SUPPLY CHAIN RESEARCH

Dropship & Marketplace Platforms

The 2026 Buyer's Guide & Vendor Landscape

A practitioner's guide to evaluating, costing, and selecting dropship and marketplace enablement software: what these systems do, how the dropship and marketplace models differ, why GMV is not the market, how the field has consolidated, how the vendors stack up in 2026, and how GMV-based pricing works.

Prepared by Supply Chain Research · 2026 · Independent, vendor-neutral research

Contents

1. Executive summary

Dropship and marketplace software lets a retailer sell products it does not own and hold, and lets a brand or supplier sell through someone else's storefront. It powers third-party, or 3P, commerce, in two related but distinct models. In the dropship model, a retailer lists a supplier's product on its own site, the supplier ships direct to the customer, and the retailer takes a margin. In the marketplace model, a retailer runs a marketplace on which independent sellers list and sell, and the retailer takes a commission and runs the exchange. Both let retailers expand assortment without inventory risk and let brands reach customers they could not reach alone, which is why 3P commerce has grown so fast. The category comes with a distinctive trap for anyone sizing it: the headline numbers are gross merchandise value, the value of goods flowing through the platforms, not the far smaller software revenue. In 2026 the field is consolidating, adding retail media and AI, and blurring the line between dropship and marketplace.

This guide is written for retail, e-commerce, and merchandising leaders evaluating a 3P commerce investment, and for the brands and suppliers who sell through these networks. It is deliberately vendor-neutral: we accept no payment from the vendors covered, and we name no single best platform, because the right choice depends on which model you need, your role, and your scale. We also stress, honestly, that the eye-catching figures in this market are merchandise value and not the size of the software business, a distinction buyers and analysts routinely blur. The pages that follow define the two models, explain why GMV is not the market, trace the consolidation into a few large networks, profile the platform tiers, lay out an evaluation framework, and explain how GMV-based pricing and seller onboarding, more than the feature list, shape both cost and success.

Two models	GMV is not revenue	Consolidated
dropship (retailer sells supplier goods) and marketplace (retailer runs a seller platform)	the headline figures are merchandise value, not software revenue	the field has rolled up into a few large commerce networks

What the evidence says

- **Dropship and marketplace are different models.** In dropship the retailer owns the customer and the supplier fulfills; in a marketplace the seller owns the sale and the retailer runs the platform. Buyers must be clear which they need.
- **GMV is not the software market.** Rithum reports over $50B and Mirakl about $15B in GMV flowing through their platforms, but their software revenue is a small fraction of that, so GMV must never be read as market size.
- **Even the GMV figures are unaudited.** Headline GMV and funding numbers are company-reported and conflict across data sources, so they should be treated as directional, not precise.
- **The field has consolidated.** Rithum was formed by merging CommerceHub and ChannelAdvisor and now spans a network of 40,000 brands and retailers, illustrating how the category has rolled up.

- **GMV-based pricing shapes the decision.** Most enterprise platforms price on a share of GMV, so cost rises with success, and total cost of ownership at scale is a central evaluation issue.

2. What dropship and marketplace software is

Dropship and marketplace software is the digital infrastructure for third-party commerce, letting retailers sell goods they do not stock and brands sell through others' storefronts. The core capabilities are:

- **Catalog and listing management.** Ingesting, normalizing, and publishing product data across channels and marketplaces, often with AI-assisted categorization.
- **Seller and supplier onboarding.** Bringing third-party sellers or dropship suppliers onto the platform, with their catalogs, data, and compliance.
- **Order routing and orchestration.** Passing orders to the right supplier or seller for fulfillment, and keeping status in sync.
- **Inventory synchronization.** Keeping stock accurate across channels in near real time so listings do not oversell.
- **Payments, settlement, and integration.** For marketplaces, splitting payments and paying sellers; and connecting via API and EDI to ERP, PIM, and order systems.

Dropship versus marketplace

The most important thing to understand, illustrated in the table below, is that dropship and marketplace are two distinct models, and software is often stronger in one than the other. In the dropship model, the retailer lists a supplier's product on its own site, owns the checkout and the customer relationship, and the supplier ships direct while the retailer takes a margin. In the marketplace model, the retailer operates a marketplace where independent sellers list their own products, the seller owns the transaction and ships, and the retailer runs the exchange and takes a commission. The economics, the operations, and the software emphasis differ: dropship centers on supplier integration and fulfillment orchestration, marketplace on seller onboarding, catalog governance, and split payments. Many platforms now offer both, but their heritage usually favors one, so deciding which model, or both, you need is the first scoping decision.

Model	Who owns the sale	Software emphasis
Dropship	Retailer (its own site)	Supplier integration, fulfillment
Marketplace	Third-party seller	Seller onboarding, split payments
Unified (both)	Either, per listing	Both, with one heritage stronger

Both models blur into adjacent software, e-commerce platforms and storefronts, order management, product information management, feed management, and retail EDI, which is part of why the category resists a single definition. Notably, pure marketplace platforms usually do not include a customer-facing storefront, so a separate commerce platform is still required. Deciding your model, your role, and how the software fits your existing stack is the essential first step.

3. The dropship and marketplace market in 2026

This market comes with a sizing trap, and it is worth naming plainly: the impressive numbers you will see are gross merchandise value, the total value of goods sold through the platforms, not the revenue of the software business. The two differ by orders of magnitude. Reading GMV as market size, as many summaries implicitly do, overstates the software opportunity enormously. Figure 1 shows the gap.

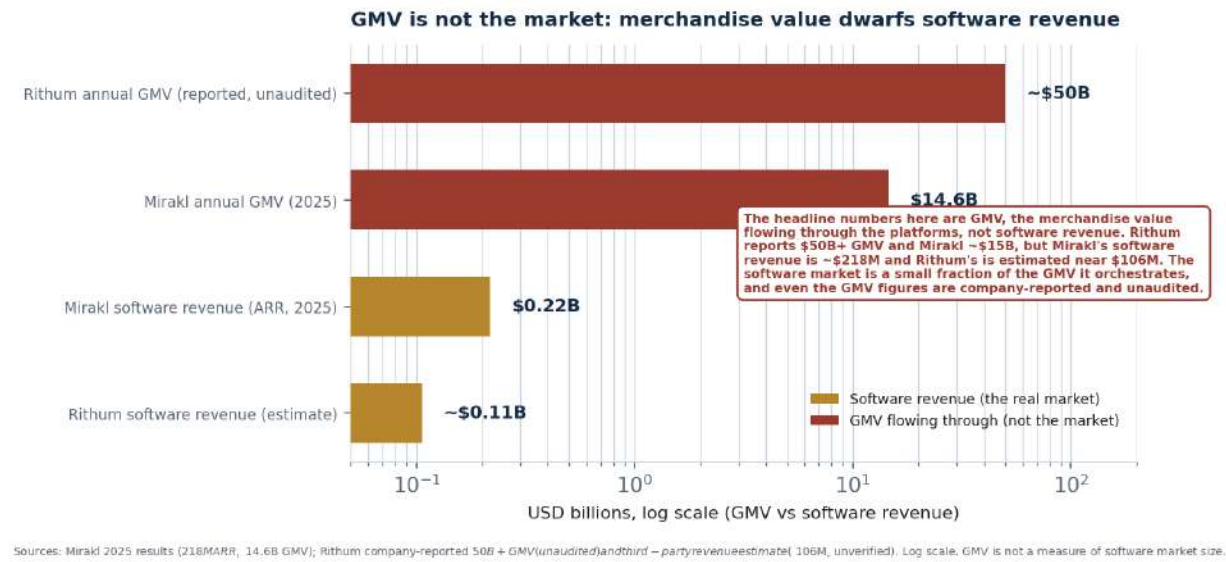


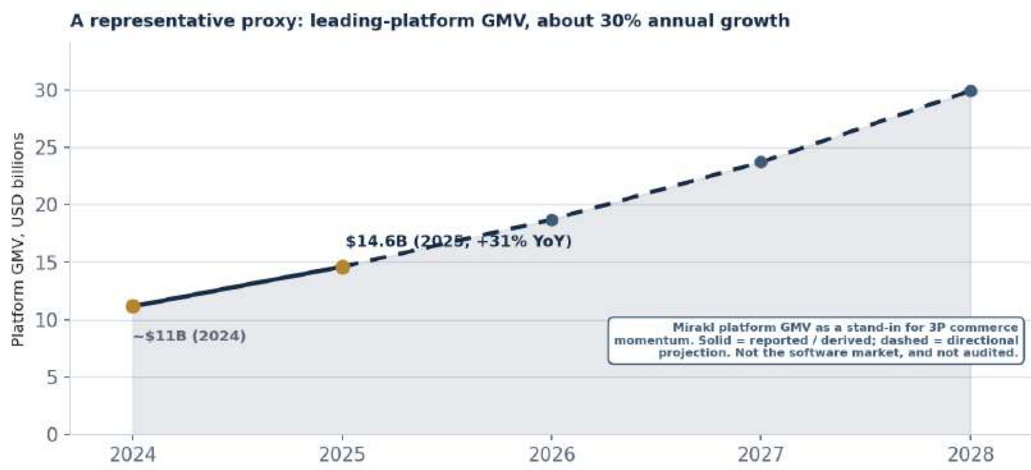
Figure 1. GMV is not the market. The merchandise value flowing through these platforms dwarfs their software revenue, and even the GMV figures are company-reported and unaudited.

Why GMV is not the market

The gap is stark. Rithum reports more than $50B in annual GMV flowing across its network, and Mirakl about $15B, yet Mirakl's actual software revenue is around $218M in annual recurring revenue, and Rithum's is estimated near $106M. In other words, the software these companies sell generates a small fraction, often well under one percent, of the merchandise value that passes through it. GMV measures the size of the commerce enabled, not the size of the software market, and the two must not be conflated. A further caution: even the GMV and funding figures are company-reported and, in Rithum's case, conflict sharply across financial databases, so they should be read as directional rather than precise. The genuine software market for dropship and marketplace enablement is likely in the low single-digit billions globally, not the tens of billions a GMV figure might suggest.

What to look at instead: adoption

Because the software market resists a single clean figure, adoption is a better gauge. Mirakl reports supporting more than 450 marketplaces and a network of over 100,000 merchants, and Rithum reports a network of some 40,000 brands, retailers, and suppliers connected to hundreds of marketplaces. Major retailers, Macy's, Kroger, Best Buy, Tesco, Ulta, Kohl's, Nordstrom, and many others, run dropship or marketplace programs on these platforms. The momentum is real and broad, even though the software revenue is far smaller than the GMV headlines imply.



Source: Mirakl reported ~$14.6B platform GMV in 2025, up 31% year over year; 2024 derived from that growth rate; 2026-2028 are directional projections, not forecasts. Illustrates GMV momentum, not software revenue.

Figure 2. A representative proxy for 3P commerce momentum, using leading-platform GMV. This illustrates growth in merchandise value, not the software market, and the later years are directional.

Direction of travel

What can be said with confidence is that third-party commerce keeps taking share. Marketplaces and dropship let retailers expand assortment without inventory risk and let brands reach new customers, and with margins under pressure that asset-light flexibility is increasingly attractive. GMV flowing through the leading platforms grew roughly 30 percent in the most recent year, retail media attached to these channels is a fast-growing revenue stream, and the models are extending into business-to-business commerce. The momentum is clear, but buyers should size the software opportunity, and any vendor, on software revenue and adoption, never on GMV.

4. The vendor landscape

The dropship and marketplace market spans enterprise marketplace platforms, multichannel and dropship orchestration networks, retail EDI and supplier networks, and smaller multichannel and feed tools. We group vendors into four tiers by model and scale, not by size. Consolidation, above all the Rithum roll-up, has reshaped the field.

What the analysts say

The analyst picture here is one of coverage within broader categories. The essentials:

- **There is no dedicated Magic Quadrant for this space.** Dropship and marketplace enablement is assessed within Gartner's digital commerce and marketplace-operation research rather than as a standalone ranked market.
- **The category has consolidated.** Rithum was created by merging CommerceHub and ChannelAdvisor in 2022 and rebranding in 2023, absorbing DSCO along the way, so several once-separate names now sit inside one network.
- **Marketplace and dropship are converging.** Vendors increasingly offer both models plus retail media in one platform, so the old distinction between a marketplace vendor and a dropship vendor is blurring.

Figure 3. Supply Chain Research's directional map. There is no analyst quadrant dedicated to dropship and marketplace enablement; these positions are our interpretation, not analyst coordinates.

Enterprise marketplace platforms

These vendors provide the infrastructure to build and run a third-party marketplace, and increasingly dropship too. Mirakl is the best-known, powering marketplace and dropship programs for large retailers and B2B companies, with strong seller onboarding, catalog management, payments, and retail media, though it requires a separate storefront and prices on GMV. VTEX and Marketplacer offer marketplace capability, VTEX as part of a broader commerce platform, and Spryker provides a flexible, modular foundation for building tailored marketplaces. Strengths: governance, seller onboarding, and scale for launching a marketplace. Limitations: no native storefront in the pure platforms, and GMV-based pricing that rises with volume.

Multichannel and dropship orchestration

These vendors orchestrate selling across many channels, with dropship at the core. Rithum, formed from CommerceHub and ChannelAdvisor and including DSCO, connects brands, retailers, and suppliers across hundreds of marketplaces with dropship, marketplace, and retail media, aimed at enterprise brands and retailers. ChannelEngine and ChannelAdvisor, now part of Rithum, offer multichannel listing and orchestration. Strengths: breadth of channel coverage, the brand-retailer-supplier network, and integrated retail media. Limitations: enterprise-scale pricing and contracts, and complexity that smaller sellers may find heavy.

EDI networks and smaller tools

Two further groups complete the picture. Retail EDI and supplier networks, above all SPS Commerce, and also DiCentral, provide the electronic-data-interchange backbone that connects suppliers to retailers for dropship and traditional trading, essential where retailers rely on EDI. And smaller multichannel and feed tools, Linnworks, Sellbrite, and Veeqo for multichannel selling, and Feedonomics, Salsify, and Productsup for product data and feeds, serve smaller sellers and the data layer beneath the channels. Strengths: respectively, EDI depth and connectivity, and accessibility and transparent pricing. Limitations: the EDI networks are infrastructure rather than full 3P platforms, and the smaller tools lack enterprise marketplace breadth.

Vendor summary

Vendor	Tier	Best fit	Notes
Mirakl	Enterprise marketplace	Launching a marketplace at scale	Marketplace + dropship; needs storefront; GMV pricing
VTEX / Marketplacer / Spryker	Enterprise marketplace	Marketplace on a platform	Platform or modular marketplace
Rithum	Multichannel / dropship	$50M+ GMV brands and retailers	CommerceHub + ChannelAdvisor + DSCO; retail media
ChannelEngine / ChannelAdvisor	Multichannel / dropship	Multichannel listing	ChannelAdvisor now part of Rithum
SPS Commerce / DiCentral	EDI / supplier network	EDI-based dropship and trading	Retail EDI backbone
Linnworks / Sellbrite / Veeqo	SMB multichannel	Smaller multichannel sellers	Accessible, transparent pricing

Vendor	Tier	Best fit	Notes
Feedonomics / Salsify / Productsup	Feed / product data	Product data and feeds	The data layer beneath channels

Positions and notes are Supply Chain Research's interpretation from public information, current to mid-2026. There is no dedicated Gartner Magic Quadrant for dropship and marketplace enablement. Ownership and product scope change quickly, including Rithum's consolidation of CommerceHub, ChannelAdvisor, and DSCO. GMV and revenue figures are company-reported, sometimes conflicting, and unaudited. Verify current details directly with each vendor.

5. How to evaluate a dropship or marketplace platform

The differentiators here are which model you need, your role and scale, the storefront question, and the pricing model, more than the feature list. We use five dimensions.

The five evaluation dimensions

1. **Dropship, marketplace, or both.** Which model do you need, and is the platform's heritage and depth aligned to it rather than to the other model dressed up as both?
2. **Your role and scale.** Are you a retailer building a 3P channel or a brand selling through retailers, and are you at enterprise scale or mid-market, since platforms are built for very different sizes?
3. **The storefront question.** Does the platform include a customer-facing storefront, or, as with pure marketplace platforms, must you provide a separate commerce platform, adding cost and complexity?
4. **Integration and onboarding.** How well does it connect to your ERP, PIM, and order systems and to EDI, and how much effort is seller or supplier onboarding, which is the real operational work?
5. **Pricing model and total cost.** Is pricing GMV-based, flat, or tiered, and what is the total cost of ownership at your projected scale, given that GMV-based pricing rises with success?

Making the decision

Match the platform to your model, role, and scale. Retailers launching a marketplace at scale reward Mirakl and the enterprise marketplace platforms; enterprise brands and retailers running dropship and multichannel programs reward Rithum; retailers reliant on EDI reward SPS Commerce; and smaller sellers reward the accessible multichannel tools. Confirm whether you also need a storefront, scrutinize the pricing model, especially GMV-based terms and contract length, and weigh the seller or supplier onboarding effort, because that operational work, more than the software features, determines whether the program succeeds.

A selection process that works

1. Decide whether you need dropship, marketplace, or both, and match the platform's heritage to it.
2. Confirm your role and scale, and filter to platforms built for that size.
3. Establish whether you need a separate storefront, and cost that in.
4. Model total cost of ownership at your projected GMV, and scrutinize contract terms and lock-in.
5. Assess integration and the seller or supplier onboarding effort, and take references at your scale.

6. Cost and pricing

Pricing in this market is distinctive, because the dominant enterprise model is a share of GMV, which means cost scales with the value flowing through the platform. The models you will encounter:

Pricing model	Typical basis	Notes
GMV revenue share	Percent of merchandise value	Common at enterprise; rises with scale
Base subscription	Modules selected	Often above $2,000/mo
Implementation / onboarding	Setup and seller onboarding	Paid services, often required
Tiered / flat subscription	Users or volume band	SMB multichannel tools
Seller plans (marketplace)	Per-seller subscription	For sellers joining a marketplace

What drives the number

GMV and scope drive the cost. Enterprise platforms such as Mirakl and Rithum are quote-based, typically combining a base subscription tied to the modules chosen, listings, dropship, marketplace, retail media, with a revenue share on GMV above certain thresholds, plus paid implementation and onboarding services that can run into thousands of dollars. The critical feature, and the most common complaint, is that GMV-based pricing penalizes growth: as your merchandise value rises, so does your cost, which can erode the economics at scale and make total cost of ownership hard to predict. Multi-year contracts that users describe as hard to exit compound the commitment. Smaller multichannel tools, by contrast, offer transparent, self-serve subscription pricing. The most common mistake is to underestimate how GMV-based fees and onboarding costs grow with the program. Model total cost at your projected GMV, not today's, and weigh it against the incremental margin and retail media the channel will generate.

Because most enterprise pricing is a share of GMV, published or quoted figures should be modeled at your projected scale, not your current one, and contract length and exit terms scrutinized. GMV-based pricing means the cost grows with success, so total cost of ownership, not the entry price, is the number that matters.

7. Implementation: where programs succeed or fail

Dropship and marketplace programs fail in predictable ways, and the failures cluster around model fit, onboarding, and cost, not the core software. The recurring causes:

- **The model was mismatched.** If a retailer needed a dropship program but bought a marketplace platform, or the reverse, the software fits the wrong operating model and the gaps show quickly.
- **The storefront gap was missed.** If a company bought a pure marketplace platform without realizing it needs a separate storefront, the project stalls on the missing, and unbudgeted, commerce front end.
- **Seller or supplier onboarding stalls.** If bringing sellers or suppliers on, with their catalogs, data, EDI, and compliance, is underestimated, the network never fills and the program starves, because this is the real operational work.
- **GMV-based costs surprise.** If the growth in GMV-based fees was not modeled, the program's economics deteriorate as it succeeds, and the finance team loses confidence in it.

Model fit	Onboarding	TCO
dropship or marketplace must match the operating model	filling the seller or supplier network is the hard work	GMV-based cost must be modeled at projected scale

Three principles that separate success from failure

- **Match the model.** Confirm whether you need dropship, marketplace, or both, and buy a platform whose heritage fits, because the wrong model is expensive to unwind.
- **Plan the onboarding.** Resource the onboarding of sellers or suppliers, and their data, EDI, and compliance, heavily, because a 3P platform with no participants delivers nothing.
- **Model the full cost early.** Project GMV-based fees and the storefront, if needed, at your target scale, because costs that grow with success can quietly erode the business case.

A phased rollout

Sequence the program to prove the model and fill the network. Begin by fixing the model and, if a marketplace, the storefront, then onboard a first cohort of sellers or dropship suppliers, integrating their catalogs and data and getting the operational flow, orders, inventory, settlement, working end to end. Prove the economics on that cohort, including the true GMV-based cost, then scale the network, add categories, and layer in retail media. Treating seller and supplier onboarding as the central, resourced task, rather than an afterthought, is what separates a 3P program that grows GMV and margin from a platform with impressive capability and no one on it.

8. Trends shaping 2026

Unified marketplace and dropship

The clearest trend is convergence: vendors increasingly offer both the marketplace and dropship models in a single platform, letting retailers mix third-party sellers and dropship suppliers as suits each category. Mirakl markets unified marketplace and dropship, and Rithum spans both, so the old choice between a marketplace vendor and a dropship vendor is giving way to platforms that do both. Buyers can increasingly pick the model per product rather than per platform, though each vendor's relative depth in the two models still differs.

Retail media as a revenue engine

Retail media, advertising sold against the traffic and data of the 3P channel, has become a major growth lever. Both Mirakl and Rithum have built retail media into their platforms, letting retailers monetize their marketplace and dropship inventory through onsite advertising. For many retailers this advertising revenue is becoming as important as the commerce itself, and the presence and strength of retail media tooling is now a real differentiator in platform selection.

AI and agentic commerce

AI is being applied across these platforms, automating catalog management, product categorization, and seller onboarding, the data-heavy tasks that make 3P commerce operationally hard. Mirakl reports directing a meaningful share of its research spending to AI and positions itself around neutral infrastructure for an emerging agentic commerce, in which autonomous agents discover and transact. The practical value today is in automating catalog and onboarding work; the agentic vision is earlier, and buyers should weigh demonstrated capability over positioning.

Continued consolidation

The category continues to consolidate. Rithum's formation from CommerceHub and ChannelAdvisor, and its absorption of DSCO, created a network spanning tens of thousands of brands, retailers, and suppliers, and the scale of these networks is itself a competitive advantage. Buyers should expect further consolidation, weigh the reach a large network brings against the flexibility of more focused alternatives, and factor vendor stability and roadmap into a decision that often involves multi-year commitments.

Expansion into B2B

The marketplace and dropship models are expanding beyond retail into business-to-business commerce, where enterprises use them to broaden assortment and digitize procurement. Platforms such as Mirakl explicitly serve both B2C and B2B, and B2B marketplaces bring their own needs, procurement logic, approval workflows, and account-specific pricing. This expansion is widening the market, but B2B buyers should confirm that a platform truly supports B2B processes rather than only B2C ones.

9. Segment-specific guidance

The right platform depends on your model, role, and scale. The table summarizes where each segment usually starts; the prose adds the nuance.

Buyer profile	What matters most	Where to start
Retailer launching a marketplace	Seller onboarding, governance	Mirakl, VTEX, Marketplacer
Retailer running dropship	Supplier integration, EDI	Rithum, SPS Commerce
Enterprise brand selling 3P	Channel breadth, retail media	Rithum, ChannelEngine
Smaller multichannel seller	Accessibility, transparent price	Linnworks, Sellbrite
B2B marketplace	Procurement logic, workflows	Mirakl, Spryker

Retailers launching a marketplace reward platforms strong in seller onboarding and governance. **Retailers running dropship** reward supplier integration and EDI depth. **Enterprise brands selling third-party** reward channel breadth and integrated retail media. **Smaller sellers** reward accessible, transparently priced tools, and **B2B marketplaces** reward platforms with real procurement and workflow support. The unifying rule is to match model, role, and scale first, then weigh the storefront question and the pricing model.

10. ROI and the business case

The business case for 3P commerce is fundamentally about growth without inventory risk. For retailers, the levers are expanded assortment, incremental GMV and commission or margin, and retail media revenue, all without holding stock. For brands, they are national reach and new customers without building their own retail presence. The discipline is netting these against the software cost, which grows with GMV, and the onboarding effort.

Assortment	Reach	Retail media
retailers expand range without inventory risk	brands access customers they could not reach alone	advertising revenue tied to the 3P channel

Where the value comes from

The return is compelling because the model is asset-light. Retailers add breadth of assortment, and the GMV and commission or margin that come with it, without buying and holding inventory, which reduces both capital tied up and markdown risk, and they can monetize the channel further through retail media. Brands and suppliers gain reach into large retail audiences and marketplaces without building their own storefronts or retail relationships from scratch. Against these gains sit real costs: the software, which under GMV-based pricing grows precisely as the program succeeds, the storefront if a marketplace platform requires one, and the substantial effort of onboarding and supporting sellers or suppliers. The economics are usually attractive at scale, but the GMV-based cost means the business case must be modeled on projected volume, and the value depends on filling the network and choosing the model that fits. Build the case on incremental margin, commission, and retail media net of the full, scaling software cost, not on GMV, which flatters the picture.

11. Frequently asked questions

What is dropship and marketplace software?
Software that powers third-party commerce, letting retailers sell products they do not stock and brands sell through others' storefronts. It manages catalogs and listings, onboards sellers or dropship suppliers, routes orders, synchronizes inventory, and, for marketplaces, splits payments. It comes in two models, dropship and marketplace, which are related but operationally distinct.

What is the difference between dropship and a marketplace?
In the dropship model, the retailer lists a supplier's product on its own site, owns the checkout and customer, and the supplier ships direct while the retailer takes a margin. In the marketplace model, the retailer runs a marketplace where independent sellers list and sell, the seller owns the transaction, and the retailer takes a commission and runs the exchange. The software emphasis differs, so it matters which you need.

Why do you say GMV is not the market?
Because the headline figures, such as Rithum's $50B+ or Mirakl's ~$15B, are gross merchandise value, the total value of goods sold through the platforms, not the software revenue. The actual software revenue is far smaller: Mirakl's is around $218M and Rithum's is estimated near $106M. GMV measures the commerce enabled, not the size of the software business, and conflating them massively overstates the software market.

Are the GMV figures reliable?
They are directional at best. GMV and funding figures in this space are company-reported and, for Rithum, conflict sharply across financial databases, with no independent audit. They are useful for a rough sense of scale but should not be treated as precise, and certainly not as a measure of the software market.

Which are the leading vendors?
It depends on model and scale. Enterprise marketplace platforms include Mirakl, VTEX, and Marketplacer; multichannel and dropship orchestration is led by Rithum, which absorbed CommerceHub, ChannelAdvisor, and DSCO; SPS Commerce provides the retail EDI backbone; and smaller sellers use tools such as Linnworks and Sellbrite. There is no single leader, because the right choice depends on your model, role, and scale.

Do I need a separate storefront?
Often, yes. Pure marketplace platforms such as Mirakl typically do not include a customer-facing storefront, so you still need a separate commerce platform such as Shopify, Adobe Commerce, or Salesforce, which adds cost and complexity. This is a common and costly surprise, so confirm early whether a platform includes a storefront or expects you to provide one.

How does the pricing work?
Most enterprise platforms price on a share of GMV, often combined with a base subscription tied to the modules chosen and paid implementation services, and typically on multi-year contracts. The important implication is that GMV-based pricing grows with your success, so cost rises as the program scales. Smaller multichannel tools tend to offer transparent, tiered subscription pricing instead.

What is the biggest reason these programs fail?
Underestimating seller or supplier onboarding, and mismatching the model. Filling the network, bringing sellers or suppliers on with their catalogs, data, EDI, and compliance, is the real operational work, and a platform with no participants delivers nothing. Buying the wrong model, or missing that a marketplace platform needs a separate storefront, are the other common causes. Model fit, onboarding, and full cost are the keys.

Is this only for retail?
No. The marketplace and dropship models are expanding into business-to-business commerce, where enterprises use them to broaden assortment and digitize procurement. Platforms such as Mirakl serve both B2C and B2B. B2B

marketplaces have additional needs, such as procurement logic, approval workflows, and account-specific pricing, so B2B buyers should confirm a platform actually supports those processes.

12. Recommendations

A practical path for buyers, drawn from the analysis above:

1. **Decide your model first.** Determine whether you need dropship, marketplace, or both, and buy a platform whose heritage and depth match, because the two models are operationally distinct.
2. **Never read GMV as market size.** Size the software opportunity and any vendor on software revenue and adoption, not on GMV, which is merchandise value and orders of magnitude larger.
3. **Settle the storefront question.** Confirm whether the platform includes a customer-facing storefront or requires a separate one, and budget for it, because the gap is a common and costly surprise.
4. **Model total cost at projected GMV.** Because most enterprise pricing is a share of GMV, project the cost at your target scale, not today's, and scrutinize contract length and exit terms.
5. **Resource seller and supplier onboarding.** Plan and staff the onboarding of sellers or suppliers heavily, because filling the network is the real work and an empty platform delivers nothing.
6. **Weigh network scale against flexibility.** Balance the reach of a large consolidated network such as Rithum against the flexibility of more focused alternatives, and factor vendor stability into a multi-year commitment.

13. Methodology and caveats

- This guide synthesizes vendor disclosures, company results, independent software comparisons, and trade reporting, current to mid-2026. Supply Chain Research is independent and accepts no payment from the vendors covered.
- The central caveat is that headline figures in this market are gross merchandise value, not software revenue, and the two differ by orders of magnitude. Rithum reports over $50B and Mirakl about $15B in GMV, while their software revenue is far smaller (Mirakl around $218M ARR; Rithum estimated near $106M). We size the software opportunity on software revenue and adoption, never on GMV.
- GMV, revenue, and funding figures are company-reported and, in Rithum's case, conflict sharply across financial databases, with no independent audit. They are directional only. Adoption figures (marketplaces, merchants, network size) are likewise vendor-reported.
- There is no dedicated Gartner Magic Quadrant for dropship and marketplace enablement; it is assessed within digital commerce and marketplace-operation research. The landscape map in Figure 3 is our directional interpretation, not analyst coordinates.
- The category is consolidating quickly, Rithum absorbed CommerceHub, ChannelAdvisor, and DSCO, and product scope and ownership change fast. Validate current details directly with vendors before any purchasing decision.

14. Sources

[1] Digital Commerce 360 (Feb 2026). Mirakl 2025 results: $218M ARR, ~$14.6B GMV.

[2] Mirakl. Marketplace and dropship platform.

[3] Rithum. Commerce network (CommerceHub and ChannelAdvisor), $50B+ GMV.

[4] SPS Commerce. Retail EDI, dropship, and supplier network.

[5] Virto Commerce (2026). Best multi-vendor marketplace platforms compared.

[6] Guideflow (2026). Best marketplace software: pricing and positioning.

[7] Commercelogica (2026). ChannelAdvisor under Rithum review: pricing and GMV thresholds.

[8] AIMS360 (2025). Dropship with Mirakl, Rithum, and DSCO: how each works.

Additional context drawn from: Mirakl and Rithum corporate disclosures; independent software-review and comparison sites including Capterra, Software Advice, and Carro; and reporting on the CommerceHub, ChannelAdvisor, and DSCO consolidation into Rithum. GMV and revenue figures are company-reported, sometimes conflicting, and unaudited, and there is no dedicated Gartner Magic Quadrant for dropship and marketplace enablement. GMV is not a measure of software market size.