**1. Features:**

**PrestaShop** is easy to install and boasts a wide range of attractive features. For instance, its search & advanced search modules are excellent, being comparatively faster than Magento’s.

**Magento**offers online businesses many out-of-the-box features like: CMS, customer groups, product comparison, Multi Store etc. Magento also includes some SEO features making it a fully versed e-Commerce platform solution. It delivers better design/UI and is prominent with any product in the market.

**2. Ease of use:**

**PrestaShop** is relatively easy to set up and add features. It also has a very user-friendly interface.

**Magento**requires many extensions to be setup like PDO, CURL etc.

**3. Cost:**

**PrestaShop** is an Open Source platform that can be downloaded easily from the internet.  Most of its modules are readily available on the internet free of charge, and can be acquired through the PrestaShop community.  PrestaShop also has paid modules available in the PrestaShop store.

**Magento** comes in two versions, a free Open Source and an Enterprise version.  The free version includes all the necessary features to successfully setup and run a business. Merchants should only choose the Enterprise version if they need access to advanced level tracking and control features. The Enterprise version provides SOLR implementation and support.

**4. Coding Framework:**

**PrestaShop:** Adopted Smarty Template engine based on PHP.

**Magento:** Adopted the Zend framework of PHP and has all the capabilities of MVC architecture.

**5. Design Integration:**

**Magento** can be slightly complicated and sometimes may require expert assistance to handle the UI issues.

**6. SEO Compatibility:**

**Magento** has better support for SEO, than PrestaShop.

**7. Community:**

**Magento** has a larger community and better support, than PrestaShop.

**Module/Feature availability:**

|  |  |  |
| --- | --- | --- |
| **Features** | **Prestashop** | **Magento** |
| **Multi-Currency** | Yes | Yes |
| **Product Reviews** | Yes | Yes |
| **Open Source** | 100% | 100% |
| **Pricing** | Free | Basic version is Free but Enterprise is paid |
| **Multi-Language** | Yes | Yes |
| **Product Ratings** | Yes | Yes |
| **Related Products** | Yes | Yes |
| **Product Features** | Yes | Yes |
| **Newsletters** | Yes | Yes |
| **Discount Coupon** | Yes | Yes |
| **SEO URLs** | Yes | Yes |
| **Backup & Restore** | Yes | Yes |
| **Printable Invoices** | Yes | Yes |
| **Sales Reports** | Yes | Yes |
| **Free Shipping** | Yes | Yes |
| **Wholesale** | Yes | Yes |
| **News & Events** | No | No |
| **Wish List** | No | Yes |
| **Testimonials** | No | No |
| **Track order** | No | No |
| **Product Comparison** | No | Yes |
| **Statistics** | Yes | No |
| **Affiliate** | No | No |
| **Memberships** | Yes | No |
| **RSS Feed** | No | Yes |
| **TAG** | No | Yes |