

How To Import Variable Products in WooCommerce (Easy Way)

Are you a WooCommerce store owner looking for an easy way to import variable products into your WooCommerce store?

We get it. Manually importing variable products into your WooCommerce store can be quite a painstaking task. If you run an online store and sell hundreds of products that have multiple variations such as size, material, color, etc., the last thing you would want to do is spend hours adding each product variation one after the other. That's valuable work time lost and let's not talk about how extremely boring that would be!

In this article, we will show you step-by-step how to import variable products in WooCommerce easily by using our best-in-class WP All Import plugin.



Link: <https://www.youtube.com/watch?v=Y2Q8apRDxMg&t>

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Variable Products vs Simple Products

WooCommerce allows store owners to sell various kinds of products to customers. Two of the most commonly used product listing options are the *Variable Products* & *Simple Products*.

Variable products, as the name implies, allow you to sell products that have different variations (or options) with prices varying based on the shopper's selection.

An example of this would be a store that sells mobile phones. You could offer an iPhone 14 with various options for color and storage space. One customer could be interested in purchasing a midnight (black) iPhone 14 with 256GB of storage space while another may prefer the purple version with a 512GB storage capacity. Their selection becomes the determinant of the amount that they pay at checkout.

Cell Phones & Accessories › Cell Phones



Apple iPhone 14, 128GB, Midnight - Unlocked (Renewed)

Visit the Amazon Renewed Store
4.2 ★★★★★ 2,524 ratings | Search this page
1K+ bought in past month

Typical price: ~~\$485.00~~ Details
Price: **\$458.04**
You Save: **\$26.96 (6%)**

Get \$10 off instantly: Pay **\$448.04** ~~\$458.04~~ upon approval for the Amazon Store Card. No annual fee.

Service Provider: **Unlocked**

AT&T GSM Carriers T-Mobile **Unlocked** Verizon

Color: **Midnight**

Size: **128GB**

128GB 256GB 512GB

This product is inspected, tested, and refurbished, as necessary to be fully functional according to Amazon Renewed standards. [Learn about Amazon Renewed](#)

Purchase options and add-ons

Roll over image to zoom in

On the other hand, simple products allow you to offer unique products with single Stock-Keeping-Units (SKUs) and just one price option e.g. art, antiques, books etc.

Benefits of Importing WooCommerce Variable Product

So, why would it make sense for you to import variable products in WooCommerce? Here are a few key reasons:

- **Saves You Time:** Manual data entry is extremely time-consuming and wastes valuable productive time. When you bulk upload variable products into your WooCommerce store instead of adding them manually, you can operate your business more efficiently and channel your time into doing more important work.
- **Allows You To Edit Multiple Products at Once:** If you've ever needed to update the prices of numerous products on your WooCommerce store, then you would know that making the changes one by one is no fun. A more intuitive way to edit many product variations in WooCommerce at once would be to use a spreadsheet to make changes and then import the variable products back into your WooCommerce store in one go.
- **Prevents Unnecessary Mistakes:** When you try to add data for many variable products in WooCommerce, you can mistakenly add the wrong variation details for some products – especially when you get exhausted from the repetitive nature of the task. Bulk uploading your WooCommerce variable products allows you to reduce the chances of human errors occurring.
- **Saves Labor Costs:** If you run a WooCommerce store with thousands of variable products, you may need to hire a team to assist with adding these products to your store or updating them as needed. This becomes an unnecessary extra operational cost. Bulk uploading your variable products allows you to save on this avoidable cost.

In short, if you are keen on running your online store with more efficiency and precision to grow and scale your business at cost, importing your product variations in WooCommerce is the way to go.

How To Easily Import WooCommerce Variable Products

While there are several options for importing WooCommerce variable products, the [WP All Import plugin](#) stands out as the best plugin for WooCommerce store owners to easily import variable products in WooCommerce.


The plugin features a modern and intuitive drag-and-drop interface that is dead simple to use, whether you are a beginner or an advanced WooCommerce store owner.

Import Variable WooCommerce Products from CSV, XML, Google Sheets or Excel

Drag & drop to set up an import for thousands of variable products in minutes.

- ✓ Variable products, affiliate products, and more
- ✓ Full support for all WooCommerce variable product fields
- ✓ Import variable product images to galleries from any source
- ✓ Automatically add/update WooCommerce products on a schedule

[Buy Now](#)



90-Day Money Back Guarantee
Not 100% happy? Let us know, and we'll promptly send you a refund.

Unlimited Installs
Install on as many sites as you need. Yes, even client sites.

Fast, World Class Support
Over 9 years of experience with WooCommerce product imports.

Some of the exciting features you get with the WP All Import plugin include the flexibility of:

- Importing your variable product data in XML, CSV & XLSX file formats
- Importing a huge number of variable products at once
- Customizing every aspect of your variable product import data – you have full control!
- Automating your imports via our scheduling service or cron jobs
- Applying filters to select which specific products you want to import

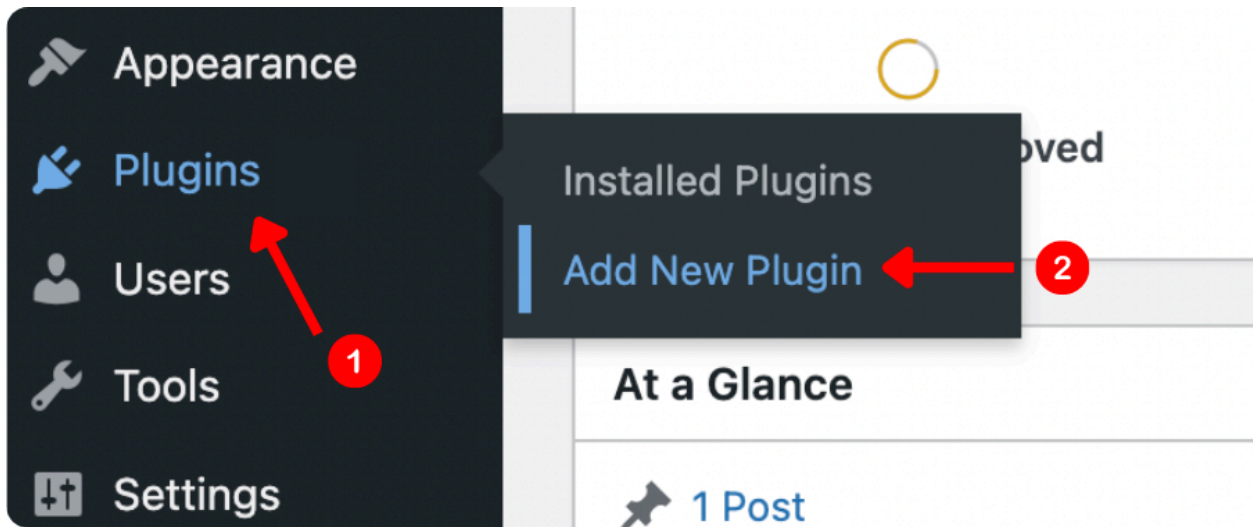
If you're ready to start importing your variable products in WooCommerce with ease, let's show you how to do it using the WP All Import plugin!

1. Install WP All Import and WooCommerce Add-On

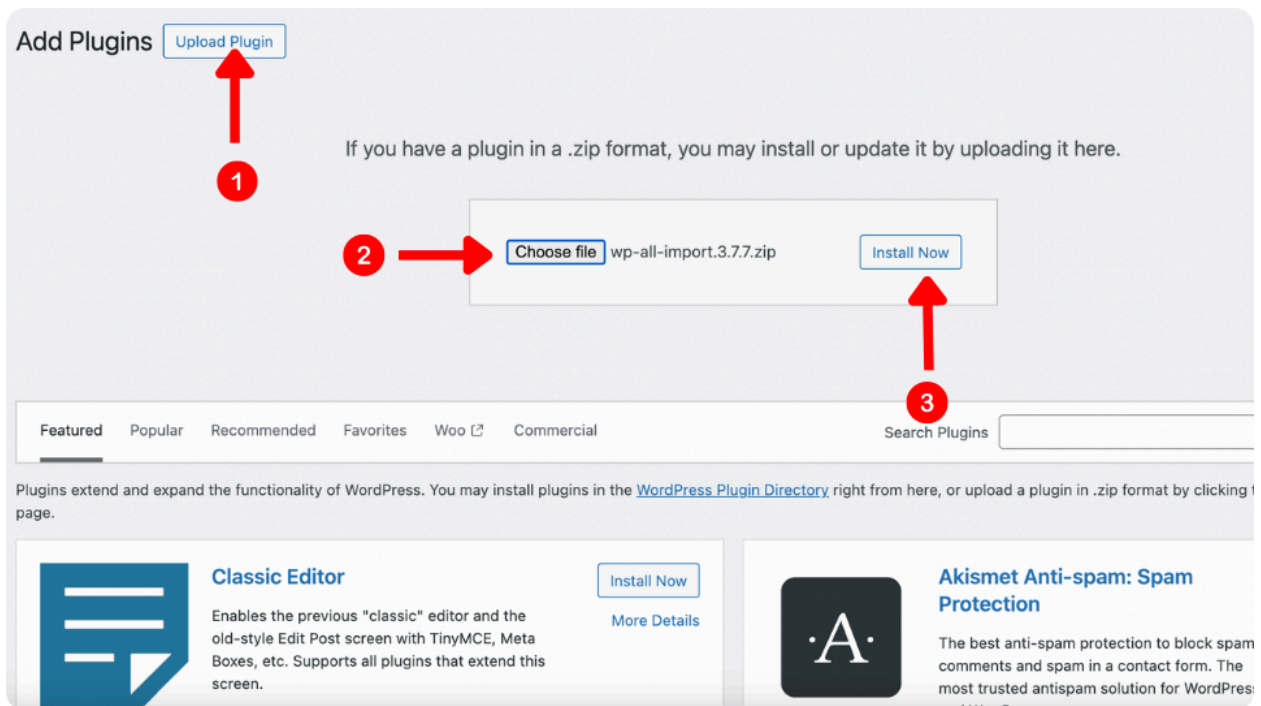
The first step you need to take to get started importing product variations in WooCommerce is to install the **WP All Import plugin** and the **WooCommerce Import add-on** on your WordPress site.

To install the WP All Import plugin and the WooCommerce Import add-on, you will need to first [purchase and download them from our website](#).

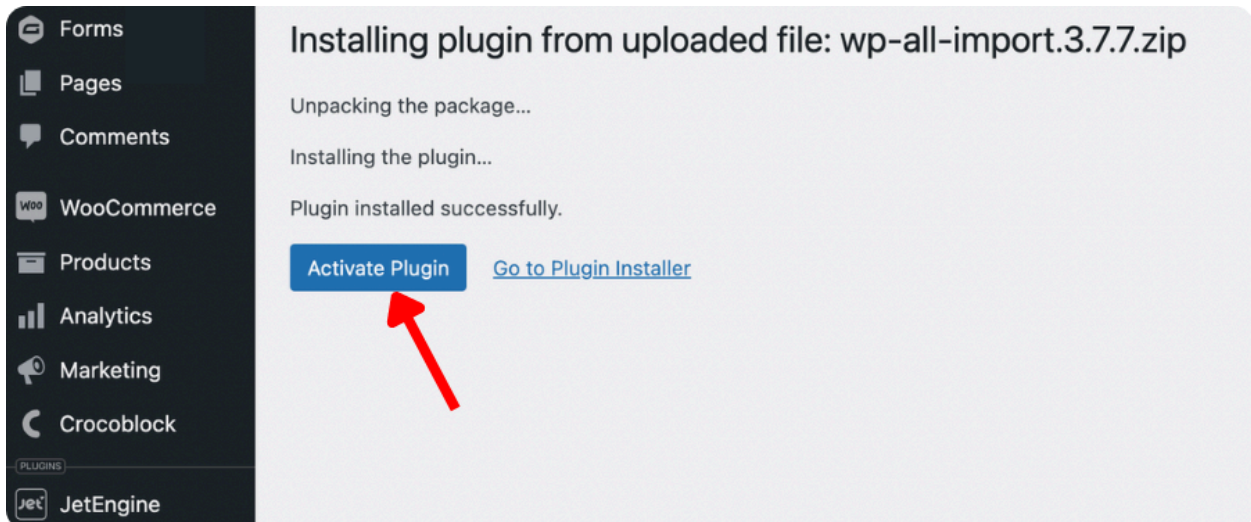
Once you have downloaded both plugins, log in to your WordPress admin dashboard and navigate to **Plugins > Add New Plugin**.



Next, click the **Upload Plugin** button at the top left corner, then **Choose File** to upload the downloaded WP All Import plugin file. Click the **Install Now** button to begin the plugin installation process.



Once the process is completed, click **Activate Plugin** on the screen that appears and the plugin will be ready for use!



Repeat the same steps to install the WooCommerce Import add-on.

2. Create a New Variable Product Import

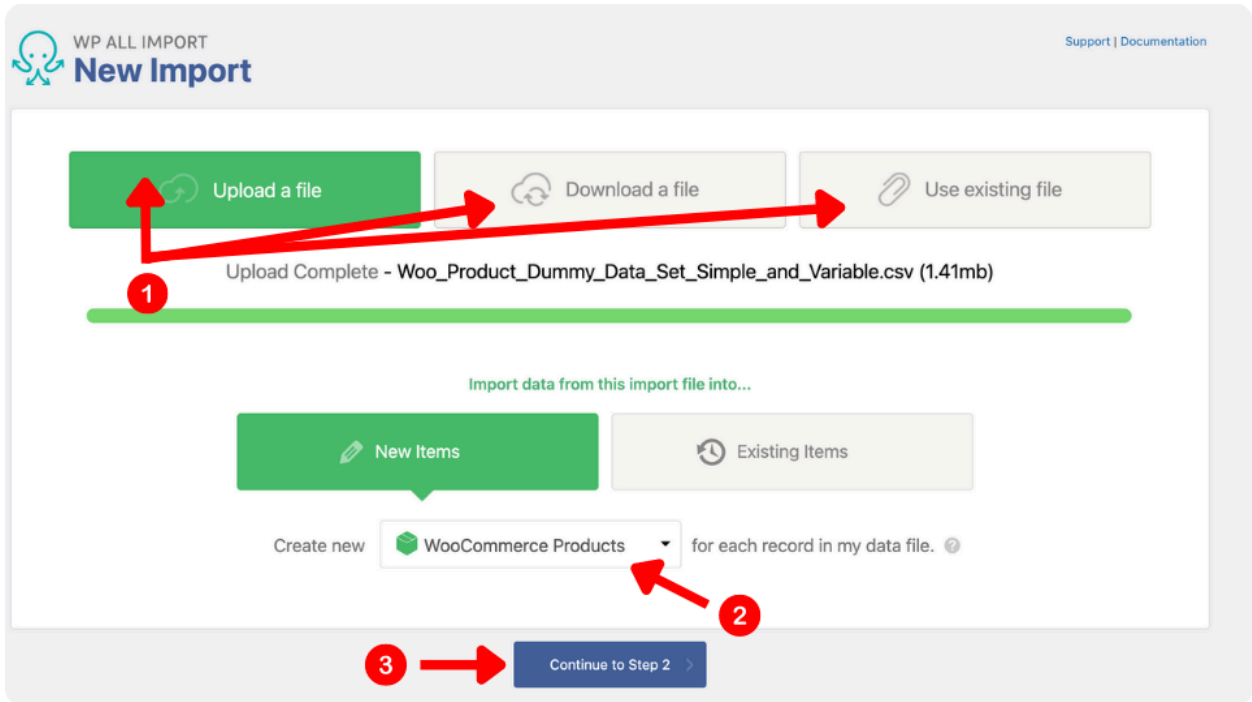
Now that both plugins have been installed and activated, the next step is to create a new variable product import.

From your WordPress admin dashboard, navigate to **All Import** > **New Import** and decide how you would like to upload your data. There are three options available for data import which are:

- **Upload File** - This option lets you import WooCommerce variable products in CSV, XLS, XLSX or XML formats directly from your computer.
- **Use Existing File** - This option allows you to use an existing file that was added from a previous import.
- **Download a File** - With this option, you can download your import file directly from an external source such as Google Sheets or Dropbox via a URL or FTP/SFTP.

Once you have uploaded your variable product data file using any of the options, you should select the **New Items** option.

The **Existing Items** option is used when you want to update specific data pieces, such as price, or stock. It's not recommended when you want to add variations to existing products as it can't maintain the relationship between parent products and their variations. For more information on why this is not recommended, refer to the documentation article on [import types](#).




Next, from the dropdown list, choose **WooCommerce Products** as the data import type and click **Continue to Step 2**.

3. Review Uploaded Variable Product Data

On the **Review Import File** screen that appears, take a moment to double-check that the imported data is correctly detected and aligned to the right columns and rows.

WP ALL IMPORT Support | Documentation

Review Import File

 **2038 rows will be imported**
Click an element to select it, or scroll down to add filtering options. [Continue to Step 3](#)

node
1 of 2038

Set delimiter for CSV fields: [Apply](#)

id	17
type	variable
sku	MH01
name	Chaz Kangaroo Hoodie
published	1
isfeatured	0
visibilityincatalog	visible
shortdescription	This is a variable product called a Chaz Kangaroo Hoodie
description	<p>ideal for cold-weather training or work outdoors, the Chaz Hoodie promises superior warmth with every wear. Thick material blocks out the wind as ribbed cuffs and bottom band seal in body heat.</p> <p>• Two-tone gray heather hoodie. • Drawstring-adjustable hood. • Machine wash/dry.</p>


If you imported your WooCommerce variable products in CSV format, you can change the delimiter used. With XML files, you can choose the parent node to be used in the import process.


If you scroll down, you will see the **Manage Filtering Options** section, which allows you to filter which products to upload during your import. You can filter by various element types such as SKU, ID, Product Description, Price, Category, Tags, etc.

Manage Filtering Options

Element	Rule	Value	
Select Element	Select Rule	value	Add Rule

XPath

[Back to Step 1](#) [Continue to Step 3](#) 

Created by  soflyy

Once you have finished reviewing your uploaded data and filtering as needed, click **Continue to Step 3**.

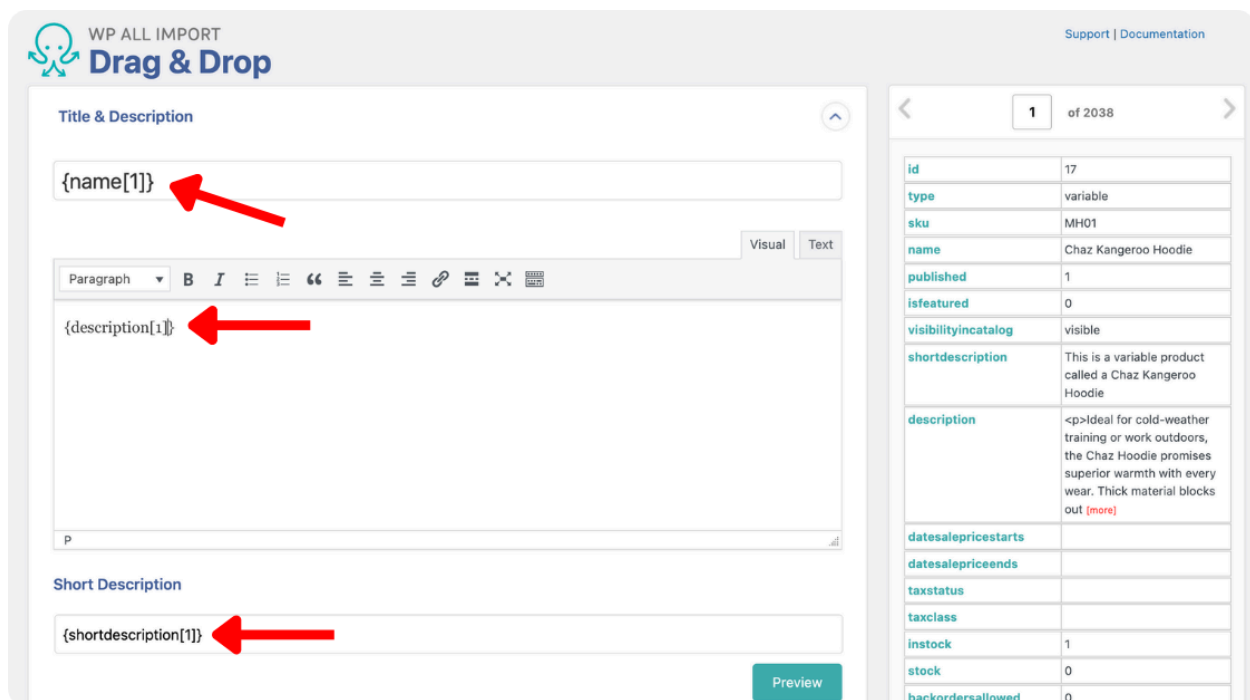
4. Map Variable Product Data to the Appropriate WooCommerce Fields

The Drag & Drop screen is where all the magic happens!

Here, you get to map your imported product data to the correct WooCommerce fields by dragging and dropping the various elements on the right side of the screen. The drag-and-drop functionality ensures that the mapping process is easy, even if you are a complete beginner.

Import Title & Description

In this section, you want to map the title and description elements for your variable WooCommerce products table to the provided fields as shown in the image below.



The screenshot shows the WP All Import Drag & Drop interface. The main panel is titled "Title & Description" and contains three input fields with red arrows pointing to them: `{name[1]}`, `{description[1]}`, and `{shortdescription[1]}`. The `{description[1]}` field is in a rich text editor. To the right, a table shows the product data for "Chaz Kangeroo Hoodie".

1 of 2038	
id	17
type	variable
sku	MH01
name	Chaz Kangeroo Hoodie
published	1
isfeatured	0
visibilityincatalog	visible
shortdescription	This is a variable product called a Chaz Kangeroo Hoodie
description	<p>Ideal for cold-weather training or work outdoors, the Chaz Hoodie promises superior warmth with every wear. Thick material blocks out more
datesalepricestarts	
datesalepriceends	
taxstatus	
taxclass	
instock	1
stock	0
backordersallowed	0

Import Variable Product Fields With the WooCommerce Add-On

Expand the WooCommerce Add-On section and select **Variable Product** as the **Product Type** from the dropdown list. This is the most important panel which includes many of the variable product fields we would like to import.

WooCommerce Add-On

Product Type: **Variable product** (selected) | Set Product Type With XPath

General

SKU:

Regular Price (\$): (required)

Sale Price (\$): [Schedule](#)

Adjust Prices

- Remove currency symbols from price
- Convert decimal separator to a period
- Attempt to convert incorrectly formatted prices to WooCommerce format

[Preview Prices](#)

Variation Description:

Virtual
 Not Virtual
 Set with XPath


id	17
type	variable
sku	MH01
name	Chaz Kangaroo Hoodie
published	1
isfeatured	0
visibilityincatalog	visible
shortdescription	This is a variable product called a Chaz Kangaroo Hoodie
description	<p>Ideal for cold-weather training or work outdoors, the Chaz Hoodie promises superior warmth with every wear. Thick material blocks out more
datesalepricestarts	
datesalepriceends	
taxstatus	
taxclass	
instock	1
stock	0
backordersallowed	0

Here, you need to map elements to the various product data tabs to configure them, similar to how you would fill them out if you created a product manually in WooCommerce.

In the **General Tab**, drag and drop the **SKU**, **Regular Price** and **Sale Price** (if applicable). You can also change the other provided settings within this tab or leave them in their default mode.

The **Inventory Tab** allows you to choose if you'd like to manage stock and map the Stock Qty element into the field.

General

Inventory 

Shipping

Linked Products


Attributes

Advanced


Variations

Add-On Options

Manage stock?
 Yes
 No
 Set with XPath

Stock Qty: 

Low stock threshold:

Stock status
 In stock
 Out of stock
 Set automatically 
 Set with XPath

Allow Backorders?
 Do not allow
 Allow, but notify customer
 Allow
 Set with XPath

Sold Individually?
 Yes
 No

id	17
type	variable
sku	MH01
name	Chaz Kangeroo Hoodie
published	1
isfeatured	0
visibilitycatalog	visible
shortdescription	This is a variable product called a Chaz Kangeroo Hoodie
description	<p>Ideal for cold-weather training or work outdoors, the Chaz Hoodie promises superior warmth with every wear. Thick material blocks out more
datesalepricestarts	
datesalepriceends	
taxstatus	
taxclass	
instock	1
stock	0
backordersallowed	0
metafields	

Next, select the **Attributes Tab** to add variation attribute names such as size, color, material, etc, and map their corresponding values from the product data list.

WooCommerce Add-On

Product Type Variable product Set Product Type With XPath

General

Inventory

Shipping


Linked Products

Attributes


Advanced

Variations

Add-On Options


Name: Values: 

In Variations Is Visible Is Taxonomy Auto-Create Terms Advanced

Name: Values: 

In Variations Is Visible Is Taxonomy Auto-Create Terms Advanced

[Add Attribute](#)

Link all variations 

Images

Custom Fields

downloadlimit	gray_back.jpg
downloadexpirydays	
parent	
groupedproducts	
upsells	
crosssells	
externalurl	
buttontext	
position	
attribute1name	Size
attribute1values	XS S M L XL
attribute2name	Color
attribute2values	Black Gray Orange
attribute3name	
attribute3values	
attribute4name	
attribute4values	
attribute5name	
attribute5values	
meta_wpcom_is_markdown	

The final important tab to fill is the **Variations Tab**. In this tab, you can specify how you want to link multiple variations together to create a single variable product. There are six possible scenarios based on the file structure of your imported product data.

The screenshot shows the 'WooCommerce Add-On' interface for configuring a 'Variable product'. The 'Product Type' is set to 'Variable product'. The 'Variations' section is active, showing several radio button options for linking variations to a parent product. An 'Example Data For Use With This Option' table is provided, showing columns for Product Title, SKU, Parent SKU, Price, Color, and Description. The table contains data for Sofyy T-Shirts and Sofyy Mugs. To the right, a table shows product metadata fields like id, type, sku, name, published, isfeatured, visibilityincatalog, shortdescription, and description.

Product Title	SKU	Parent SKU	Price	Color	Description
Sofyy T-Shirt	999-X				This shirt is awesome.
Sofyy T-Shirt (blue)	999-B	999-X	\$15	blue	
Sofyy T-Shirt (red)	999-C	999-X	\$15	red	
Sofyy Mug	777-X				This mug is awesome.
Sofyy Mug	777-O	777-X	\$9	orange	
Sofyy Mug	777-Y	777-X	\$9	yellow	

id	17
type	variable
sku	MH01
name	Chaz Kangaroo Hoodie
published	1
isfeatured	0
visibilityincatalog	visible
shortdescription	This is a variable product called a Chaz Kangaroo Hoodie
description	<p>Ideal for cold-weather training or work outdoors, the Chaz Hoodie promises superior warmth with every wear. Thick material blocks out (more)
datesalepricestarts	
datesalepriceends	
taxstatus	
taxclass	
instock	1
stock	0
backordersallowed	0

WP All Import provides visual data examples for each scenario to help you easily determine which option is the closest match to your imported variable product data.

For a more detailed explanation of each variation scenario, refer to WP All Import's guide on [how to link multiple variations together to form a variable product](#).

Import Variable Product Images

The next panel on the page is Images. Open up the **Images** section to map your variable product images into the provided field.

To do this, drag and drop the image elements from your product data list on the right into the **Enter Image URL** field of the **Download Images Hosted Elsewhere** option.

You also have the option to use images already in your media library or those uploaded in the WP All Import file repository.

Images

Download images hosted elsewhere ?

Enter image URL one per line, or separate them with a `,`

{images[1]} ←

Use images currently in Media Library

Use images currently uploaded in wp-content/uploads/wpallimport/files/

Image Options

Search through the Media Library for existing images before importing new images ?

Match image by URL

Match image by filename

Keep images currently in Media Library ?

Scan through post content and import images wrapped in tags ?

Set the first image to the Featured Image (_thumbnail_id)

If no images are downloaded successfully, create entry as Draft.

[Preview & Test](#)

allowcustomerreviews	1
purchasenote	
saleprice	
regularprice	52
categories	Clothing>Men>Tops>Hoodie & Sweatshirts(Clothing>Collect Friendly Clothing
tags	
shippingclass	
images	http://eimages.valtim.com/ac-images/product/m/h/mh01-gray_main.jpg,http://eimages-images/product/m/h/mh01-gray_alt1.jpg,http://eimages-images/product/m/h/mh01-gray_back.jpg
downloadlimit	
downloadexpirydays	
parent	
groupedproducts	
upsells	
crosssells	
externalurl	
buttontext	

Once you have added your image elements, you can change the other provided **Image Options** or leave the default settings.

Import Taxonomies, Categories & Tags

In this section, you can map and configure the correct categories and tags for variable products.

Select the appropriate **Product Categories** mapping option from the options provided and drag and drop the category elements into the fields.

You can map categories based on hierarchy, or assign single or multiple categories to parent product.

Taxonomies, Categories, Tags

Product categories

Each Product has just one Category

Try to match terms to existing child Product categories

Each Product has multiple Product categories

Products have hierarchical (parent/child) Product categories (i.e. Sports > Golf > Clubs > Putters)

Enable Mapping for Product categories

Product tags

Each Product has just one Tag

Try to match terms to existing child Product tags

Each Product has multiple Product tags

Enable Mapping for Product tags

Show Hints >

Advanced Options

Other Product Options

id	17
type	variable
sku	MH01
name	Chaz Kangeroo Hoodie
published	1
isfeatured	0
visibilityincatalog	visible
shortdescription	This is a variable product called a Chaz Kangeroo Hoodie
description	<p>Ideal for cold-weather training or work outdoors, the Chaz Hoodie promises superior warmth with every wear. Thick material blocks out more
datesalepricestarts	
datesalepriceends	
taxstatus	
taxclass	
instock	1
stock	0
backordersallowed	0
metafields	

Similar settings apply to the **Product Tags** option.

Import Other Sections

To ensure you can fully customize your variable product data import, WP All Import provides additional sections including **Custom Fields**, **Meta Box**, **Other Product Options**, **Function Editor** and more.

id	17
type	variable
sku	MH01
name	Chaz Kangeroo Hoodie
published	1
isfeatured	0
visibilityincatalog	visible
shortdescription	This is a variable product called a Chaz Kangeroo Hoodie
description	<p>Ideal for cold-weather training or work outdoors, the Chaz Hoodie promises superior warmth with every wear. Thick material blocks out [more]
datesalepricestarts	
datesalepriceends	
taxstatus	
taxclass	
instock	1
stock	0
backordersallowed	0
metafields	

We won't go into details on how to configure each of these sections in this article, but you can [learn more using our in-depth documentation guides](#).

Once you have mapped all product data as appropriate, scroll to the bottom of the screen and click **Continue to Step 4**.

5. Configure Additional Variable Product Import Settings

On the **Import Settings** screen, you can configure your import settings to your taste.


The first step here is to click the **Auto-detect** button to generate a unique identifier for your import. A unique identifier ensures that if the import is run again in the future, WP All Import can correctly link the records in your updated file with the Products it will create newly. This helps avoid duplicate entries.

You can also manually create a unique identifier by dragging and dropping unique elements such as SKUs and product IDs from your product data list on the left into the provided field.

WP ALL IMPORT
Import Settings

Support | Documentation

WP All Import will create new Products for each unique record in this import file.

Unique Identifier Auto-detect 

Drag an element, or combo of elements, to the box above. The Unique Identifier should be unique for each record in this import file, and should stay the same even if this import file is updated. Things like product IDs, titles, and SKUs are good Unique Identifiers because they probably won't change. Don't use a description or price, since that might be changed.

If you run this import again with an updated file, the Unique Identifier allows WP All Import to correctly link the records in your updated file with the Products it will create right now. If multiple records in this import file have the same Unique Identifier, only the first will be created. The others will be detected as duplicates.

In Step 1 you selected New Items. So, if you run this import again WP All Import will only try to update records that were created by this import. It will never update, modify, or remove Products that were not created by this import. If you want to match records in this import file to records that already exist on this site, select Existing Items in Step 1.

For each record in this import file, every time this import is run...

- Create new WooCommerce products from records newly present in this import file
- Update existing WooCommerce products with the data in this import file
 - Skip WooCommerce products if their data in this import file has not changed
 - Update all data
 - Choose which data to update
- Remove or modify WooCommerce products that are not present in this import file

id	17
type	variable
sku	MH01
name	Chaz Kangaroo Hoodie
published	1
isfeatured	0
visibilityincatalog	visible
shortdescription	This is a variable product called a Chaz Kangaroo Hoodie
description	<p>Ideal for cold-weather training or work outdoors, the Chaz Hoodie promises superior warmth with every wear. Thick material blocks out more
datesalepricestarts	
datesalepriceends	
taxstatus	
taxclass	
instock	1
stock	0
backordersallowed	0

Options are provided in the panel below for you to specify to WP All Import how you want future imports to be handled. You can select whether to create new products, update specific product data or delete products.

There's also a tab for **Scheduling Options**. This allows you to automate your import using our **Automatic Scheduling** service or the **Manual Scheduling** tool leveraging cron jobs.

Note that the Automatic Scheduling service is a paid optional service that allows you to run your imports on specific days of the week or month at specific times, and costs \$19/month.

1 of 2038

Scheduling Options

Do Not Schedule

Automatic Scheduling ?
Run import ID 10 on a schedule.

Every week on...

Mon
Tue
Wed
Thu
Fri
Sat
Sun

Every month on the first...

What times do you want this import to run?

Subscribe

Get automatic scheduling for unlimited sites, just \$9/mo.
Have a license? [Register this site](#). Questions? [Read more](#).

Manual Scheduling
Run this import using cron jobs.

sku	MH01
parentsku	
name	Chaz Kangeroo Hoodie
shortdescription	This is a variable product called a Chaz Kangeroo Hoodie
description	<p>Ideal for cold-weather training or work outdoors, the Chaz Hoodie promises superior warmth with every wear. Thick material blocks out (more)
stock	2
regularprice	52
saleprice	44,2
image1	https://images.wpallimport.com/images/gray_main.jpg
image2	https://images.wpallimport.com/images/gray_alt1.jpg
image3	https://images.wpallimport.com/images/gray_back.jpg
size	XS S M L XL
color	Black Gray Orange

Finally, you can expand the **Configure Advanced Settings** tab to configure debugging settings, import only specific records, etc.

Scheduling Options ?

Configure Advanced Settings

Import Speed Optimization

In each iteration, process records ?

Split file up into 1000 record chunks. ?

Increase speed by disabling do_action calls in wp_insert_post during import. ?

Other

Import only specified records ?

Use StreamReader instead of XMLReader to parse import file ?

Friendly Name

< Back to Step 3
Continue >

←

Created by soflyy

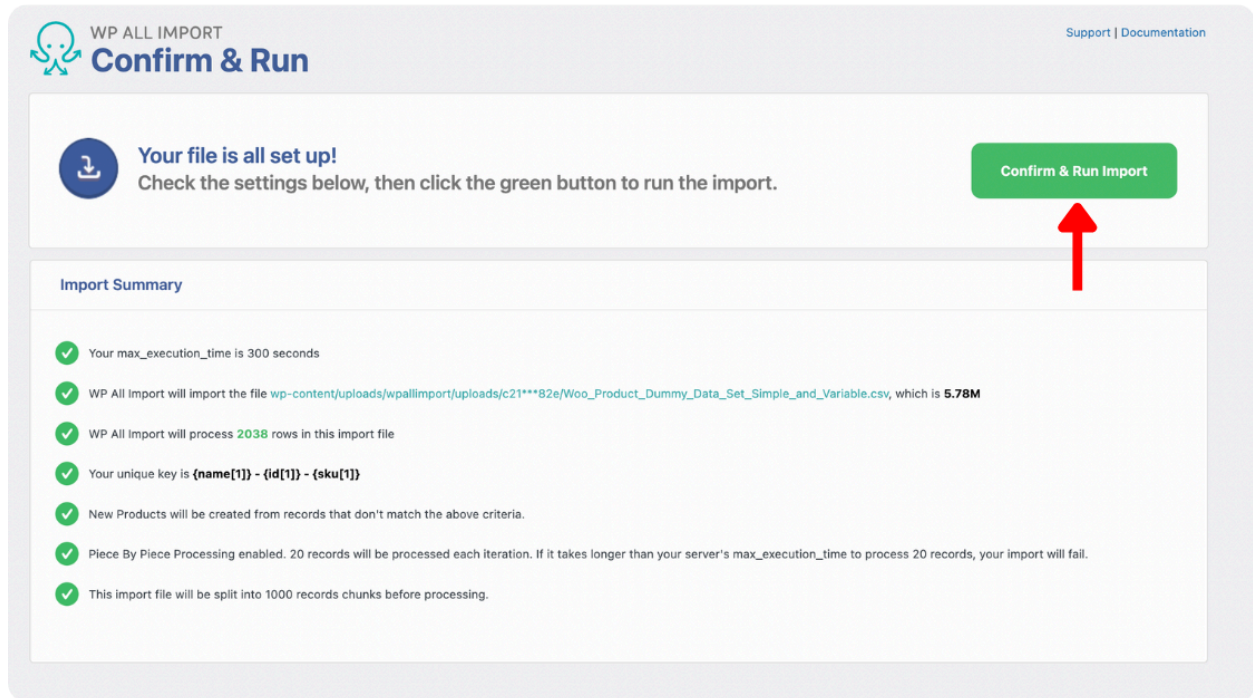
id	17
type	variable
sku	MH01
name	Chaz Kangeroo Hoodie
published	1
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description	<p>Ideal for cold-weather training or work outdoors, the Chaz Hoodie promise superior warmth with every wear. Thick material blocks out (more)
datesalepricestarts	
datesalepriceends	
taxstatus	
taxclass	
instock	1
stock	0
backordersallowed	0

Once you complete the configuration of your import settings, click **Continue**.

6. Run Variable Product Import and Verify the Data

The **Confirm & Run** screen is the last step in the import process.

On this screen, you will see a summary of your import to allow you to verify that all settings are correct.



The screenshot displays the 'Confirm & Run' interface for WP All Import. At the top left is the WP All Import logo and the title 'Confirm & Run'. At the top right is a link for 'Support | Documentation'. The main content area features a blue circular icon with a download arrow, followed by the text 'Your file is all set up! Check the settings below, then click the green button to run the import.' To the right of this text is a prominent green button labeled 'Confirm & Run Import', which is highlighted by a red arrow pointing upwards. Below this is the 'Import Summary' section, which contains a list of seven items, each with a green checkmark icon:

- ✓ Your max_execution_time is 300 seconds
- ✓ WP All Import will import the file wp-content/uploads/wpallimport/uploads/c21***82e/Woo_Product_Dummy_Data_Set_Simple_and_Variable.csv, which is **5.78M**
- ✓ WP All Import will process **2038** rows in this import file
- ✓ Your unique key is **{name[1]} - {id[1]} - {sku[1]}**
- ✓ New Products will be created from records that don't match the above criteria.
- ✓ Piece By Piece Processing enabled. 20 records will be processed each iteration. If it takes longer than your server's max_execution_time to process 20 records, your import will fail.
- ✓ This import file will be split into 1000 records chunks before processing.

Once you have reviewed the summary, click **Confirm & Run Import** to complete the import process.

You will see a notification confirming the completion of your import once it's done.



WP ALL IMPORT

Confirm & Run

[Support](#) | [Documentation](#)

Import Complete! ←

- ✓ All 2038 records from `Woo_Product_Dummy_Data_Set_Simple_and_Variable.csv` were successfully processed.
- ✓ WP All Import created 2038 new records.

[View Logs](#) [Manage Imports](#)

Log










```
[10:07:56] Property `weight` updated with value ``
[10:07:56] Property `length` updated with value ``
[10:07:56] Property `width` updated with value ``
[10:07:56] Property `height` updated with value ``
[10:07:56] Property `upsell_ids` updated with value `a:0:[]`
[10:07:56] Property `cross_sell_ids` updated with value `a:0:[]`
[10:07:56] Property `attributes` updated with value `a:0:[]`
[10:07:56] Property `purchase_note` updated with value ``
[10:07:56] Property `reviews_allowed` updated with value ``
```

To confirm the successful import of your variable products, navigate to **Products > All Products** from your WordPress admin dashboard. You should see all your imported products and their associated data on the page that appears.

Products [Add New](#) [Import](#) [Export](#) Screen Options ▼ Help ▼

All (34) | Published (34) | Sorting Search products

Bulk actions ▼ [Apply](#) ▼ Select a category ▼ Filter by product type ▼ Filter by stock status ▼ [Filter](#) 34 items ◀◀ ◀ 1 ▶ ▶▶

<input type="checkbox"/>		Name	SKU	Stock	Price	Categories	Tags	★	Date ▲
<input type="checkbox"/>		Olukai Mens Hiapo Sandals	PAAAAAIJHIPI IHDM	In stock	€109,99 – €110,00	Footwear, Men's Flips, Sandals	–	☆	Published 2022/07/17 at 11:09 pm
<input type="checkbox"/>		Reef Mens Playa Negra – Sale	PAJIIAFKBDB BODHL	In stock	€49,99	Footwear, Men's Flips, Sandals	–	☆	Published 2022/07/17 at 11:09 pm
<input type="checkbox"/>		Reef Mens Leather Fanning – Sale	PAJIIAGCDD KNOCHL	In stock	€57,99	Footwear, Men's Flips, Sandals	–	☆	Published 2022/07/17 at 11:09 pm
<input type="checkbox"/>		Reef Mens Leather Slap II – Sale	PAJIAALJND MJOCHL	In stock	€51,99	Footwear, Men's Flips, Sandals	–	☆	Published 2022/07/17 at 11:09 pm
<input type="checkbox"/>		Reef Mens Draftsmen	10021484	In stock	€54,99	Footwear, Men's Flips, Sandals	–	☆	Published 2022/07/17 at 11:09 pm
<input type="checkbox"/>		Reef Mens Reef Marbea – Sale	10021482	In stock	€49,99	Footwear, Men's Flips, Sandals	–	☆	Published 2022/07/17 at 11:09 pm
<input type="checkbox"/>		Reef Mens Rodeoflip – Sale	10027573	In stock	€34,99	Footwear, Men's Flips, Sandals	–	☆	Published 2022/07/17 at 11:09 pm
<input type="checkbox"/>		Reef Mens Cushion LX	10027574	In stock	€44,99	Footwear, Men's Flips, Sandals	–	☆	Published 2022/07/17 at 11:09 pm

To further validate all the data fields from your WooCommerce variable product import and ascertain that everything was imported correctly, click on any of the imported products to see the **Edit Product** page that contains all the product variation data for the selected product.

Edit Product

- Black pullover hoodie.
- Soft, brushed interior.
- Front hand pockets.
- Machine wash/dry.

SKU: MH02

Word count: 47 Last edited on January 3, 2024 at 4:17 am

Product data — Variable product

Inventory SKU: MH02

Shipping

Linked Products

Attributes

Variations

Swatches Settings


Advanced

Stock management Track stock quantity for this product

Quantity: 6


Allow backorders? Do not allow Allow, but notify customer

Product gallery



Click the image to edit or update


[Remove product image](#)



[Add product gallery images](#)

You can also view your imported products on your store's front end.

SALE!



Teton Pullover Hoodie

\$59.50 ~~\$70.00~~

This is a variable product called a Teton Pullover Hoodie

Size

L M S XL XS

Color

Black Purple Red

1

Add To Cart >

And that's how you import variable products in WooCommerce the easy way!

Ready to bring ease and efficiency to your online store operations? [Try the WP All Import plugin today](#) to import multiple variable products in WooCommerce.

Import Variable Products in WooCommerce - FAQs

How To Import Product Attributes in WooCommerce?

To import product attributes in WooCommerce, you can use the **WP All Import plugin** and the **WooCommerce Import add-on**.

With an intuitive drag-and-drop functionality, you can easily drag and drop your product attributes from your product import data list into the WooCommerce attributes field to automatically map the correct attributes to each imported product.

How To Add Variable Product Prices in WooCommerce?

The WP All Import plugin is the easiest option for updating specific data pieces of variations such as prices in WooCommerce.

Once you install the **WP All Import plugin** and the **WooCommerce Import add-on**, you can **drag and drop the prices of your variable product** from the table into the **Regular Price** and **Sale Price** fields in the WooCommerce **General Tab**. For more details, you can read this documentation article on [updating product prices](#).

How Do I Import Products With Custom Fields in WooCommerce?

You can import products with custom fields in WooCommerce by using the **WP All Import plugin**.

The WP All Import plugin has built-in functionality that allows it to auto-detect custom fields during an import. It also allows you to manually **Create Custom Fields** during an import and add your desired **Name** and **Value** for each field.

How To Export Variable Products From WooCommerce?

The **WP All Export plugin** allows you to export variable products from WooCommerce.

You can **export your variable product data in CSV, XML, XLS or XLSX formats**, or as a compressed zip file that has the export file along with a template to use with the WP All Import plugin when you need to import the data.

You can [learn more about exporting WooCommerce variable products using the WP All Export plugin here](#).