How to Replace Product Image Backgrounds in WooCommerce

How to · https://wpfactory.com/docs/ai-product-images-replace-backgrounds/

To replace product image backgrounds in WooCommerce, use a style in AI Product Image Generator for WooCommerce whose prompt describes the background you want, such as the built-in **Marketplace Ready** (pure white) style, then generate from the product's **AI Image Generator** box or **AI Images > Generate Images**. Create your own background style at **AI Images > Styles**.

How background replacement works

AI Image Generator has no separate background-removal switch. The background comes from the style's **Prompt**: the plugin sends your product photo plus that prompt to the AI, and the AI returns a new version of the photo with the setting the prompt describes. That means:

- You can get any background you can describe: pure white, a colored studio sweep, a marble counter, a kitchen scene.
- The AI produces a new image rather than a pixel-exact cutout. Always check that the product's shape, colors, logos and text look right before you publish it.

Built-in styles for common backgrounds

Style	Background its prompt asks for	Good for
Marketplace Ready	Pure white (RGB 255, 255, 255), no gradients or shadows, product filling most of the frame	Marketplace listings and plain catalog images
Clean Studio	White seamless studio background with soft, even lighting	Consistent catalog photos with a softer studio look

Style	Background its prompt asks for	Good for
Natural Light	Neutral off-white, cream or soft beige with window light	Handmade and artisanal products
Shadow Play	Clean neutral background with decorative leaf or window shadows	Social media and banners
Dark & Moody	Deep charcoal, black or dark navy with dramatic lighting	Premium and bold products
Lifestyle Context	A real-world scene with props and natural textures	Showing the product in use

How to replace the background on one product

1. Go to **Products**, open the product and save any pending changes (the page reloads after generation).
2. In the **AI Image Generator** box, choose **Marketplace Ready** (or another style from the table) in **Select Style**.
3. Under **Image Source**, choose **Main Product Image**, **Product Gallery** or **Both (Main + Gallery)**.
4. Click **Generate AI Image** and wait for the success message.
5. Review the new image under **Generated Images**. If you like it, set it as the product image with **Set product image**, or let the style do it automatically (next section).

How to create your own background style

1. Go to **AI Images > Styles** and click **Add New Style**.
2. Enter a **Style Name**, for example *Light Grey Background*.
3. In **Prompt**, describe the background and ask the AI to keep the product unchanged, for example: *Keep the product exactly as it is, with the same shape, colors, labels and details. Replace the background with a smooth light grey studio background (#EEEEEE) and a soft shadow under the product. Even, neutral lighting.*
4. Set **Prompt Strength** high (7 to 10) so the AI follows the prompt closely.

5. Leave **Variants Per Source Image** at 1 while you test.
6. Optional: tick **Auto-Set as Featured** and **Auto-Set as Gallery** if you want new images to replace the product's images automatically once you trust the result.
7. Make sure **Active Status** is ticked and click **Create Style**.
8. Test on one product, adjust the prompt if needed, then run it on many products with bulk generation.

More on every style field: How to Create Custom AI Image Styles for WooCommerce.

Replace backgrounds on many products at once

1. Go to **AI Images > Generate Images**.
2. Filter the list if needed (category, type, status, AI status), then tick the products.
3. Choose **Main Product Image** in **Image generated from** and your background style in **Style**.
4. Click **Generate Selected**. The images are processed in the background.

Details: How to Bulk Generate AI Images for WooCommerce Products.

FAQ

Is the original photo kept?

Yes. Generated images are added to the Media Library as new files. Even with Auto-Set turned on, the original attachment is not deleted, so you can set it back as the product image.

Can I get a transparent background?

The plugin has no transparency option. The result is whatever the AI returns for your prompt, so a solid color background is the reliable choice.

Why did the AI change my product, not just the background?

The AI regenerates the whole image. Say explicitly in the prompt that the product must stay unchanged, raise **Prompt Strength**, and start from a sharp, well-lit source photo. With Managed Credits, Prompt Strength is not sent to the service (see custom styles), so the wording of the prompt matters most.

Does it cost extra to replace a background?

No. It is a normal generation: one image per source image and variant, charged like any other image.



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