SHOPLAUNCH STUDIO · LOCAL SHOPS · 11 NOVEMBER 2026

A Wix alternative for the shop that does not want a second job

Three years of Wix Core is $1,044 at Wix's own yearly rate, and Wix's help centre says a Wix site cannot be exported to another host. The same page, built for you and handed over with the files: $199 once, live in 24 hours.

WHAT WIX CHARGES — YEARLY BILLING

Free — Wix ads, a wixsite.com address, no domain, no payments	**$0**
Light — Custom domain, 2 GB storage, no online payments	**$17/mo**
Core — Payments, 50 GB, scheduling, 4% on Pricing Plans sales	**$29/mo**
Business — 100 GB, 10 collaborators, 2% on Pricing Plans sales	**$39/mo**
Business Elite — Unlimited storage, 100 collaborators, 0% on Pricing Plans	**$159/mo**
Card processing — Not priced on the plans page — your processor's rate	**on top**

THREE YEARS, ALL IN

Wix Core: 36 × $29	$1,044
Wix Business: 36 × $39	$1,404
40 hours of your time at $25 (our assumption)	$1,000
Wix Core, three years, all in	**$2,044**
Wix Business, three years, all in	**$2,404**
ShopLaunch Local Pack, paid once	**$199**
Difference still in your account	**$1,845–$2,205**

Keep them if

· You need a store: inventory, shipping, tax, 50,000 products.
· You want Wix Bookings — a calendar with staff, deposits and reminders.
· You are selling memberships or courses through Pricing Plans.
· You want to own the design and enjoy the tinkering.

Choose the $199 page if

· The page has to be right tomorrow, not in three weekends.
· You would rather not carry a $348 bill through a slow January.
· You want files you can move to another host by copying a folder.
· You want the menu typed by someone whose job is typing menus.

What the $199 Local Pack is — built by us, handed over the next business day

+ A mobile page on a real URL — hours, prices, photos, tap-to-call, directions
+ A digital menu with one QR code per table, print-ready
+ Three print-ready posters: window hours, counter QR, menu board
+ Five Instagram posts, 1080×1080, with the captions written
+ An edit key, so you change a price or a closing time yourself
+ The files — HTML, CSS and images — on a URL you own

Three things to get in writing before you pay for another year

The renewal price, not today's — Wix ran half-price Core and Business in February 2026 and the reduction ended.
The export, in writing — Wix's help centre says a site must run on its servers and cannot be exported. Ask what happens to the design.
Whose hours, and how many — Ask what is finished in a week with no owner input. The honest answer is nothing.

$199 once. No subscription, no export problem, no second job.

We do not sell hosting, a store, a calendar or payments — if you need one, Wix is a real product and this sheet is not the whole answer.

shoplaunch-app.pages.dev/vs/wix · shoplaunch-app.pages.dev/calc · $49 / $199 / $499 once

Sources, read 11 November 2026: wix.com/plans — Free, Light $17, Core $29, Business $39, Business Elite $159, monthly rates on a yearly subscription paid in full, before tax; Pricing Plans transaction fee 4% Core / 2% Business / 0% Elite; 14-day money-back guarantee. Export limitation from Wix's help centre page on exporting or embedding a Wix site elsewhere. The February 2026 half-price promotion and its ending are reported by PricingSaaS's price-change log, not by Wix. The 30–50 hours and the $25 an hour are ShopLaunch's estimate, not a vendor figure. Card processing is not counted. Prices are US list, before tax; Wix prices by country, so check your checkout.