BUYER'S GUIDE AND SENTIMENT ANALYSIS

Plytix vs. Akeneo: Pricing, reviews, and why teams switch

A mid-market buyer's guide · Updated October 2026

We log and analyze every conversation we have with prospects, partners, and customers. Between April 2017 and October 2026, Akeneo came up more than 2,200 times across 272 deals with 240 companies that compared both platforms. They ranged from three-person brands to a 500,000-SKU distributor, and they kept asking the same three questions: What will it cost for what we actually use? Can our own team run it without a developer? And who helps us when something breaks? Here's what they told us.

WHAT 2,200+ MENTIONS TOLD US

240	50%	51%	10%
COMPANIES COMPARED BOTH	HEAD-TO-HEAD WIN RATE	UNKNOWN OR STILL DECIDING	OF WINS WERE SWITCHERS

HOW WE BUILT THIS REPORT

Akeneo insights: CRM notes, meetings, and call transcripts from April 2017 to October 2026 · **Plytix quotes and ratings:** G2 and Capterra reviews · **Privacy:** names and companies withheld

Top 3 reasons companies choose Plytix over Akeneo

Whenever a team chose Plytix over Akeneo, it came down to the same three things: a price that fits what they actually use, a platform their own team can run, and real support after they sign.

1. Price

At Plytix, we believe you should only pay for what you actually use. Every plan and add-on is published on our website, so you always know what you'll pay.

Unlimited seats, month to month

2. Ease of use

With Plytix, your own team runs your product data, not a developer or an agency. Marketing, sales, and ecommerce can add an attribute or change an export themselves.

No developer or implementation partner needed

3. Support

With Plytix, help doesn't stop once you sign. Our team stays with you to help you get more from Plytix as your catalog grows.

Named Account Manager from day one

THE COMPARISON

Plytix vs. Akeneo: built for very different teams

Akeneo is an enterprise PIM built for companies with complex catalogs and an IT team or implementation partner to run it, usually on a multi-year contract. Plytix is the platform mid-market brands, retailers, and distributors use to centralize, enrich, and publish their product information. You can see what it costs on our website, and your own team can run it without outside help.

When teams migrated from Akeneo to Plytix, three frustrations came up again and again.

#1 Enterprise prices for mid-market needs

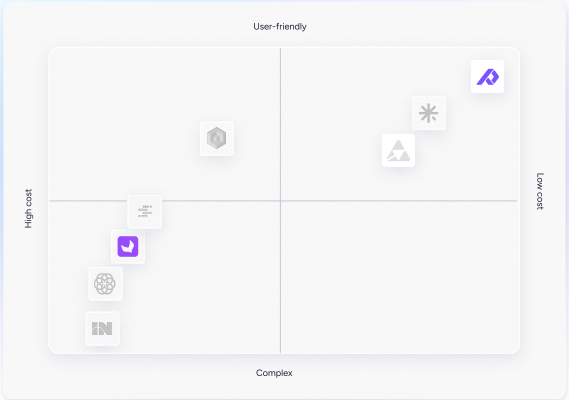
Akeneo's price is built around enterprise features these teams didn't need, and connectors to stores like Shopify were billed on top.

#2 Too complex for the team to run

Teams found Akeneo hard to work in day to day, so some staff avoided it and others relied on a consultant for routine changes.

#3 Free to license, costly to keep running

The free Community Edition had no license fee, but teams spent their own time building missing features, re-testing them after updates, and fixing problems with no one to call.



FRUSTRATION #1

Enterprise prices for mid-market needs

Cost came up more than any other complaint. Mid-market teams were paying for an enterprise toolkit, and much of it never made it into their day-to-day work.

AKENEO: WHAT BUYERS REPORTED

Buyers described paying enterprise rates for a platform their team only partly used, with renewals and connectors adding to the bill.

- A UK luxury-furniture retailer with about 100,000 mostly static SKUs saw its contract go up 30% at renewal and was told the answer was to "just put more products on."
- A Canadian bike manufacturer was quoted $41,085 a year for a license it would use to refresh its catalog once a season.
- A UK nail-cosmetics brand with under 2,000 SKUs called its renewal quote plus paid Shopify and BigCommerce connectors "massive."

IN THEIR WORDS

"They have lots of bells and whistles, but we're just not using them. They're not really relevant to the way that we use Akeneo. Our last contract signing, it went up by 30%, which on top of an already really expensive PIM... we're really just using it as a database. And I think it's really coming down to PIMs that charge per SKU, per user, that kind of thing. It doesn't make any sense to pay for all those extra features and things when they're not relevant to us."

Luxury furniture retailer, United Kingdom (2025)

"On top of it, we have to pay for connectors with e-commerce, connectors with Shopify. And the bill is massive. So that's why I decided to reach out to different systems. [...] Comparing your price and Akeneo's price, it's like a hundred percent. I would like to go with your product because the price difference is massive."

Nail-cosmetics brand, United Kingdom (2026)

PLYTIX: HOW IT WORKS

- With Plytix, your price follows your catalog size. Add-ons like the Shopify app cover as many stores as you need, with no metering and no per-connector fees.
- **Published pricing by SKU count.** You see the full cost before you talk to sales.
- **Unlimited seats and storage on every plan.** Adding people never changes the price.
- **Month to month.** No multi-year contract.

IN THEIR WORDS

"When looking for a PIM, we demoed a lot of different products. Plytix was by far the most user-friendly and cost-effective option for us."

Ciara F., Director of eCommerce, mid-market, G2 review

"Considering the price of the product, there is no other comparable price/value option on the market now. For organizations looking for a cost-effective PIM solution that combines ease of use, fast deployment, and ongoing innovation, Plytix offers tremendous value and is difficult to outperform within its price segment."

Matthias R., Head of Product Management, mid-market, Capterra review

"The bonus value for us was having channel feed management built-in for a small cost upgrade. We previously had a third party, but now this feature is rolled in and easy to manage our 15+ channel feeds including Amazon and eBay."

Ryan W., small business, G2 review

WHAT YOU PAY FOR AS YOU GROW

COST	AKENEO (REPORTED)	PLYTIX
Pricing model	Quote-based, priced on SKUs and users	Published, priced by SKU count
User seats	Charged per user	Unlimited on every plan
Contract	Multi-year, with three-year terms reported	Month to month
Store connectors	Shopify and BigCommerce connectors bought separately	One Shopify add-on covers as many stores as you need
Example cost	Growth package from $45,000 a year (G2 listing)	$9,300 a year for 2,000 SKUs with four add-ons



FRUSTRATION #2

Too complex for the team to run

Akeneo is a powerful PIM, but buyers said that power comes with complexity. For smaller teams, it often felt like more system than they needed.

AKENEO: WHAT BUYERS REPORTED

Buyers described a platform that everyday staff found hard to work in, with a structure that was difficult to change and outside help needed for routine work.

- A Canadian bike manufacturer built its Akeneo structure in two languages but never went live. Two of the four intended users "didn't even want to open" it.
- A Dutch jewelry retailer with about 48,000 SKUs pays an outside consultancy to do everything in Akeneo it can't do itself, and says a rushed implementation left the system "not so user-friendly anymore."
- A Spanish toy distributor and a Belgian fashion wholesaler both ruled Akeneo out because setup "would require too much custom programming" and a local partner they didn't have.

IN THEIR WORDS

"That platform looks very easy to work with. And it's something that we have a lot of issues with Akeneo, because for the four people that are working on the platform, we had two of them that didn't even want to open Akeneo because they said it was too rough to work with. And I totally get it."
Bicycle manufacturer, Canada (2026)

"We have one party in between that is consulting us with everything, doing everything for us in Akeneo that we need, what we cannot do ourselves. They do a really good job, but they're really too busy. I think there was too fast a transfer from the one system to the other system, and we just took things for granted, meaning that for now it's not so user-friendly anymore."
Jewelry retailer, Netherlands (2026)

PLYTIX: HOW IT WORKS

With Plytix, the people who own your product data run it day to day. Plytix matches Akeneo's ease-of-use score on G2, with more than twice as many reviewers, and rates higher for ease of setup (8.8 vs. 7.8).

- **Change it yourself.** Add an attribute, update a family, or adjust an export in the interface, with no ticket.
- **A familiar, spreadsheet-like interface.** Non-technical teams pick it up quickly.
- **Unlimited seats.** The whole team can work in Plytix, not just the person who set it up.

IN THEIR WORDS

"I use this tool every day and it's been so easy from the get-go. When we implemented, I was only the data custodian; however, as the team has changed, I've also been looking after the technical side, which has been very easy to learn and integrate with our existing systems."
Allie S., Senior Merchandise Manager, enterprise, Capterra review

"We run multiple e-commerce brands and Plytix handles very different catalogs, data models, and brand requirements without making us hack around the tool. On top of that, the team actually ships, meaningful improvements land consistently, not just cosmetic updates. Most platforms in this category plateau after the sales cycle ends. Plytix keeps getting better, and we keep finding new ways to use it."
Sarah M., Senior Director, Digital Product and Experience, mid-market, Capterra review

"It was very simple to use, with lots of reference videos. A great out of the box solution with just enough customising to make work, and a great onboarding experience."
Richard H., Head of Sales, mid-market, G2 review

AT A GLANCE	AKENEO (REPORTED)	PLYTIX
Who runs it	A specialist, developer, or outside consultant	Your marketing, sales, and ecommerce team
Changing the structure	Custom programming or a partner	Self-serve in the interface
Setup	Partner- or agency-led implementation	No implementation partner needed
Ease of setup (G2)	7.8	8.8
Ease of admin (G2)	8.5	9.2

Customer result: Universal Components

A UK distributor of truck and trailer parts with more than 16,000 products, where the marketing team now builds catalogs and manages product data in Plytix instead of the ERP and spreadsheets.

2x
faster time to market

Days
to build a catalog that used to take 12 months

16,000+
products in one source of truth

"The best thing about Plytix? We can finally trust our product information."
Daniel Dixon, Marketing Manager, Universal Components. Customer story.

FRUSTRATION #3

Free to license, costly to keep running

Many teams we spoke with started on Akeneo's free Community Edition. It cost nothing to license, but keeping it running took developer time, and when something broke, there was no one to call.

AKENEO: WHAT BUYERS REPORTED

Buyers described a free product that cost them in developer time, with missing features to build, custom work to re-test after every update, and no one to call when something broke.

- A UK appliance brand ran the Community Edition for six to seven years and had to write its own modules for user permissions, image processing, exports, and an API. Every update meant re-testing all of them.
- A Canadian hot-tub retailer is still on version 2.3.5, because upgrading means it would "set up a new facility and then import the records."
- A Belgian ecommerce company on the free edition said that when something breaks, they "ask ChatGPT and we fix it."

IN THEIR WORDS

"It's a free version, so it's quite limited in terms of import-export capabilities. It's quite limited in terms of user management, so we have to write custom modules, custom plugins for quite a lot of things. You get access, you're a full admin, you can do whatever you want, or you don't get access, you see nothing. There's no API, we had to build custom API modules. Every time there's a freebie update version, all of our custom things need to be updated or tested or possibly reviewed and fixed."

Small-appliance brand, United Kingdom (2026)

"We currently use Akeneo, we use the Community Edition, and we have been on that a long time. We're on version 2.3.5, and I think the current version is 6 or 7. They're not focusing any development or improvement on the Community Edition. The upgrade path is very cumbersome. If we were to go to either Akeneo Cloud or take the latest community version, we would have to set up a new facility and then import the records."

Hot-tub and spa retailer, Canada (2026)

PLYTIX: HOW IT WORKS

With Plytix, keeping the platform running is our job, and a named Account Manager is there when you need help. Your team's time goes into product data, not upkeep.

- **Hosted and maintained for you.** Nothing to install, patch, or keep running.
- **Always on the latest version.** Updates roll out automatically for every customer.
- **API on every plan.** Connect your other systems without custom code inside the platform.
- **A named Account Manager from day one.**

IN THEIR WORDS

"Overall very good PIM & DAM. We were with Akeneo and when we migrated to Plytix, everything was much easier."

Verified reviewer, Analyst Programmer, mid-market, switched from Akeneo, Capterra review

"A perfect example of an efficient affordable product to modernize your tech stack. It's clear that the development efforts were user-centric. Very clear documentation. No need to worry about hosting or needing developers for implementation. Most importantly, one of the best support and sales experiences I had."

Marwan A., Growth Data Scientist, mid-market, G2 review

"Speed and time. We now have a true PIM. Our old attribute management method was custom built, and it was slow, clunky and spread out over multiple platforms. It gets harder to maintain processes on older platforms, so getting onto a modern platform like Plytix greatly simplified how we manage attributes and product details."

Ryan W., small business, G2 review

AT A GLANCE	AKENEO COMMUNITY EDITION (REPORTED)	PLYTIX
Hosting and upkeep	Self-hosted and maintained by your team	Hosted and maintained by Plytix
Updates	Custom modules re-tested after each update	Rolled out automatically for every customer
Missing features	Built in-house, such as API and permissions	API on every plan
File storage	No DAM	DAM with unlimited storage on every plan
When something breaks	Teams fixed it themselves	Named Account Manager and support team

SUMMARY

Plytix and Akeneo, side by side

CRITERIA	AKENEO (REPORTED)	PLYTIX
Pricing model	Quote-based; G2 lists the Growth package from $45,000 a year	Published, priced by SKU count
User seats	Priced per user	Unlimited on every plan
Contract	Multi-year, with three-year terms reported	Month to month
File storage	No DAM in the Community Edition; DAM sold as a paid add-on on paid tiers	Plytix DAM and unlimited storage on every plan
Store connectors	Shopify and BigCommerce connectors bought separately	Native Shopify and BigCommerce apps (add-ons); the Shopify add-on covers as many stores as you need
Setup	Partner- or agency-led implementation	No implementation partner needed
Support	None from Akeneo on the Community Edition; paid customers report relying on partners	Named Account Manager from day one
Product sheets and catalogs	Print module reported as "significant effort" for 11 languages	Plytix Product Data Sheets (add-on), with bulk PDF export

INDEPENDENT REVIEWS

G2 CATEGORY DATA	AKENEO	PLYTIX
Star rating	Rated lower (248 reviews)	Rated higher (443 reviews)
Ease of setup	7.8	8.8
Ease of admin	8.5	9.2
Quality of support	8.6	9.7
Good partner in doing business	8.9	9.6

The side-by-side table reflects what prospects and customers told us in sales conversations from April 2017 to October 2026. Akeneo's current offering may differ. G2 data is from the G2 Akeneo PIM vs. Plytix comparison page, October 21, 2026.

What teams get with Plytix

Under 5 minutes

for a product update at ToolPal, a Swedish equipment rental company that moved to Plytix from an enterprise PIM it found "clunky, expensive, and misaligned with their business needs."

"Plytix has allowed us to move quickly, without compromising on structure or future scalability."

Daniel Ramberg, Head of Communications, ToolPal. Customer story.

5x faster

product updates at Hagen Group, a global pet products manufacturer that tried other PIM solutions before choosing Plytix.

"Updating and sharing content to platforms like Shopify takes seconds. It's a total game-changer."

Arash Shahreva, Director of Systems & Process Improvement, Hagen Group. Customer story.

IN FAIRNESS

Where Akeneo is a strong choice

Buyers who stayed with or chose Akeneo did so for real reasons: a richer data model (reference entities, table attributes, channel and locale scoping, multi-level variants, and configurators), the ability to customize almost anything through open source and partners, a localized interface and French-speaking support, strong Magento and marketplace connectors, and the scale to hold millions of SKUs. One buyer said "70–80% of what you showed us is already possible in Akeneo," and several long-term customers described themselves as happy apart from the price. Akeneo is the right choice for enterprises with complex, highly configurable catalogs and an IT team or agency to run it. Plytix is the better fit for teams that use a fraction of those features and want published pricing, unlimited seats, and month-to-month plans.



SWITCHING

Switching from Akeneo is simpler than you think

Your product data is already structured in Akeneo, so you start from organized data, not spreadsheets.

Export

Export products, attributes, assets, and categories from Akeneo as CSV or XLSX files.

Map and configure

Map your Akeneo families and attributes to Plytix and set up your channels.

Run in parallel

Operate both platforms side by side until your team is ready to switch over.

"Akeneo required several updates, and it was much easier to move to Plytix." Verified reviewer who switched from Akeneo, Capterra review

Questions buyers ask before switching

How long does it take to switch from Akeneo to Plytix?

Plytix takes about three months to implement on average, according to G2 reviewers. Because product data in Akeneo is already structured, teams export products, attributes, and assets as CSV or XLSX, map their families and attributes into Plytix, and run both platforms side by side until they're ready to switch over.

Can you switch to Plytix while still under an Akeneo contract?

Yes. Plytix is billed month to month, so teams can start setting up Plytix before their Akeneo contract ends and switch over fully when it does.

Will images and files transfer from Akeneo to Plytix?

Yes. Images and files move into Plytix DAM along with product data, and teams can check every file before switching Akeneo off. Teams on the Community Edition, which has no DAM, can bring assets in from wherever they're stored today.

Is Plytix powerful enough to replace Akeneo?

Yes, for most mid-market brands, retailers, and distributors. Plytix handles complex product structures with Families, Relationships, and Automations, generates and translates content with the Plytix AI add-on, and connects to other systems through an API on every plan. Akeneo goes further on reference entities, product configurators, and catalogs with millions of SKUs.

How much does Akeneo cost?

Akeneo is sold on quote. G2 lists its Growth package starting at $45,000 a year. Buyers also told us about multi-year contracts, per-user pricing, and paid connectors for stores like Shopify and BigCommerce. Plytix publishes every plan and add-on, priced by SKU count, with unlimited seats and month-to-month billing.

Is Plytix cheaper than Akeneo?

Yes, for most mid-market catalogs. At 2,000 SKUs, Plytix Pro with Plytix AI, Feed Management, Product Data Sheets, and the Shopify app costs $9,300 a year at October 2026 list prices, and the same setup costs $18,420 a year at 20,000 SKUs. G2 lists Akeneo's Growth package starting at $45,000 a year.

What's the difference between Plytix and Akeneo?

Akeneo is an enterprise PIM with a deep, configurable data model, usually set up through an implementation partner. Plytix is built for mid-market brands, retailers, and distributors whose own teams run their product data. They differ on price, who runs the platform, and support. Akeneo is sold on quote, while Plytix publishes pricing by SKU count. Akeneo changes often need a developer or consultant, while Plytix is run by marketing and ecommerce teams. On G2, Plytix matches Akeneo's ease-of-use score with more than twice as many reviewers, and scores higher for ease of setup (8.8 vs. 7.8) and quality of support (9.7 vs. 8.6).

What are the best Akeneo alternatives?

Plytix is an Akeneo alternative built for mid-market brands, retailers, and distributors that want published pricing by SKU count, a platform their own team can run, and a named Account Manager. Teams that stay with Akeneo value its deep data model, product configurators, and partner network.

plytix



Compare both platforms on your own data

Bring your SKU count, your channels, and your Akeneo quote or renewal date. We'll show you the same setup in Plytix, exactly what it would cost your team, and a proof of concept on your own data before you sign.

Book a demo → See pricing

About this report. Akeneo quotes come from our sales conversations from April 2017 to October 2026. Where the only record is a sales note, it has been summarized rather than quoted. Plytix customer quotes and ratings come from public G2 and Capterra reviews, with G2 data as of October 21, 2026. Prices are correct as of October 2026. Akeneo is a trademark of its respective owner. Plytix is not affiliated with or endorsed by Akeneo. Statements about Akeneo reflect experiences reported to us and may not reflect their current offering. © Plytix SLU, Málaga, Spain.