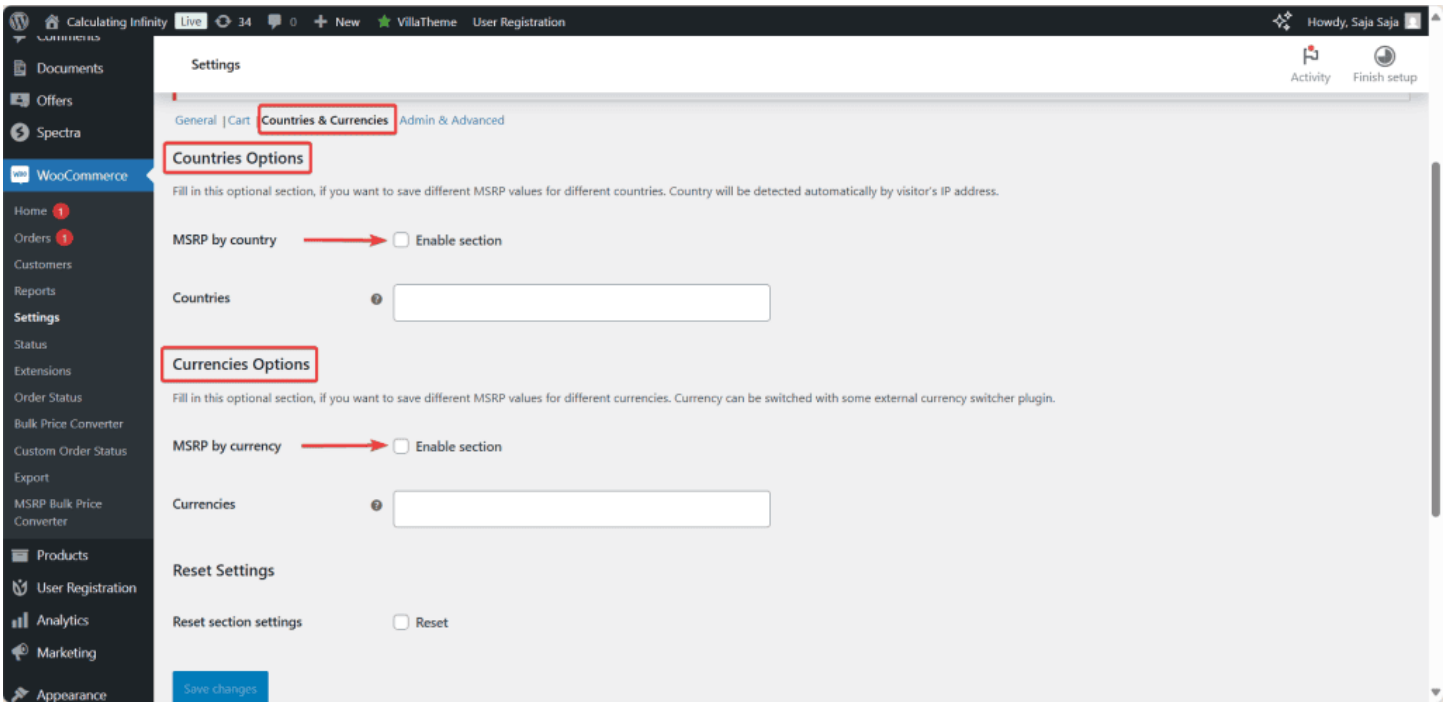
Countries Options

How to · https://wpfactory.com/docs/countries-options/

The Countries options in MSRP (RRP) Pricing for WooCommerce let you store a different MSRP for each country, so visitors see pricing tuned to their region. This is a Pro feature. Find it under **WPFactory > MSRP** (also reachable at **WooCommerce > Settings > MSRP**), on the **Countries & Currencies** section.



How it works

- **MSRP by country (Enable section):** turns the feature on. Option ID `alg_wc_msrp_by_country_enabled`, default No. Disabled in the free version.
- **Countries:** select the countries you want to price for. Option ID `alg_wc_msrp_countries`. After you save, each product's edit page gains an MSRP field per selected country.
- **Automatic detection:** the visitor's country is detected from their IP address using WooCommerce geolocation, so no manual choice is needed.

Once countries are chosen and saved, you also set a currency for each country, so the country-specific MSRP is shown in the right currency.

Things to keep in mind

- **IP accuracy:** geolocation is not always exact. A visitor on a VPN may see the MSRP for a different country.
- **Upkeep:** maintaining a separate MSRP per country across a large catalog takes time, so start with your key markets.

> **Note:** per-country MSRP is stored in the `_alg_msrp_by_country` product meta. If a product has no country value, MSRP Pricing falls back to the standard `_alg_msrp` value.



MSRP (RRP) PRICING FOR WOOCOMMERCE

This is a Pro feature of MSRP Pricing. Upgrading unlocks it along with MSRP by currency, cart total savings and user-role display.

Get MSRP Pricing Pro →

Related articles

- How to Set MSRP on Variable Products and Format the Range
- How to Bulk Change Product Prices with the MSRP Price Converter
- How to Show MSRP (RRP) Prices in WooCommerce
- Tools and Admin Options
- Currency Options