud-native infrastructure powered by leading cloud providers like Google Cloud Platform and AWS. The result: Flexibility, scalability and enhanced security.</p>	<p>😊 Primarily leveraging AWS, VTEX performs as a scalable, cloud-native platform, able to handle various traffic spikes.</p>
Maintainability	<p>😊 commercetools APIs are modular and versionless, meaning they are designed to evolve without introducing breaking changes. This allows both REST and GraphQL APIs to coexist and remain compatible with the platform's core functionality.</p>	<p>😊 VTEX pushes continuous updates and versionless upgrades, which can introduce changes outside a business' control. While this removes the need for manual migrations, it may create disruption or require extra effort to adapt to new features.</p>
Reliability and resilience	<p>😊 commercetools' microservices architecture and cloud-native design prioritize reliability and resilience, ensuring high availability and performance backed by SLAs offering at least 99.9% uptime.</p>	<p>😊 VTEX might be reliable for mid-sized businesses, but it has presented reliability and resilience challenges with more intricate, enterprise-scale requirements, including downtime and difficulty managing multiple project instances.</p>
Unified commerce	<p>😊 commercetools' unified catalog and flexible store and channel management support seamless B2B and B2C operations from a single platform, enabling efficient multi-brand, multi-region, and omnichannel commerce. Real-time data exchange and a robust InStore solution ensure smooth execution of complex scenarios.</p>	<p>😊 While VTEX can manage certain unified commerce capabilities, such as supporting multiple business models (B2B, B2C, D2C) in one platform, the vendor lacks a comprehensive solution to unify digital and in-store channels. VTEX's Sales App allows store associates to buy on behalf of a customer from any inventory across the web and possibly other stores, but it supports only endless aisle scenarios.</p>



Deep dive: Business value



Fast time to market/value



commercetools supports rapid onboarding and task automation through extensive public documentation, templated solutions, expert services and agentic workflows. Teams can quickly implement complex tasks without heavy technical support.



Owing to some ready-to-use, pre-configured solutions, VTEX can allow for fast time-to-market and time-to-value, but only for more straightforward commerce implementations. Any advanced functionalities may require workarounds or additional, complex and resource-intensive development.

Lower TCO



commercetools delivers a lower total cost of ownership with flexible, modular pricing and faster implementations. Its tech-agnostic architecture eliminates the need for specialized proprietary expertise.



With its pre-configured solutions, VTEX can offer a lower total cost of ownership for mid-sized customers with more limited budgets. However, for more intricate business needs, VTEX's high dependence on building or acquiring plugins from third-party developers can be expensive and introduce additional risk.



Industry recognition

Gartner

2025 Gartner® Magic Quadrant™ for Digital Commerce



commercetools is recognized as a Leader for the sixth consecutive year.



VTEX is recognized as a Challenger in Gartner's 2025 Magic Quadrant, lagging behind commercetools in both completeness of vision and the ability to execute on it.



Paradigm B2B Combine 2025 Digital Commerce Solutions (Enterprise Edition)



commercetools is a top performer with 12 medals across the evaluated 12 categories, including 8 gold, 3 silver and 1 bronze medals.



VTEX earned 12 medals across the 12 evaluated categories, with 8 gold, 1 silver and 3 bronze medals. commercetools outperformed it in partner ecosystem, sales & channel enablement, and content & data management.



commercetools: The clear choice for enterprises



Unlimited extensibility and customization

- Expand and tailor functionalities beyond out-of-the-box features, thanks to its API-first approach, flexible data model and B2B and B2C (and in-store) capabilities on a unified platform.



Unified commerce handles multiple channels, brands, business models and countries

- One platform that centralizes data across customers, products, inventory, and more, enabling true unified commerce.
- Retailers can replace their POS (point of sale) systems and eliminate data duplication and siloes.



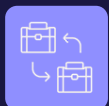
Limitless scalability

- Automatic scaling and enhanced security through leading cloud providers to handle enterprise-level traffic and complex operations without downtime.
- Multi-store setups for easy internationalization and expansion.



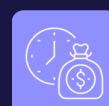
Agentic AI leadership

- AI-first capabilities for intelligent automation and real-time personalization across the commerce stack.



Native enterprise-level B2B capabilities

- Advanced organizational modeling through granular permissions and roles, collaborative buying and buyer approval flows.
- Purpose-built order management with recurring orders, inventory at scale, and other complex B2B processes.



Implementation, costs and beyond

- Accelerated time-to-market and operational efficiency through pre-composed solutions, accelerators, etc.
- Open, tech-agnostic ecosystem with no vendor lock-in.
- Predictable pricing (no fixed subscriptions, revenue shares or hidden fees) and lower TCO (total cost of ownership).

Ready to get started?

Create your MVP or POC

Take advantage of our free 60-day trial and get a glimpse of how commercetools can work for you.

[Your free trial →](#)

Get in touch

Contact our team of commerce experts and tell us about your business goals, so we can advise you on next steps.

[Schedule a call →](#)

About commercetools

For global enterprises, commercetools provides the leading AI-first digital commerce platform, delivering unmatched revenue growth and performance. Our modular, scalable technology is the foundation for innovation — from agentic commerce to conversational experiences — giving businesses the flexibility to respond to changing business needs fast and with confidence.

By removing the constraints of legacy systems, commercetools enables enterprises to realize new opportunities faster, meet the evolving demands of their customers, and expand across offline and online channels, regions, brands and business models without compromise.

More information at commercetools.com.

