# Why Product Variations Lose Their EAN or Share the Same EAN

Troubleshooting · https://wpfactory.com/docs/ean-missing-or-duplicated-for-variations/

If a product variation loses its EAN or all variations share the same EAN, set the EAN on each variation individually, because a code on the parent product does not automatically pass to variations. For CSV or bulk imports, map the correct meta key (default _alg_ean). If codes still disappear, update the plugin and test for conflicts.

## Problem Description

Some users report that after assigning EAN/GTIN codes to products, particularly variable products or their variations, the EAN either does not save, disappears after saving, or all variations end up sharing the same EAN.

## Common symptoms:

- On product edit (backend), after saving, the EAN field becomes blank. WordPress.org+1
- All variations show the **same** EAN, despite expecting unique per variation. WordPress.org
- On product listing or feed/export, variation EANs are missing or incorrect. WordPress.org

## Cause:

- The plugin’s storage logic for variable products may require that EAN be set individually per variation rather than on parent product. If user tries to set EAN at parent-product level only, variations may not inherit correctly.
- For bulk or import workflows (e.g. using CSV, WP All Import), if meta key or attribute mapping is misconfigured, EAN values may fail to save.
- Some product/variation setups or third-party plugins may interfere with saving post meta for variations.

## Solution:

1. When working with variable products: never assume EAN set at parent product will automatically propagate, edit each variation and set EAN individually.
2. If using bulk import/export or CSV import plugins (e.g. WP All Import), ensure you map the correct meta key (default is _alg_ean) to the EAN column. WordPress.org+1
3. After saving variations, check in database or on product front/back end to confirm EAN is persisted.
4. If EAN disappears or resets: temporarily disable other plugins affecting product save or meta (especially custom fields, variation management, bulk editors) and test for conflicts.
5. Update plugin to latest version (as plugin gets bugfixes; recent changelog shows many fixes for variation and meta handling). WordPress.org+1

## Prerequisites:

- WordPress + WooCommerce installation.
- Latest version of EAN Barcode Generator (checks up to latest WC). WordPress.org

## Additional Notes:

- When managing many variations, consider using plugin’s bulk-assign tools carefully, test on a small batch first.
  Keep backup before bulk updates.




EAN FOR WOOCOMMERCE

See every feature and the pricing on the EAN for WooCommerce plugin page.

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Related articles

- Import and Export Product EANs with the WooCommerce CSV Tools
- Add EAN to Product Structured Data (GTIN for Google)
- How to Generate EANs for All Products
- Bulk EAN Management with the Product Tools
- Automate EANs with Product Actions and Bulk Actions