MIGRATION PLAYBOOK · WEBSITES AND ECOMMERCE

How to migrate a Magento store to Shopify

Magento's admin exports products and customers but not orders, and Shopify's Store Migration app does not list Magento. Most stores use a migration app that connects to Magento, then import products, customers and orders in that order, build redirects and switch the domain last.

Updated 4 Nov 2026 4 phases 6 detailed steps 6 official sources

START HERE

How do you migrate a Magento store to Shopify?

SHORT ANSWER

This moves an online shop from Magento to Shopify. A migration app copies products, customers and past orders into Shopify while the old shop keeps trading. You rebuild the design in a Shopify theme, replace extensions with Shopify apps, set up redirects from old addresses and place test orders.

- **Recommended route:** Migration app with a demo run, then full migration and a top-up
- **Order:** Audit what Magento does today, then follow Shopify's order: products, customers, orders.
- **4 phases:** Audit and prepare, Demo and pilot, Full migration and build and Launch.
- **You're done when:** Products, customers and agreed order history are in Shopify and checked.

On launch day you copy recent orders and point the domain at Shopify. Customers set up a new sign-in.

RECOMMENDED ROUTE

Migration app with a demo run, then full migration and a top-up

Magento's admin export does not include orders, and an app also maps configurable products and builds redirects.

▼ **Other options and when to use them**

- **Magento CSV exports into Shopify's importers**
  : Simple products, no order history needed in Shopify.
- **Shopify Partner or custom API work**
  : Multi-store, B2B or heavily customised catalogues.

TOOLS FOR THIS PLAN

Are you ready?
22-question readiness check

Plan your dates
Dated countdown you can add to your calendar

Compare options
WordPress hosting compared

New to the jargon?
Plain-English migration glossary

ORDER TO MIGRATE IN, AND WHY

Audit what Magento does today, then follow Shopify's order: products, customers, orders. Domain last.

1. **Extension and feature audit**
   Each Magento extension needs a Shopify app, a theme feature or a decision to drop it.
2. **Shopify store settings**
   Currency, tax, shipping and payments must be in place before imports.
3. **Demo migration**
   Shows how configurable and bundle products arrive.
4. **Full migration: products, customers, orders**
   Orders link to products and customers that already exist.
5. **Redirects and test orders**
   Protects search traffic and proves checkout.
6. **Top-up and domain move**
   Catches orders placed during the project.

SETTINGS CHECKLIST: DECIDE THESE BEFORE YOU COPY

Built-in and third-party tools treat these differently. Tick each one off once you have decided.

Download this checklist (Excel)

- [ ] **Import route**
  Migration app or CSV.

  ▼ How each tool handles it

Built-in method	Magento admin export: Products, Customers Main File, Customer Addresses, Advanced Pricing, Customer Finances and Stock Sources as CSV. Orders are not an export entity. Shopify Store Migration app does not list Magento.
LitExtension	Migrates Magento products, customers, orders, coupons, CMS pages and blogs to Shopify; connects with a connector, or CSV files.
Cart2Cart	Connects to Magento with a bridge file uploaded to the store root by FTP.

  Tip: Run a demo and compare a configurable product, a bundle and a customer before choosing.

  Adobe Commerce Admin: Export data

- [ ] **Configurable and bundle products**
  How each product type maps to Shopify.

  ▼ How each tool handles it

Built-in method	Shopify products support up to 3 options and use variants. Shopify has no native bundle product type in the migration path.
LitExtension	Maps configurable products to products with variants; for bundles, suggests a bundle or product options app on Shopify.

  Tip: List products with more than 3 configurable attributes and decide how to split them.

  Shopify Help Center: What you need to consider when migrating

- [ ] **Customer sign-in**
  How customers sign in after launch.

▼ How each tool handles it

Built-in method	Shopify customer import: passwords cannot be migrated; customers sign in with a one-time code, or set a password from an invite on legacy accounts.
LitExtension	Says Shopify encryption prevents password migration; imported customers appear disabled until sent an activation email.

Tip: Plan the launch email and the login page wording.

Shopify Help Center: Importing and exporting customers

- [ ] **Redirects**

How old Magento URLs map to Shopify.

▼ How each tool handles it

Built-in method	Shopify: set up redirects before transferring the domain; some paths, such as /products and /collections, cannot be redirected.
LitExtension	Optional 301 redirects from source to target.

Tip: Magento URLs often end in .html; check the top landing pages by hand.

Shopify Help Center: URL redirects

THE PLAN, PHASE BY PHASE

1 Audit and prepare — Weeks 1 to 2

List extensions, store views and custom features.

Export products and customers as an archive.

Set Shopify currency, tax, shipping and payments.

Watch out: Magento admin export does not include orders.

WAYS AROUND IT

- Use a migration app, or archive orders from a database backup.

TOOLS THAT CAN DO IT

LitExtension
Migrates Magento orders to Shopify.

Show the detailed steps (2) →

2 Demo and pilot Week 2

Run a demo migration.

Check configurable products, bundles, images and SEO fields.

Watch out: Bundle products have no direct Shopify match.

WAYS AROUND IT

- Choose a Shopify bundle app before the full run.

Show the detailed steps (2) →

3 Full migration and build Weeks 3 to 6

Turn off staff order notifications.

Migrate products, customers, then orders.

Build the theme, add apps and create redirects.

> **Watch out:** Imported orders trigger staff emails.
>
> **WAYS AROUND IT**
>
> - Turn notifications off during the import.

Show the detailed steps (2) →

4 Launch — Launch day

Run the top-up migration.

Move the domain to Shopify.

Send customer activation

or sign-in emails.

> **Watch out:** Old URLs on reserved Shopify paths cannot be redirected.
>
> **WAYS AROUND IT**
>
> - Update ads and emails to new URLs directly.

Show the detailed steps (2) →

You are finished when

- Products, customers and agreed order history are in Shopify and checked.
- Each needed Magento extension has a Shopify replacement.
- Redirects cover the URLs that get traffic.
- The domain points to Shopify and Magento is archived after a fallback period.

Tools named in this plan are independent third-party products, not endorsed by the platform vendor and not paid placements. Check the tool's own documentation and run a pilot first.

CLICK BY CLICK

What does each step involve?

Open a part when you reach it in the plan. Each step says where to go, what to do and what you should see.

About this migration

What it covers, limits at a glance —

Magento (now also sold as Adobe Commerce) stores are usually larger and more customised than other platforms, with configurable and bundle products, multiple store views and extensions. Shopify does not import Magento directly, so the choice is between reshaping Magento's CSV exports and using a migration app that reads the Magento database.

This playbook follows Shopify's migration order and covers the Magento specifics. Moving from BigCommerce instead? See BigCommerce to Shopify.

MAGENTO ADMIN EXPORT
Products, customers, addresses, pricing and stock: not orders

SHOPIFY STORE MIGRATION APP
Does not list Magento as a source

CONFIGURABLE PRODUCTS
Become Shopify products with variants

BUNDLE PRODUCTS
Need a bundle or product options app

CUSTOMER PASSWORDS
Do not transfer

IMPORT ORDER
Products, customers, then orders

1 What do you need before you migrate a Magento store to Shopify?

Need	Details	Where to get it
Magento admin and server access	For exports, and FTP for a migration bridge file.	Your host or developer
Extension list	What each extension does and its Shopify replacement.	Your developer or agency
Redirect map	Old URLs to new.	The 301 redirect map template
Shopify store	Settings done before imports.	Shopify admin

2 Archive Magento data and set up Shopify

2 steps

1 Export Magento data

Where: Magento admin > System > Data Transfer > Export

Export Products, Customers Main File and Customer Addresses as CSV. Files are written to var/export on the server.

✓ **You should see:** CSV files for your archive.

2

Set store defaults

Where: Shopify admin > Settings

Set currency, shipping, tax and payments before importing.

✓ **You should see:** Settings match Magento.

3 Migrate products, customers and orders

2 steps

1

Connect the migration app

Where: Your migration app

Connect to Magento with the app's connector or bridge file, and connect Shopify. Run the demo, check results, then run the full migration.

✓ **You should see:** Products, customers and orders arrive in Shopify.

2

Check product types

Where: Shopify admin > Products

Check configurable products have the right variants and bundles work with your bundle app.

✓ **You should see:** Variants, prices and stock match.

4 Redirect, test and launch

2 steps

1

Create redirects

Where: Shopify admin > Content > Menus > URL Redirects

Import the redirect map, or enable your app's 301 option. See set up 301 redirects.

✓ **You should see:** Old URLs land on the right pages.

2

Test and switch

Where: Shopify admin > Settings > Domains

Place test orders, run the top-up migration, then connect the domain. Use the website launch checklist.

✓ **You should see:** The store trades on Shopify.

WORTH KNOWING

What can go wrong, and how do you avoid it?

The detail behind the plan: options compared, and what experienced engineers check first. Tap any item.

Compare all the ways to do this 3 options −

Migration app

MEDIUM EFFORT

Best for: Most Magento stores

- + Moves orders
- + Maps configurable products
- + Redirect option
- – Third-party service
- – Needs server access

CSV export and import

MEDIUM EFFORT

Best for: Simple catalogues

- + No extra service
- – No orders
- – Reshaping columns

Shopify Partner or custom work

HIGH EFFORT

Best for: Multi-store or B2B

- + Handles complexity
- – Most effort

OUR ADVICE

Use a migration app for most stores, after a demo. Bring in a Shopify Partner for multi-store or B2B setups.

Extensions need replacements

COST LEVER –

Magento extensions do not run on Shopify; features come from Shopify apps or the theme.

WHAT TO DO

Map each extension to a Shopify app or drop it, before the build.

Shopify Help Center: Migrate to Shopify

Orders are not in the admin export

SAVES TIME –

Magento's export entity types do not include orders.

WHAT TO DO

Use a migration app for orders, and keep a database backup as the archive.

TOOLS THAT CAN GET AROUND THIS

These tools read orders from Magento and create them in Shopify.

LitExtension

Migrates orders, with an option to preserve IDs.

Cart2Cart

Migrates via a bridge file; maps order statuses to Shopify ones.

Third-party tools, not endorsed by the platform vendor. Confirm in the tool's documentation and run a pilot first.

Adobe Commerce Admin: Export data

Customers need to set up sign-in

USER IMPACT

Passwords cannot be migrated into Shopify.

WHAT TO DO

Send sign-in instructions at launch and brief customer service.

Shopify Help Center: Importing and exporting customers

Staff get an email per imported order

USER IMPACT

Shopify sends new-order emails to staff for imported orders.

WHAT TO DO

Turn off staff notifications during the import.

Shopify Help Center: What you need to consider when migrating

Reserved paths cannot redirect

PERFORMANCE

Some Shopify paths cannot be redirected.

WHAT TO DO

Update links in ads and emails directly for those pages.

Shopify Help Center: URL redirects

FINISH SAFELY

How do you check it worked, or roll back?

Full validation checklist

4 checks

Run these before you declare the migration complete. Record the results in the data validation report.

Check	How to check	What good looks like
Products	Compare counts, variants, prices and stock for a sample.	They match.
Customers and orders	Compare counts and open a few orders.	They link to the right customers and products.
Redirects	Test top landing pages.	Each lands correctly.
Checkout	Place test orders and refunds.	They work.

Rollback plan

If it goes wrong

ROLL BACK IF

- Checkout fails after launch
- Major catalogue errors found after the domain move

POINT OF NO RETURN

Keep Magento running until launch is stable. Rollback is pointing the domain back.

1

Point the domain back

Where: DNS host

Restore Magento DNS records.

✓ **You should see:** The old store loads.

2

Reconcile orders

Where: Shopify and Magento

Fulfil orders taken in Shopify.

✓ **You should see:** No orders lost.

Agree the triggers and who decides before the go / no-go meeting. Use the rollback plan template.

Common problems and fixes

4 errors

`Export file does not appear`

Cause: The message queue has not processed the export.

Fix: Check cron and the message queue consumers, then look in var/export.

`Bridge file cannot connect`

Cause: Wrong folder or permissions.

Fix: Put the bridge in the store root and fix permissions.

`Product imported without variants`

Cause: More than 3 options.

Fix: Split the product, then reimport.

`Customers show as disabled`

Cause: Accounts not yet activated.

Fix: Send account invites or explain code sign-in.

Search the full error library →

FAQ

Frequently asked questions

Can Shopify import Magento directly?

Its Store Migration app does not list Magento. Use a migration app or CSV.

Do configurable products survive?

They become Shopify products with variants, up to 3 options.

Will passwords move?

No.

Can I export orders from Magento admin?

Orders are not an export entity type; use a migration app.

SOURCES

Official sources

6 official pages this guide is based on

Vendors change limits and features, so confirm details on the source before you rely on them. Last checked 4 Nov 2026.

- Shopify Help Center: Migrate to Shopify
- SHOPIFY APP STORE: STORE MIGRATION
- Shopify Help Center: Importing and exporting customers
- Shopify Help Center: What you need to consider when migrating
- Shopify Help Center: URL redirects
- Adobe Commerce Admin: Export data