

Built for B2B: Why BigCommerce Outperforms Shopify for Manufacturers and Distributors



Can a B2C platform like Shopify really meet your B2B needs?

BigCommerce has supported B2B businesses for nearly a decade, with over 12,000 manufacturers and distributors trusting the platform to power their operations. But you might be wondering whether a B2C-first platform like Shopify can also meet your needs. While Shopify has attempted to enter the B2B space, the reality is that its roots remain in B2C retail, leaving many manufacturers, distributors, and wholesalers struggling to fit their complex requirements into a system that wasn't designed with their needs in mind.

[BigCommerce B2B Edition](#), on the other hand, is purpose-built for B2B commerce, offering deep native functionality, multi-storefront capabilities, and robust integrations that help businesses scale effectively. Let's break down why BigCommerce is the superior choice for serious B2B operations.

Shopify's B2B offering: built for B2C, struggling with B2B

Limited B2B functionality.

Shopify's B2B features are basic at best. While it offers company profiles and quantity-based pricing, it lacks fundamental B2B tools like quote management, approval workflows, and customer-specific payment terms. Shopify sellers often find themselves relying on expensive third-party apps to fill these gaps — adding cost and complexity to their operations.

Rigid Customization and scalability issues.

Shopify's **monolithic structure** makes it difficult to customize and integrate with essential third-party systems like ERPs and CRMs. Because of this, Shopify often locks businesses into its proprietary ecosystem, leading to compatibility issues and making migration difficult if their needs outgrow the platform.

Hidden costs and transaction fees.

Unlike BigCommerce, which charges no payment fees when using 20+ embedded payment providers, Shopify applies extra fees (up to 2%) for merchants who don't use Shopify Payments. B2B businesses that rely on ACH payments or Level 2/3 processing find Shopify's payment limitations restrictive and costly.

BigCommerce B2B Edition: built for the complexity of B2B

Native B2B features without extra apps.

BigCommerce provides powerful B2B functionality out-of-the-box, including:

- **Customer account hierarchies and roles:** Allow multiple buyers, approvers, and finance teams to work within a shared account.
- **Advanced CPQ:** Manage custom pricing negotiations directly in the platform.
- **Invoice and credit management:** Offer pay-by-invoice, set credit limits, and automate payments.
- **Shared shopping lists, easy reordering, and bulk ordering:** Perfect for procurement teams needing repeat orders.

Flexible and scalable for growth.

BigCommerce's **multi-storefront** capabilities allow businesses to manage multiple B2B and DTC storefronts from a single backend — something Shopify simply cannot do. This means you can create region-specific stores, brand-specific experiences, or segment B2B and B2C sales seamlessly.

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at 0808-1893323.



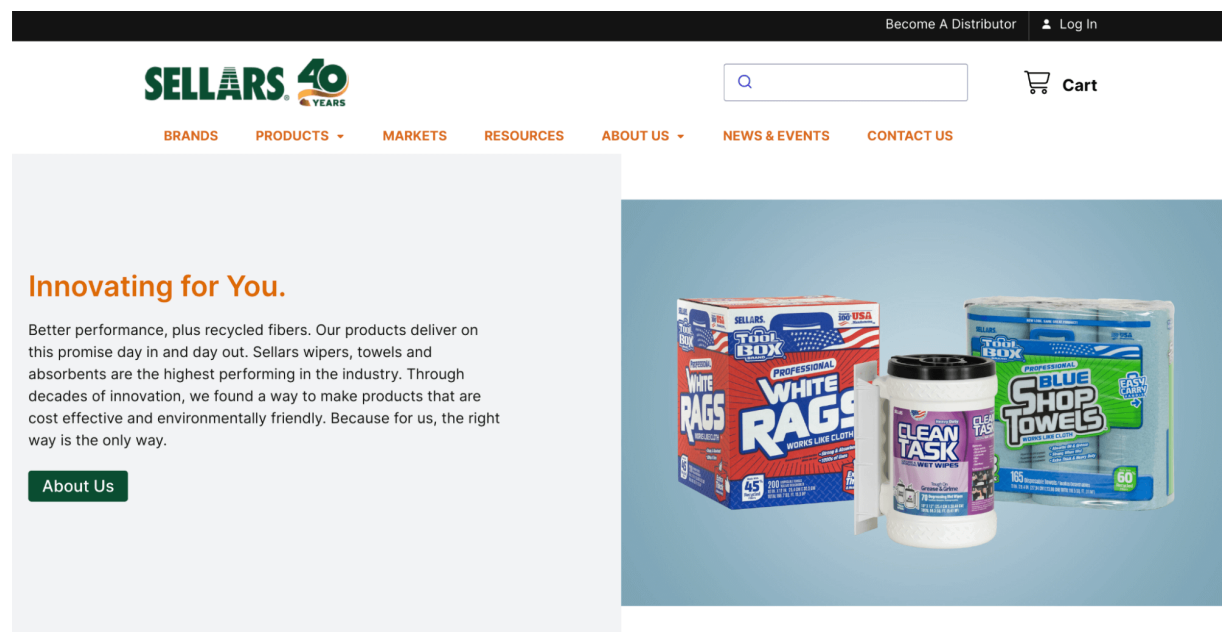
Additionally, BigCommerce offers an open-source buyer portal, giving you full control over the user experience. Shopify's B2B checkout and account pages, in contrast, are locked into their rigid templates without flexibility.

Lower total cost of ownership.

Because BigCommerce provides robust native features, merchants spend less on third-party apps and avoid Shopify's transaction fees. Many brands that switch from Shopify report significant cost savings and faster return on investment.

Don't just take our word for it: hear why businesses switch to BigCommerce

Sellers Absorbent Materials Inc.



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Better performance, plus recycled fibers. Our products deliver on this promise day in and day out. Sellers wipers, towels and absorbents are the highest performing in the industry. Through decades of innovation, we found a way to make products that are cost effective and environmentally friendly. Because for us, the right way is the only way.

About Us



[Sellers Absorbent Materials Inc.](#) is a leading manufacturer of high-performance wiping, cleaning, and sorbent products for industrial and commercial use. While they considered Shopify, they were able to build a [proof of concept](#) (POC) in just two weeks on BigCommerce — something they couldn't come close to achieving on Shopify.

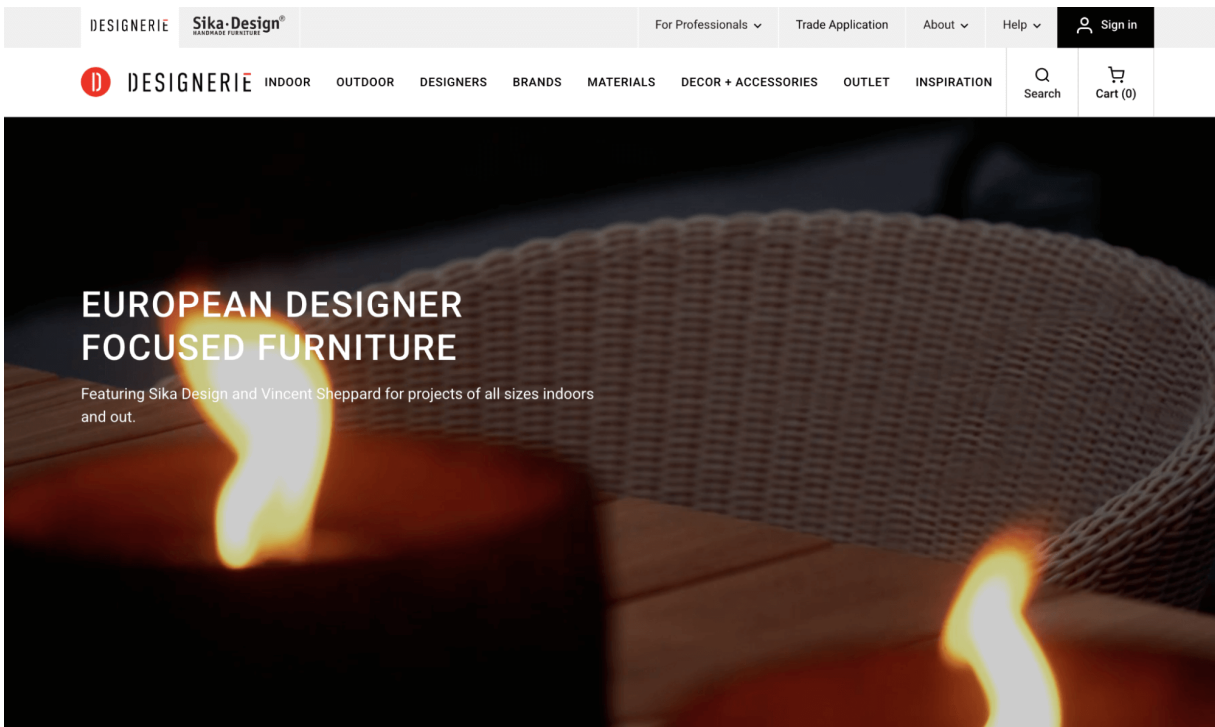
“Our team was able to spin up a fully functioning B2B POC in two weeks. We couldn't even get close with Shopify,” explained Jacob Jones, Ecommerce Director at Sellers.

Designerie.

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[Designerie](#), a leading European furniture importer and exporter, initially hosted its business on Shopify but was quickly frustrated by the severe limitations it placed on their B2B operations. After switching to BigCommerce, they saw a 57% increase in online B2B orders and a 36% increase in revenue.

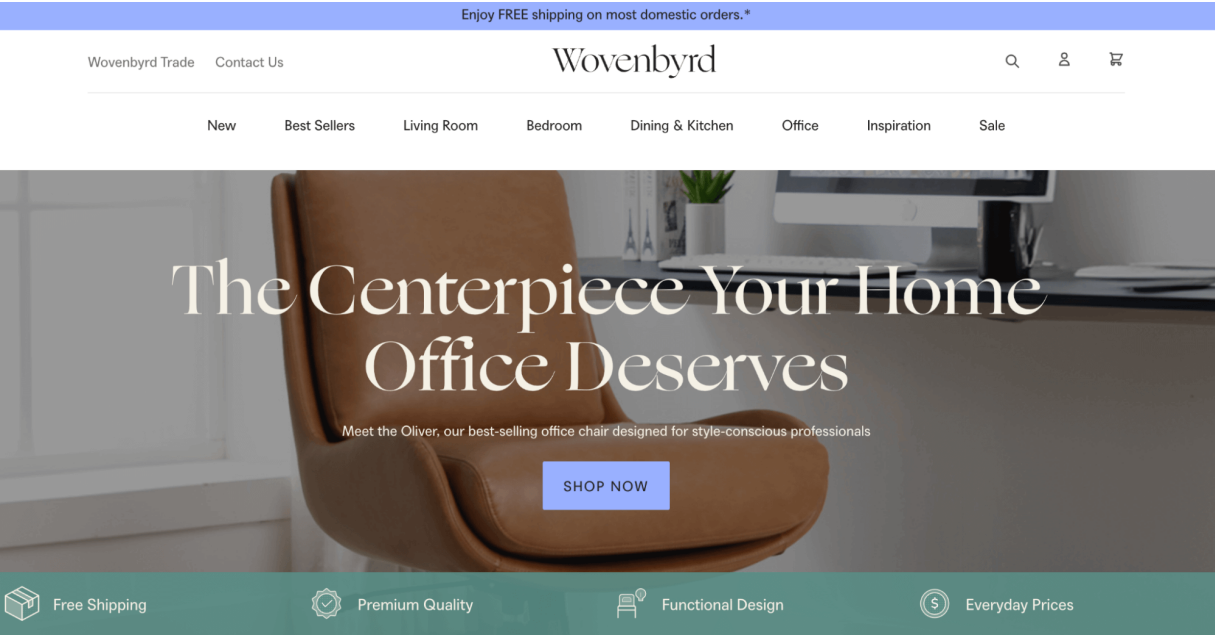
“When we learned about BigCommerce, we were immediately swayed to migrate from Shopify. BigCommerce's B2B wholesale functionality for customer groups allows us to dictate customer-specific pricing at a macro level while still offering B2B customers a B2C experience while shopping online,” shared Brendan McCarthy, Managing Director at Designerie.

Wovenbyrd.

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Known for their sleek, modern, and affordable furniture, [Wovenbyrd](#) migrated from Shopify to BigCommerce to launch a hybrid B2B and DTC site. After changing platforms, they saw a 564% increase in conversion rates and a 54% drop in bounce rates within four months.

“We explored both Shopify and BigCommerce, but ultimately decided that BigCommerce would be the best solution for their needs, especially with how easily we could implement a hybrid DTC and B2B solution,” said Scott Williams, Chief Innovation Officer at Human Marketing.

Analysts agree: BigCommerce is the B2B platform of choice

Paradigm B2B.

Paradigm B2B, a leading analyst for B2B ecommerce platforms, rated BigCommerce as [the number one platform for mid-market B2B businesses](#), awarding us more gold medals than any of our competitors, including Shopify.

	G	S	B	Total Points
BigCommerce	10	2	0	34
commercetools	8	2	1	29
VTEX Commerce Platform	8	1	2	29
Optimizely Configured Commerce	8	1	2	28
OroCommerce	6	4	2	28

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Znode	8	2	0	28
Shopify	6	4	2	28
HCL Commerce+	7	1	4	27
Unilog CX1 CIMM2	7	3	0	27
Salesforce B2B Commerce	7	1	3	26
Miva	6	3	1	25
Shopware 6 (Beyond)	6	2	3	25
ROC Commerce	3	4	3	20

IDC Marketscape.

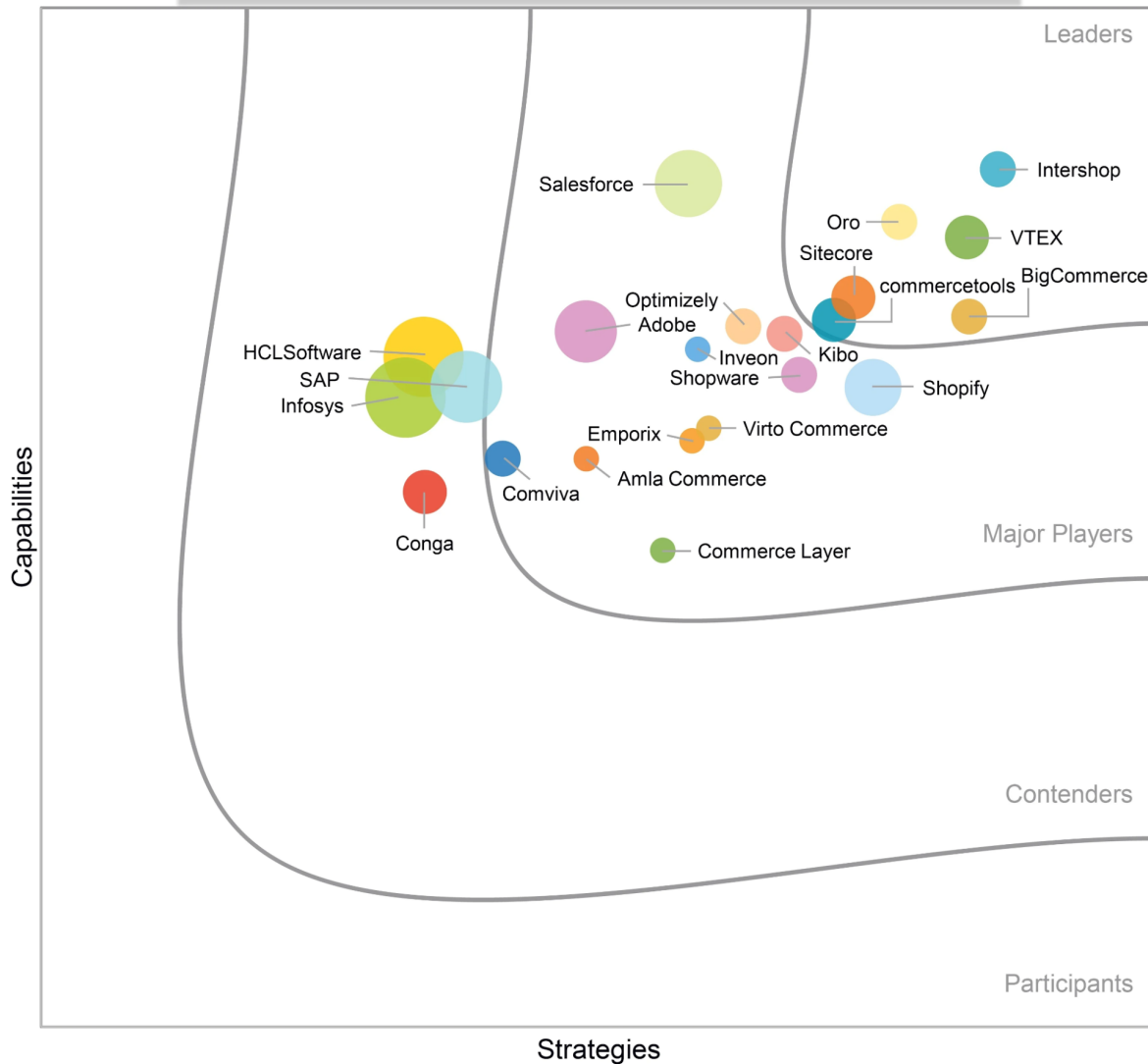
BigCommerce was also recognized as a Leader in the [IDC MarketScape Worldwide B2B Digital Commerce Applications for Mid-Market Growth](#) excerpt.

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IDC MarketScape: Worldwide B2B Digital Commerce Applications for Midmarket Growth, 2023–2024



Source: IDC, 2023

Feature Comparison Table: BigCommerce B2B Edition vs. Shopify B2B

Feature	BigCommerce B2B Edition	Shopify B2B (Shopify Plus)
B2B Functionality	Native quotes, account hierarchies, invoicing, and more	Limited features, relies on third-party apps
Multi-Storefront	Yes, manage multiple stores under one account	No, requires separate Shopify accounts
Customization	Open-source buyer portal, API flexibility	Limited customization, closed ecosystem
Payment	ACH, L2/L3, PO, credit limits, no payment fees	Limited B2B payments,

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Flexibility	for orders processed with 20+ embedded payment providers	extra fees for non-Shopify Payments
Shared Shopping Lists	Yes, company-wide requisition lists for teams	No, individual orders only
Easy Reordering	Yes, reorder from purchase history with one click	Limited, requires workarounds
Sales Rep Tools	Sales rep masquerade, order creation for buyers	No true sales rep impersonation, manual draft orders only
Multi-company hierarchy	6 levels of company hierarchy supported	No multi-company hierarchy support
Custom Roles & Permissions	Granular access control for different user roles	Limited, only two default roles per company
Quote Management	Built-in RFQ (request for quote) system	Requires third-party app or workaround
Invoice Portal	Yes, buyers can manage invoices and payments online	No native invoicing, requires external tools
Integration Flexibility	Open APIs, easy ERP and CRM integrations	Limited API calls, vendor lock-in risk
Total Cost of Ownership	Lower, due to built-in features and no payment fees for embedded payment providers	Higher, due to required apps and extra costs

The final word

If you're looking for a platform that truly understands B2B, BigCommerce B2B Edition is the clear winner. Unlike Shopify, which retrofits B2B features onto a B2C platform, BigCommerce has a decade of experience serving B2B businesses with features that drive efficiency and growth.

Ready to transform your B2B ecommerce? [Get in touch with BigCommerce today](#) and see how B2B Edition can help your business scale seamlessly.

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