

Open Source B2B Ecommerce

An industry perspective



Open source ecommerce platforms can empower bespoke B2B commerce setups

The Challenge

Ecommerce is becoming a key revenue channel for B2B businesses. However, for most B2B businesses, their custom ecommerce needs do not fit inflexible proprietary platforms.

Going Open Source

Open source platforms offer a unique opportunity to build custom functionality. That is why open source and custom platforms are preferred by the majority of the top 250k largest ecommerce sites.

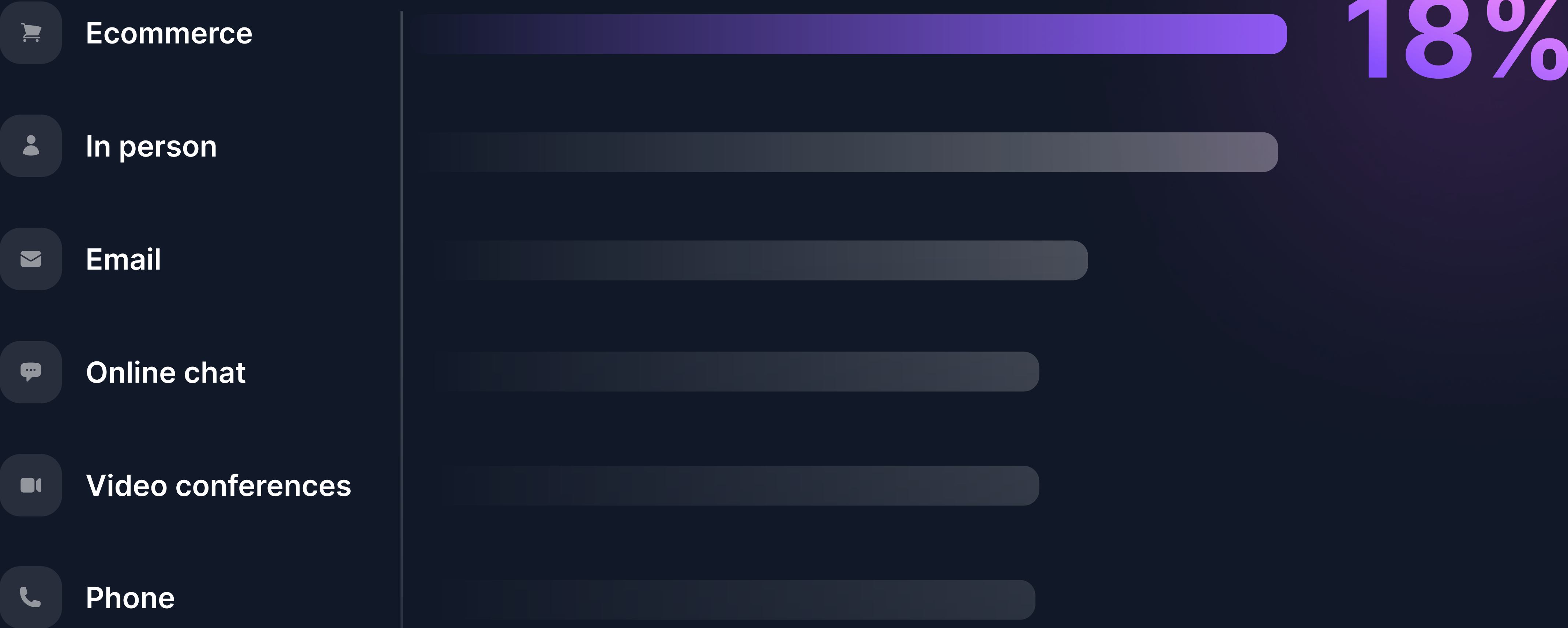
The Right B2B Platforms

We identified 10 distinct features, that open source platforms need to support to fit large-scale B2B businesses. On p. 6, you can see how existing platforms compare across these features.

Ecommerce is becoming a key revenue channel in B2B sales

Highest revenue generating sales channels, % of B2B respondents

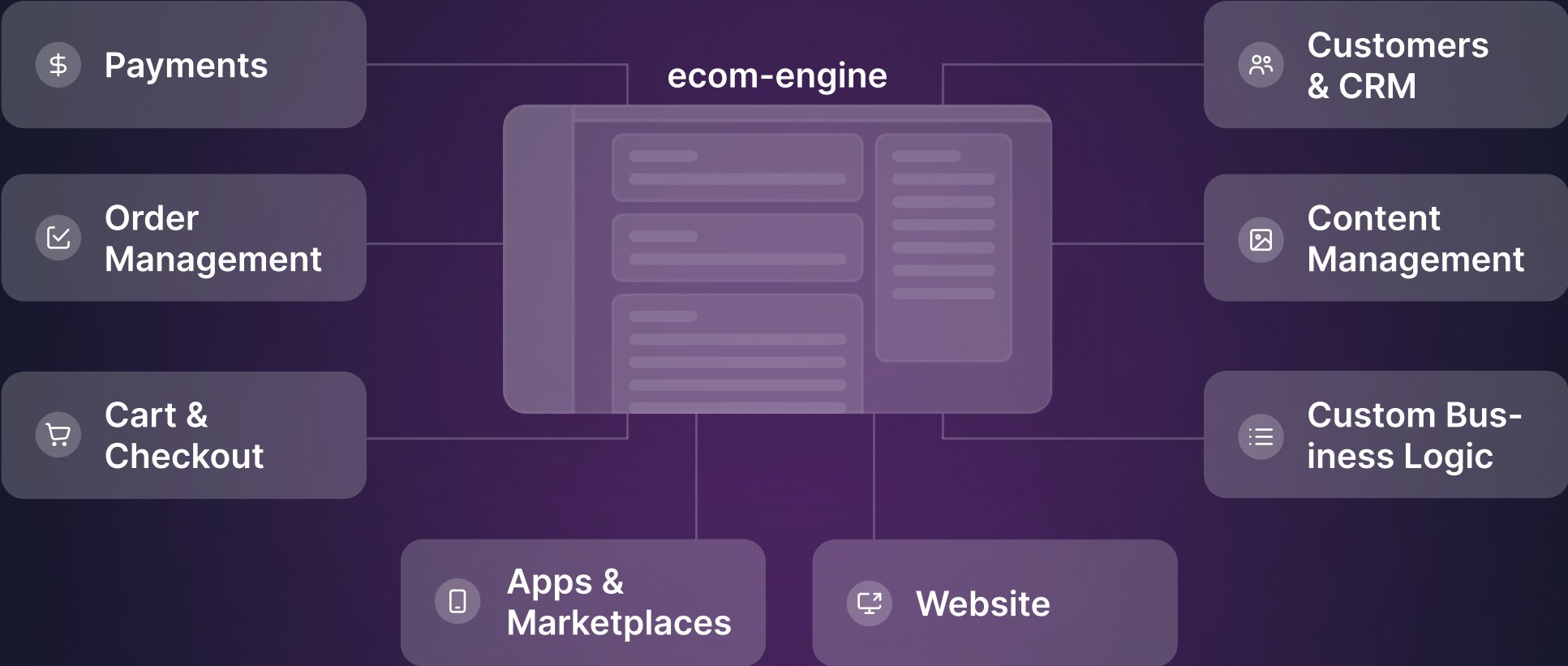
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Source: McKinsey & Company, Global B2B Pulse (2021)

Open source ecommerce platforms best serve the customization needs of B2B businesses

Open Source

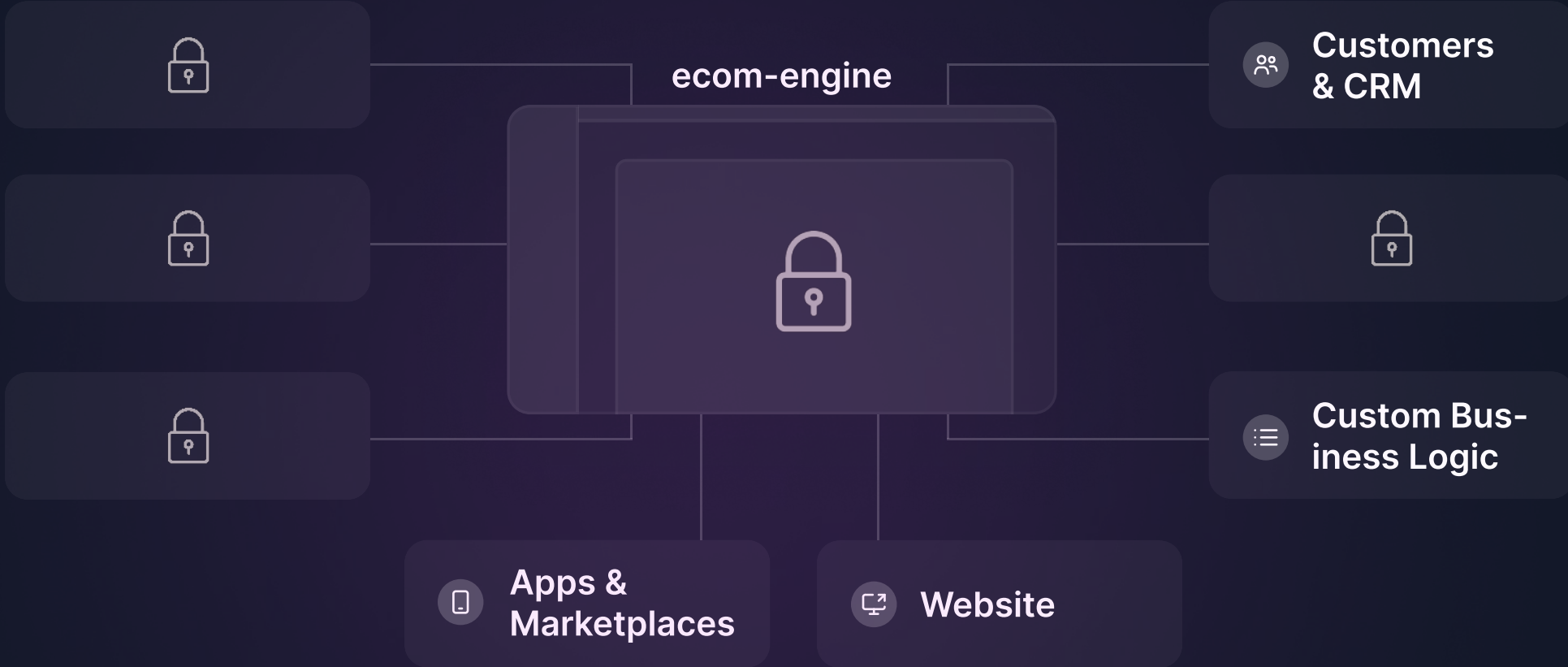


Build custom

Control the full tech stack

Easily inject custom logic

Proprietary



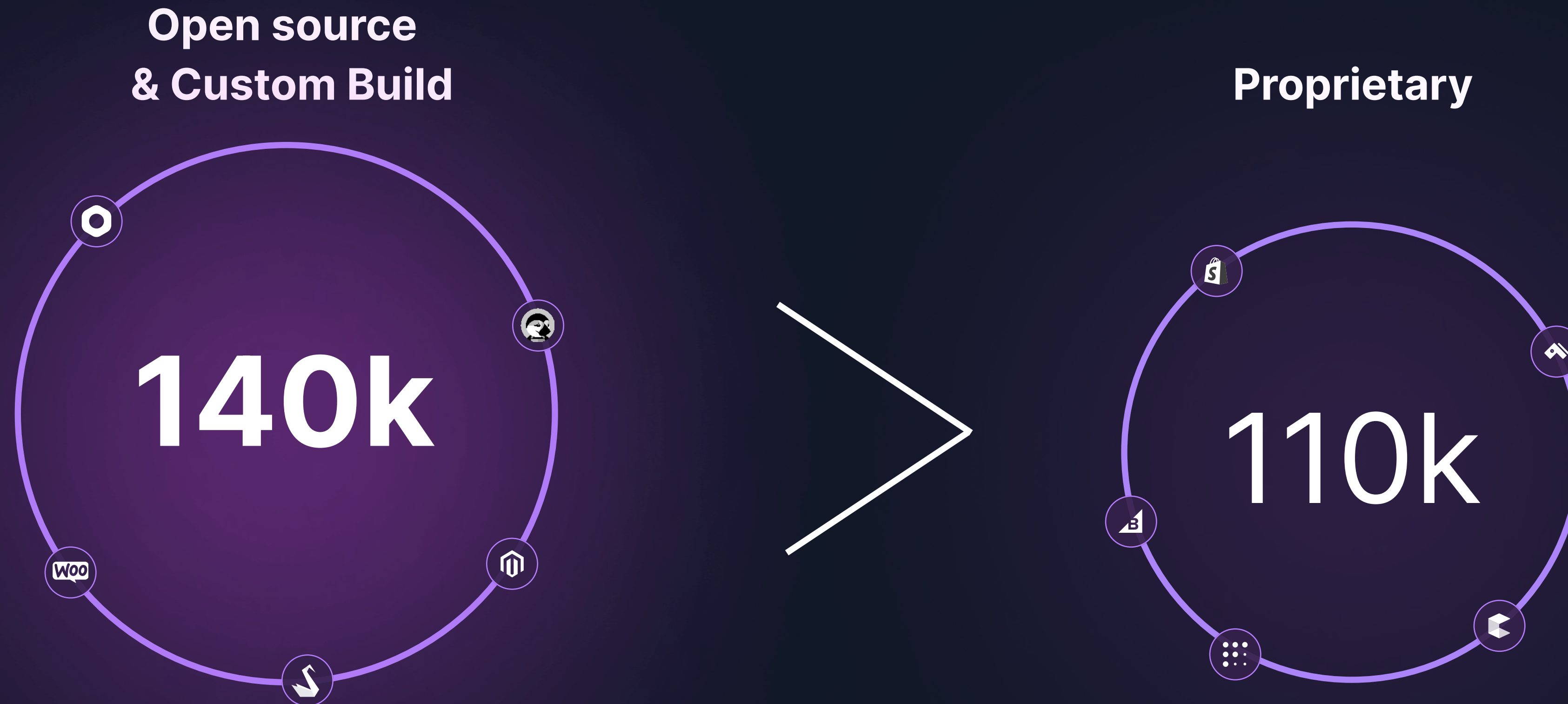
Build templated

Control parts of stack

Hacky workarounds to customize

Open source and custom build ecommerce platforms are the preferred options among the top 250k ecom sites

Ecommerce platforms among top 250k ecommerce stores*, # stores



Source: BuiltWith.com, team analysis
*Top 250k sites measured by global traffic

For open source platforms to be relevant, they need to support B2B-specific ecommerce features

Customer groups

Unique rules for each B2B customer group

Price list

Differentiate pricing for B2B customers

Sales channels

Separate B2C and B2B experiences

Dynamic orders

Granular B2B order management control

Bulk imports

Handle large B2B product catalogues

Multi-currency

Support global sales in local currencies

Payment flexibility

Configure regional payment options

Product config.

Define custom product attributes and options

Advanced search







Improve navigation of large catalogues

Natively headless

Build a true omni-channel experience

Overview of critical B2B features supported by existing open source platforms

- Supported
- Supported through integration

	 medusa	 Magento	 Sylius	 Spree	 PrestaShop	
Language	JS / TS	PHP	PHP	RUBY	PHP	
 GitHub stars	15 k	9 k	7 k	12 k	7 k	B2B benefit
Customer groups	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Unique rules for each B2B customer group
Price lists	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Differentiate pricing for B2B customers
Sales channels	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Separate B2C and B2B experiences
Dynamic order mgmt.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Granular B2B order management control
Bulk imports	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Handle large B2B product catalogues
Multi-currency	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Support global sales in local currencies
Payment flexibility	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Configure regional payment options
Product configurations	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Define custom product attributes & options
Advanced search	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Improve navigation of large catalogues
Native headless platform	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Build a true omnichannel experience

Source: Platform docs, community forums, GH repos