Import WooCommerce Products with Custom Fields and ACF

How to · https://wpfactory.com/docs/how-to-import-woocommerce-products-with-custom-fields-like-acf-with-excel/

To import WooCommerce products with custom fields, including ACF, turn on **Import / Export Custom Fields** at **WPFactory > Product Import/Export** > **Settings** > **Main** in WooCommerce Products Import & Export with Excel, add a column per field to your Excel file, and map each column under **CUSTOM FIELDS** on import.

Step 1: Turn on custom field support

1. Open **WPFactory > Product Import/Export** > **Settings** and stay on the **Main** sub-tab.
2. Set **Import / Export Custom Fields (deactivate if you see any issues)** to **Yes**.
3. Click **Save Changes**.

Custom field settings

Setting (Settings > Main)	What it does
Import / Export Custom Fields (deactivate if you see any issues)	Lists your product custom fields under CUSTOM FIELDS on import and export.
Manually add custom field	Comma-separated meta keys to add to the list, for example hidden keys that start with an underscore.
Img/Gallery ACF - custom fields	Field names whose cells contain image URLs to download and attach.
Separator for multiple values import	Splits a cell into several values. Comma if empty.

Step 2: Prepare your Excel file

Add a column for each custom field you want to import. You can start from the template linked on the **Import/Update Products** screen.

Step 3: Import and map the field

Upload your file on the **Import/Update Products** tab. In the mapping screen, the custom field appears in the **CUSTOM FIELDS** section, ready to map to one of your Excel columns. Map your standard product columns as usual, then click **Upload**.

> **Prerequisite:** the plugin can only detect a custom field that already exists in the database. Create at least one product with that field filled in first, so the field key is available to map.

Which fields are detected

- Every product meta key already stored on a product, except keys that start with an underscore or a digit. Those hidden keys can be added with **Manually add custom field**.
- Yoast SEO title, description and focus keyphrase when Yoast SEO is active. See How to Bulk Edit, Import and Export Yoast SEO Meta with Excel.
- Variation gallery fields when a supported variation gallery plugin is active.

Exporting custom fields

The same fields can be ticked on the **Export Products** tab, so you can export, edit and re-import them. Keep the **ID** column to update existing products.

If it does not work

- **No CUSTOM FIELDS section:** the setting is not **Yes**, or no product has any visible custom field yet.
- **A value is split into a list:** it contains the separator. Change the separator if needed. See ACF fields with multiple values.
- **Empty cells did not remove a value:** empty custom field cells are skipped.

- **The import screen misbehaves:** as the label suggests, set the option back to **No** and contact support.

If you use a plugin whose fields the importer cannot detect, contact WPFactory support to check compatibility.

FAQ

Does this work with ACF?

Yes. ACF stores product field values as product meta, so they appear under CUSTOM FIELDS once one product has a value.

Can I import to fields that start with an underscore?

Yes. Add the exact key to **Manually add custom field**.

Can I export custom fields to Excel?

Yes, from the **Export Products** tab.



PRODUCTS IMPORT & EXPORT WITH EXCEL

WooCommerce Products Import & Export with Excel imports and exports ACF and other custom fields alongside your standard product data.

See everything it can do →

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

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- How to Bulk Import WooCommerce Product Translations with Excel for WPML
- How to Import Variable Products When Only Some Attributes Change the Data
- How to Import a Variable Product in WooCommerce from One Excel Row
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