Connect all sides of your retail business.

With one login on Square for Retail, you can streamline your operations across every place you sell.

Why switch to Square for Retail?

Save money with first-party tools and easy integrations that keep your business running under one roof, no plug-ins or developers required.

✓ Sync data across every sales channel.

✓ Build or connect your existing website.

✓ Easily track and manage inventory.

✓ Send marketing texts and emails.

✓ Keep tabs on sales performance.

Hardware for your counter and beyond.

Connect hardware with integrated barcode scanners and printers, cash drawers and more.

Square Register

Use a fully integrated retail point of sale system with a second customer-facing display.

Square Stand

Turn your iPad into a retail point of sale with built-in payments and intuitive checkout, all on one device.

Square Terminal

Take payments, print receipts and much more on a compact, cordless device.

"I use Square for my website, marketing, email marketing, employee time cards and schedules, payroll, and for all of my inventory needs. And they're all connected — the ease of use in navigating all those things has been most helpful for me."

— Leah Donahue, Owner, Brigid & Bess, Charlottesville, Virginia

Switching is quick and easy.

Our dedicated support team will help you consolidate your tools and migrate all of your data to Square with a personalized onboarding experience.