

Shopify Wishlist App Comparison

Wishlist Plus vs Wishlist King vs Hulk vs Growave, on speed and cost. Built by Kaspian Fuad, Shopify developer.

The two numbers that decide

All four rate near 5 stars

The rating is noise.

Blocking time -> INP

Heart button on busy pages.

Cheapest = lightest here

A rare alignment.

Speed, measured (blocking time)

Wishlist King (Swish) 60ms

Lightest, tied.

Hulk 60ms

Lightest, tied.

Wishlist Plus 90 · Growave 130

The marketing app and the suite.

Price, from (2026)

Hulk free, then \$9.90/mo

Value leader.

Wishlist King (Swish) \$19/mo

All features, free setup.

Wishlist Plus premium / Growave suite

You pay for features + weight.

Hulk (AI Wishlist & Favorites)

Cheapest, free plan

From \$9.90/mo.

60ms, lightest tier

Great for a plain wishlist.

Budget + speed pick

Hard to beat for the core job.

Wishlist King (now Swish)

Best dedicated wishlist

All features included.

Flat \$19/mo, 60ms

Clean if free limits pinch.

No marketing bloat

Just the wishlist, done well.

Wishlist Plus (Swym)

Marketing + CRM depth

Segmentation, retargeting, APIs.

90ms, premium tiers

Heavier and pricier.

Worth it IF you retarget lists

Email / SMS saved items.

Growave

Loyalty + reviews + wishlist

A full suite, not a wishlist app.

130ms, heaviest

Three systems' worth of script.

Buy it for the suite

Not for the wishlist alone.

Suite or dedicated?

Only want a wishlist -> dedicated

Wishlist King or Hulk.

Want loyalty + reviews too -> Growave

One suite can beat three apps.

Do not carry weight you skip

130ms for a heart button is a lot.

Do wishlists help conversions?

Captures intent you would lose

Interested but not ready.

Revenue is in the follow-up

Back-in-stock, low-stock emails.

A laggy grid costs more than it earns

Measure the trade.

Keep it fast

Load only where the button is

Trim pages with no wishlist.

Defer the wishlist script

Hydrate after interactive.

Run one wishlist app

Not two overlapping widgets.

Names changed (do not get confused)

Wishlist King -> Swish

Same app, new name.

Hulk -> Hulk AI Wishlist & Favorites

Same app, new listing name.

Measure INP after install

App Bloat Detector + CrUX grader.