Online selling platforms: what each one costs you to run.

For a small UK business selling on Etsy, eBay or Amazon, or about to start, weighing up a shop of its own on Shopify, Squarespace, Wix or WooCommerce. Your own numbers first, then each platform priced at your volume.

General information, from each platform's own fees and pricing pages as they read in November 2026, not tax advice. Their prices change; check the page before deciding. Prices named for Adam Roe's work are his own as of November 2026.

FIRST, YOUR OWN NUMBERS

- [ ] **Last month's statement is open in front of you**
  Etsy: Shop Manager, Finances, Payment account, then the monthly statements. eBay: the Payments tab in Seller Hub, then Reports.
- [ ] **Every line that is not a sale, a refund or bought postage is added up**
  Transaction, processing, regulatory, listing and ad fees all count. The advert shows none of them.
- [ ] **That total is divided by the month's sales**
  Your fee percentage. In the article's example of 40 orders at £25, it is about 12% on Etsy, 14% on eBay and 17.5% on Amazon.
- [ ] **Your orders a month and average order are written down beside it**
  Those three numbers price every other platform.

PRICE YOUR VOLUME ON EACH PLATFORM

- [ ] **Marketplace: the percentage times your sales, plus any per-order fee**
  eBay adds 40p an order over £10, Etsy 20p processing an order. Both add a regulatory fee: 0.48% on Etsy, 0.35% on eBay.
- [ ] **Hosted shop: the plan, plus the card fee on every order**
  Shopify Basic £19 a month yearly with 2% + 25p cards; Squarespace Core £17 with 2.0% + 25p; Wix Core is priced in US dollars, cards 2.1% + 20p.
- [ ] **WooCommerce: hosting, plus the card fee**
  The plugin is free. WooPayments is 1.5% + 25p on UK cards. Count who does the updates, and what that costs.
- [ ] **The yearly and the monthly price are both written down**
  Shopify Basic is £25 paid monthly rather than £19; Squarespace Core £24 rather than £17.

WHAT THE SUMS LEAVE OUT

- [ ] **You know whether your Etsy shop is in Offsite Ads**
  15% of an order an ad brought in, capped at $100. You can opt out in Settings, Offsite Ads until the shop reaches $10,000 in sales over 365 days.

- [ ] **You know roughly how many orders come on Amex or foreign cards**
  They cost more: Shopify Basic 3.1% + 25p, Wix 3.1% + 20p on Amex, WooPayments 2% extra on a card from abroad.
- [ ] **Every app or extension is on the list with its monthly cost**
  Apps that bill through Shopify go on the store's own bill, so they read as part of the plan.
- [ ] **If you are not VAT registered, VAT is added to every fee that carries it**
  Etsy, Amazon, Squarespace, Wix and eBay's business seller fees are listed before VAT. The standard rate is 20%.

WHO KEEPS THE CUSTOMER

- [ ] **You have read what your marketplace lets you do with a buyer's details**
  Etsy: not on your mailing list unless they agree. eBay: never to sell to them off eBay. Amazon: no marketing messages.
- [ ] **Your own shop's account is in your name**
  The account, the domain and the payouts, so the customer list and the address are yours.
- [ ] **Your checkout asks whether people want to hear from you**
  The ones who say yes are a list that stays with you whatever platform you are on.

IF YOU WANT A HAND

- [ ] **The same shop priced on four platforms**
  Five pages and up to 25 products: £1,800 on Squarespace or Wix, £2,000 on Shopify, £2,600 on WordPress with WooCommerce. No cut of your sales.
- [ ] **Monthly, only where there is something to pay for**
  WordPress hosting with updates £50 a month, and a shop adds £37.50. Shopify, Squarespace and Wix bill you directly. Changes £75 an hour.
- [ ] **Products from a spreadsheet, £400 per 1,000**
  One clean file in one format, so your existing range comes across rather than being typed in again.

Once the first section is done, the rest is arithmetic you can do in an afternoon. **adamroe.co.uk/blog/online-selling-platforms-uk**