Export WooCommerce: Free vs Pro Versions Compared

Pro Features · https://wpfactory.com/docs/difference-between-pro-and-free-versions/

Difference between the free and Pro versions

Export Products, Orders & Customers for WooCommerce does almost everything in its free version. The Pro upgrade is narrow and specific: it removes the meta-field limit and unlocks a handful of extra fields and role-based customer export. This table shows the real boundary, verified against the plugin.

Feature	Free	Pro
Export tools (Products, Orders, Order Items, Customers, Customers from Orders)	All five	All five
Export formats (CSV and XML)	Yes	Yes
Field selection and drag-and-drop ordering	Yes	Yes
Date-range filter (Products, Customers from Orders)	Yes	Yes
Advanced options (Block Size, Time Limit, Ajax Download)	Yes	Yes
User Capability control and secondary separators	Yes	Yes
Import products from CSV/XML	Yes	Yes
Additional custom meta-field columns (Products, Orders, Order Items)	1 per report	Unlimited
Export Customers by user role	Customer role only (fixed)	Any role

Feature	Free	Pro
Backend Order Notes field (Orders, Order Items)	No	Yes
Customer lifetime fields (Total Spent, Order Count, Last Order Date)	No	Yes
Customers from Orders period fields (First Order Date, period spend/count/item count)	No	Yes

> **Note:** there is no order-status or product-category export filter in either version, and additional meta fields exist for products, orders, and order items (not for customers). If a comparison elsewhere claims otherwise, this table reflects the shipping code.



EXPORT WOOCOMMERCE

If the free version already covers your exports, keep using it. If you need unlimited custom columns, lifetime and period customer metrics, or role-based customer export, Export WooCommerce Pro adds exactly those.

Get Export WooCommerce Pro →

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- What Export WooCommerce Pro Adds
- How to Control Who Can Export Your Store Data
- Product Export Fields Reference