E-Commerce Satisfaction Benchmark 2026

A comparative analysis of user reviews for 11 leading shop systems.

This analysis is based exclusively on publicly accessible information from Trustpilot. Data collection: Jan 25, 2026.

NotebookLM

User Satisfaction as Currency

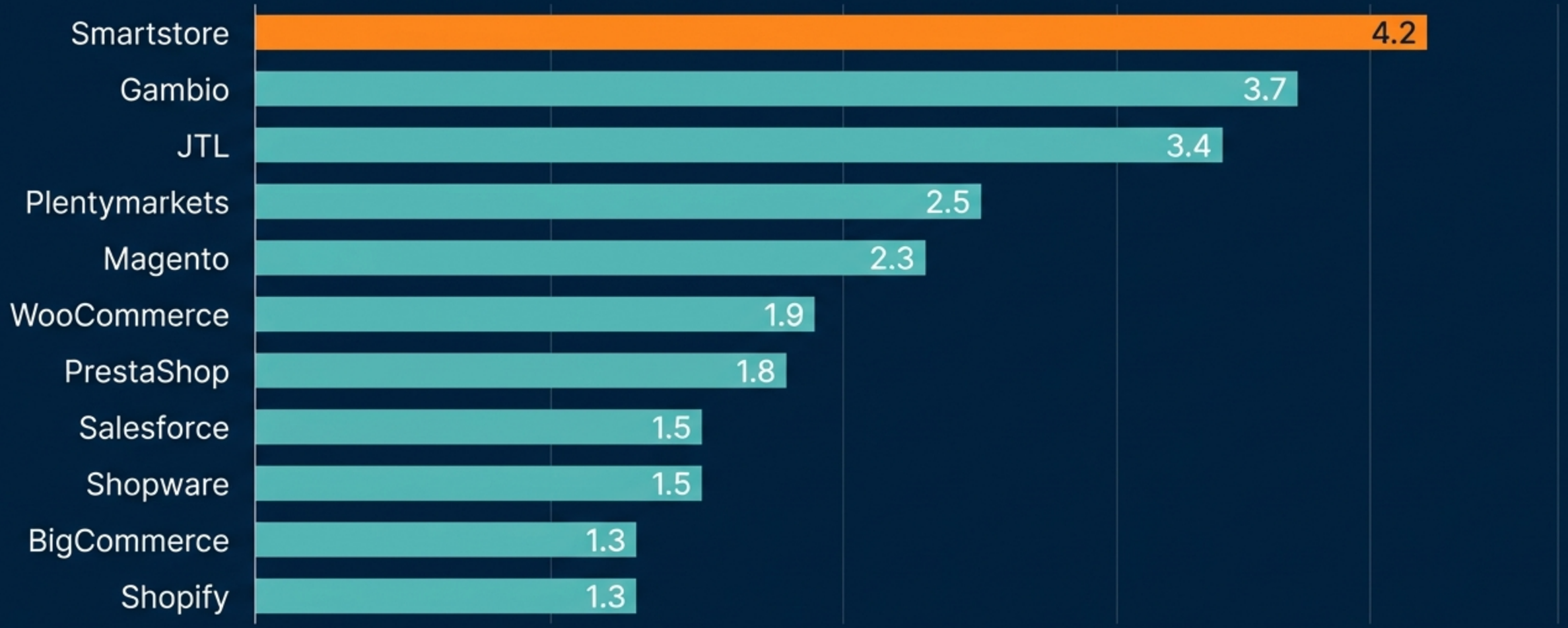
Market share and brand awareness do not necessarily reflect the quality of the user experience. This study analyzes the reality behind the marketing: How do shop operators and technologists rate their systems in daily use?

11 Platforms in Direct Comparison.

NotebookLM

The Market Overview

Significant discrepancy between market leaders and specialists.



NotebookLM

The Paradox of Market Leaders

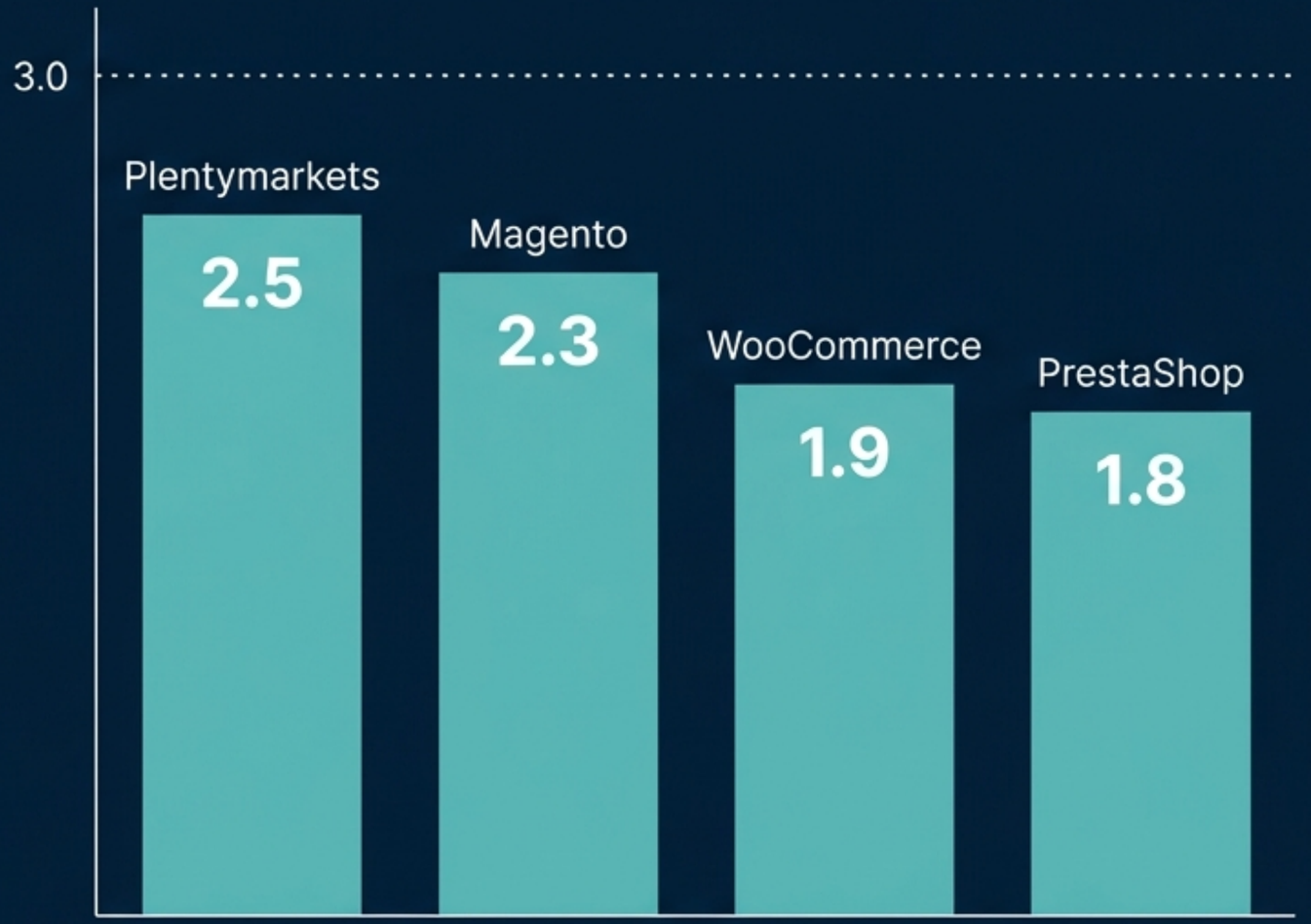
High brand awareness does not protect against criticism. Prominent international SaaS and Enterprise solutions rank at the bottom of the satisfaction scale.

Despite high adoption, the average rating of this segment is under 1.5 stars.

NotebookLM
NotebookLM

The Indecisive Midfield

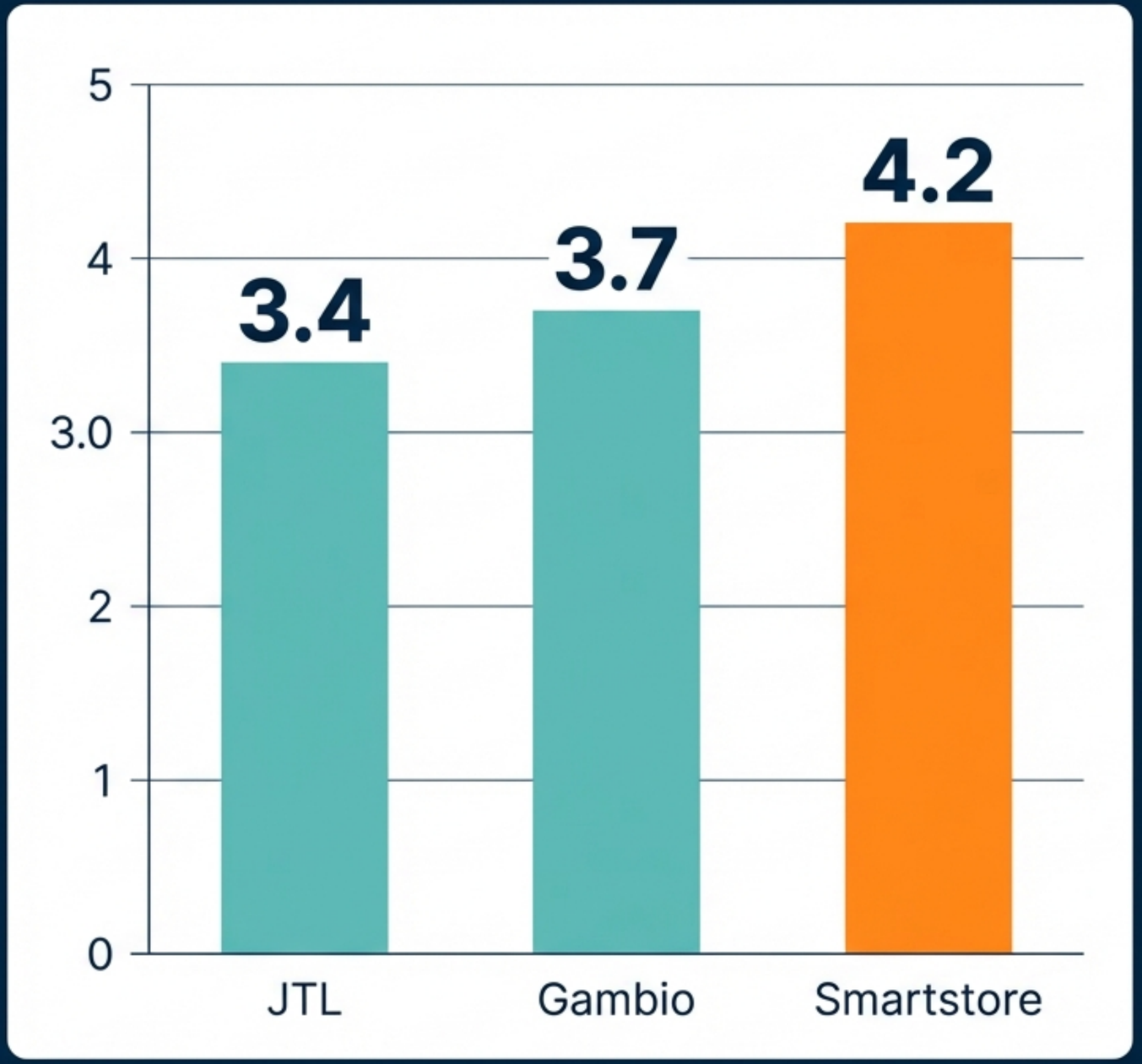
Established solutions like Magento (Adobe) and WooCommerce show mixed performance. They outperform the laggards but reach no peak values.



NotebookLM

The Top Runners (> 3 Stars)

Only three of the eleven analyzed platforms make the jump over the critical 3-star mark. Here, user satisfaction correlates positively with system performance.



NotebookLM

The Benchmark: Smartstore

Open-Source Software as a Quality Factor.

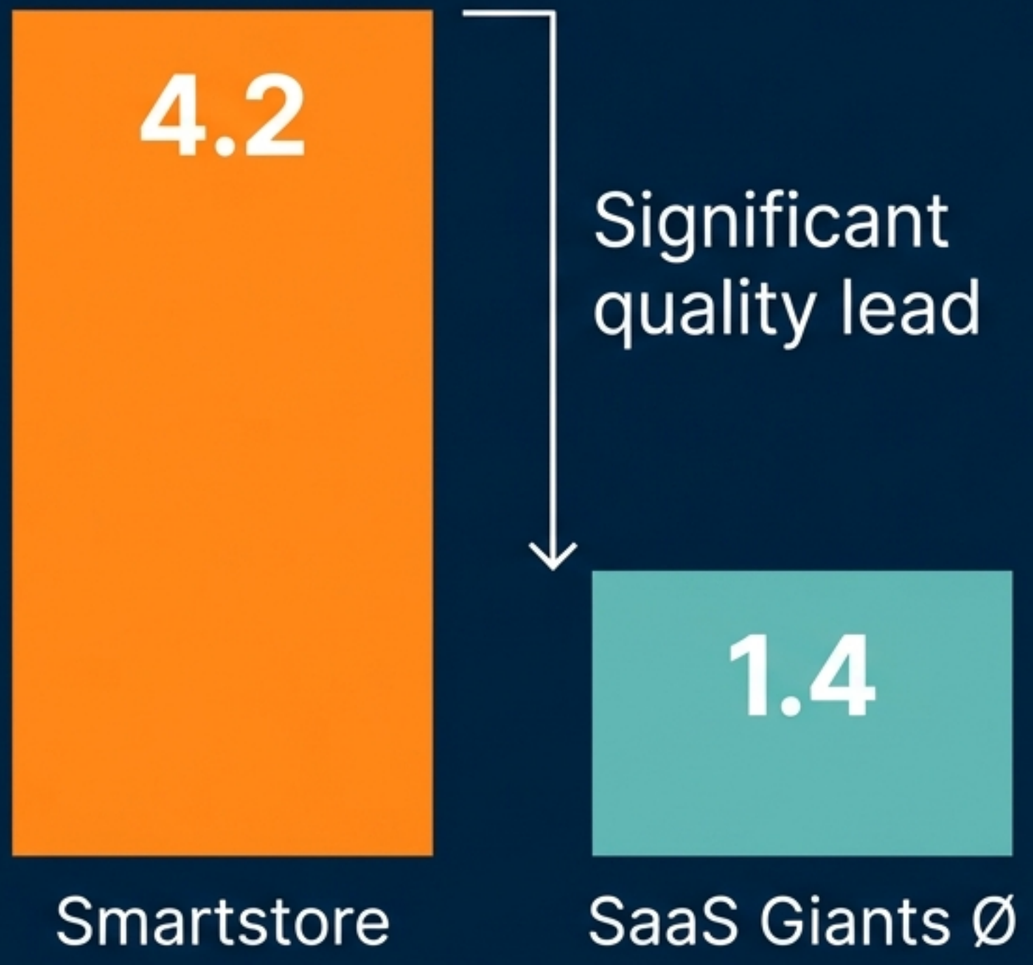
4.2

With a rating of 4.2, Smartstore leads the field significantly. As an Open-Source solution, it offers flexibility that is honored by the community.

NotebookLM

Quality vs. Hype

The direct comparison reveals a massive gap in user experience. The distance between the frontrunner and the average of the large international providers is almost 3 full points.



NotebookLM

Conclusion of the Analysis

Market Share ≠ Satisfaction.

The biggest names in the industry (Shopify, Salesforce) record the most critical reviews.

Open Source Leads.

Smartstore proves as an Open-Source solution with 4.2 stars that technological openness is rewarded.

Gamble or Guarantee.

While the midfield stagnates, only a few specialists (Gambio, JTL, Smartstore) stand out positively.

NotebookLM

Data Basis & Note

This analysis refers exclusively to publicly accessible information from Trustpilot.

Cut-off date for data collection: 25.01.2026.

Note: NopCommerce was excluded from this comparison due to geopolitical origin (Russia).

NotebookLM