EAN Field Not Visible to Import/Export Tools

Troubleshooting · https://wpfactory.com/docs/ean-field-not-visible-to-import-export-tools/

If an import tool such as WP All Import does not list the EAN field, add it by hand as a custom field named `_alg_ean`, the meta key EAN for WooCommerce uses (set at **WPFactory > EAN > Advanced > Meta key**). The WooCommerce CSV importer offers an **EAN** column automatically.

Symptoms

- In WP All Import, the EAN field is missing from the Custom Fields dropdown even though EAN for WooCommerce is active.
- You cannot map the EAN column of your file, so products import without EANs.

Why it happens

- EAN for WooCommerce stores each code as product meta under one key, `_alg_ean` by default. Import tools usually build their field list from meta keys that already exist in the database, so on a new store, or before any product has an EAN, the key may not appear.
- Some import plugins cache the list of available fields until the page is reloaded.

Fix for WP All Import and similar tools

1. Go to **WPFactory > EAN** (also reachable at **WooCommerce > Settings > EAN**), open **Advanced** and confirm the **Meta key** value (default `_alg_ean`).
2. In the import template, open the Custom Fields section and **manually add** a custom field with **Name** = `_alg_ean` (or your custom key).
3. Drag the column that holds the EAN values into the value box.
4. Save the template and run the import.
5. Open a few imported products and check the EAN field.

For variable products, map the EAN on each variation row if your file has one row per variation. Each variation stores its own EAN.

Fix for the WooCommerce CSV importer

EAN for WooCommerce registers an **EAN** column on **Products > Export** and an **EAN** mapping option on **Products > Import**. A file column named exactly `EAN` is mapped automatically. If yours is named differently, pick **EAN** from the dropdown on the column-mapping screen. This is free. Full steps: Import and Export Product EANs with the WooCommerce CSV Tools.

If it still does not work

- **EANs imported but do not show.** Check the key. If **Meta key** was changed, import to the new key, or move old values with **Tools > Copy from product meta**.
- **EANs came from another plugin.** If the old plugin saved codes under a key like `_gtin`, you do not need to re-import. Run **Tools > Copy from product meta** with that key. It does not overwrite products that already have an EAN.
- **Duplicates after import.** Turn on **General > Admin product edit page > Check if unique** (default off). The admin products list column shows duplicates by default. See Ensure Unique EAN/GTIN Codes.
- **Cached pages.** Clear your cache and reload the product page after importing.

FAQ

What field name do I use in WP All Import?

`_alg_ean`, unless you changed **Advanced > Meta key**. Use the exact value shown there.

Does the free version support CSV import and export of EANs?

Yes. The EAN column on the WooCommerce product importer and exporter is free.

How do I check how many products are missing an EAN after import?

Run **Tools > Get stats**. It counts products without an EAN and does not change anything.



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