How to Import WooCommerce Products with a Comma in an Attribute Term Value

How to · https://wpfactory.com/docs/how-to-import-woocommerce-products-in-bulk-with-comma-in-attribute-term-value/

When an attribute term must contain a comma, for example a size written as **1,5**, change **Separator for multiple values import** at **WPFactory > Product Import/Export** > **Settings** > **Main** in WooCommerce Products Import & Export with Excel to another symbol, such as `|`. The importer splits attribute cells on that separator, so a comma inside a value is then kept.

Why the comma breaks the value

When you bulk import products, the separator (a comma by default) divides multiple attribute values in a single cell. A cell containing `1,5` is therefore read as two terms, **1** and **5**.

Step by step

1. Go to **WPFactory > Product Import/Export** > **Settings** > **Main**.
2. In **Separator for multiple values import**, enter a symbol that never appears in your data, for example `|`.
3. Save the settings.
4. In your Excel file, write the term as it should appear, `1,5`, and separate multiple values with the new symbol, for example `1,5|2,5|3`.
5. Use the new separator in every other multi-value column too: categories, tags, gallery images, upsells, cross-sells and custom fields.
6. Upload the file on the **Import/Update Products** tab, map the attribute column and click **Upload**.

> **Note:** older guides suggested escaping the comma with a backslash (`1\,5`). In the current version the importer splits on the separator setting and has no escape character, so change the separator instead.

If it does not work

- **Still split into two terms:** the setting was not saved, or the cell still uses commas between values.
- **Categories or images stopped importing correctly:** those columns still use commas. Switch them to the new separator.
- **Variations not created:** tick **Used in Variations** for the attribute on the mapping screen. See How to Select Which Attributes Are Used for Variations on Import.

FAQ

What is the default separator?

A comma. It is used when the setting is empty.

Does the separator affect exports?

Scheduled exports read the same setting, so keep one separator for your whole workflow.

Can I import variable products with attributes from Excel?

Yes. See How to Import a Variable Product from One Excel Row.



PRODUCTS IMPORT & EXPORT WITH EXCEL

WooCommerce Products Import & Export with Excel imports simple and variable products with full control over attributes and variations.

See everything it can do →

Need a hand? Our team answers every ticket on the Products Import & Export with Excel support forum.

Related articles

- How to Import Category Terms, Attributes, and Brands with Excel
- How to Import Variable Products When Only Some Attributes Change the Data
- How to Import Simple Products with Attributes Faster
- How to Import WooCommerce Products and Assign Category Terms with Excel
- How to Import an ACF Custom Field with Multiple Comma Separated Values Using Excel