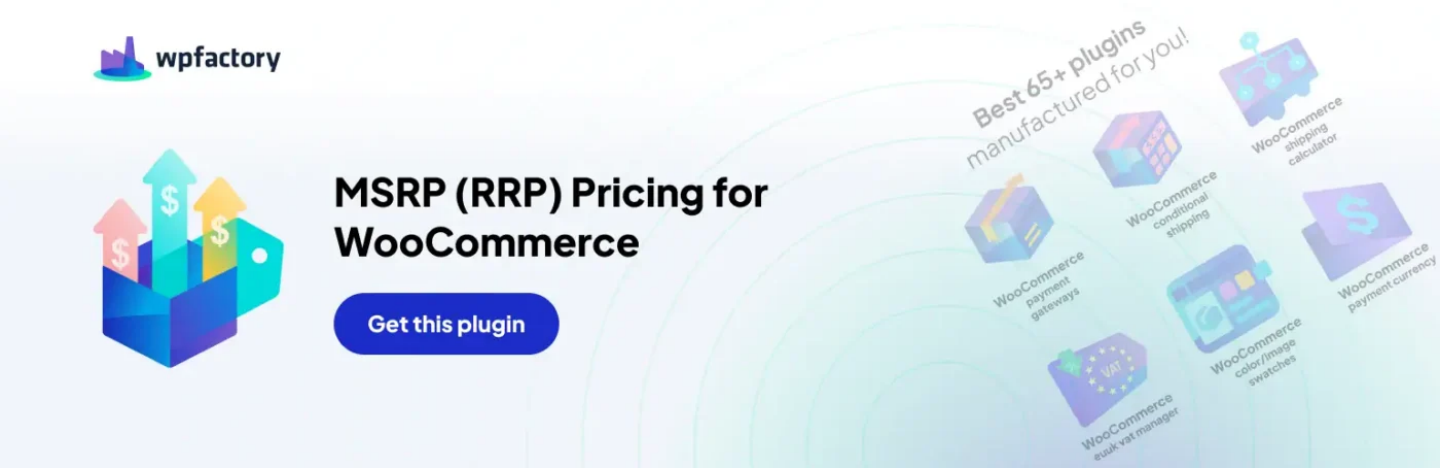
How to Show MSRP (RRP) Prices in WooCommerce

How to · https://wpfactory.com/docs/how-to-use-msrp-rrp-pricing-for-woocommerce/

To show MSRP (RRP) prices in WooCommerce, install MSRP (RRP) Pricing for WooCommerce, enter an MSRP on each product's General tab, and choose where it appears at **WPFactory > MSRP** (also reachable at **WooCommerce > Settings > MSRP**). By default the MSRP shows struck through after your price, with the saving in brackets.



What it does

MSRP (manufacturer's suggested retail price), also called RRP (recommended retail price), is the price a manufacturer recommends a product should sell for. MSRP Pricing stores an MSRP for each product or variation (in the `_alg_msrp` product meta) and shows it next to your selling price on product pages, shop and category archives, and optionally in the cart. For example:

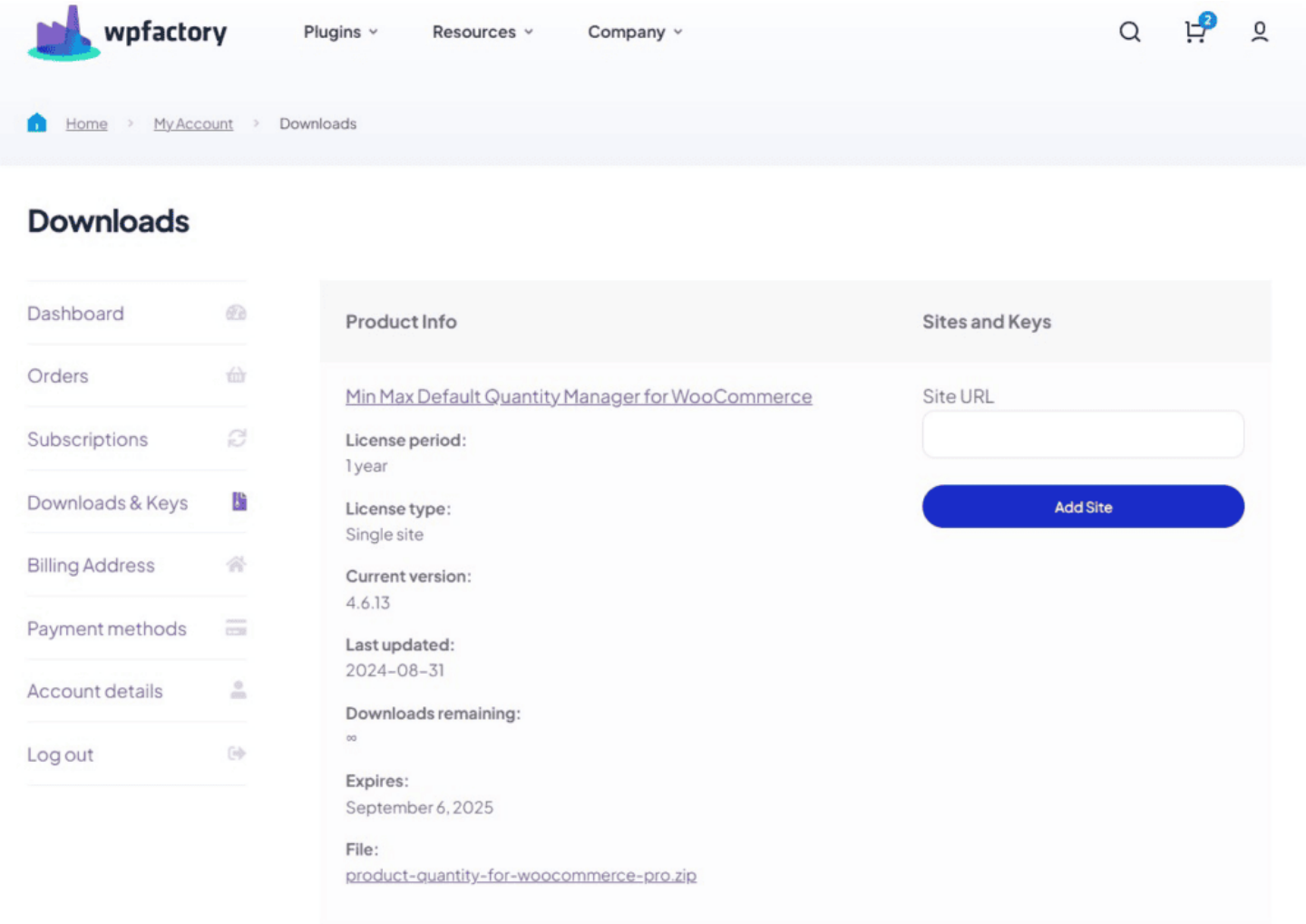
MSRP: $100

Your price: $79

The shopper sees your price is $21 below the suggested price, without you running a discount.

Install and activate

1. Free: go to **Plugins > Add New**, search for **MSRP (RRP) Pricing for WooCommerce** by WPFactory, then install and activate it.
2. Pro: download **MSRP (RRP) Pricing for WooCommerce Pro** from your WPFactory account, upload the ZIP at **Plugins > Add New > Upload Plugin** and activate it. When Pro is active, the free version stops loading, so your settings carry over. WooCommerce must be active.

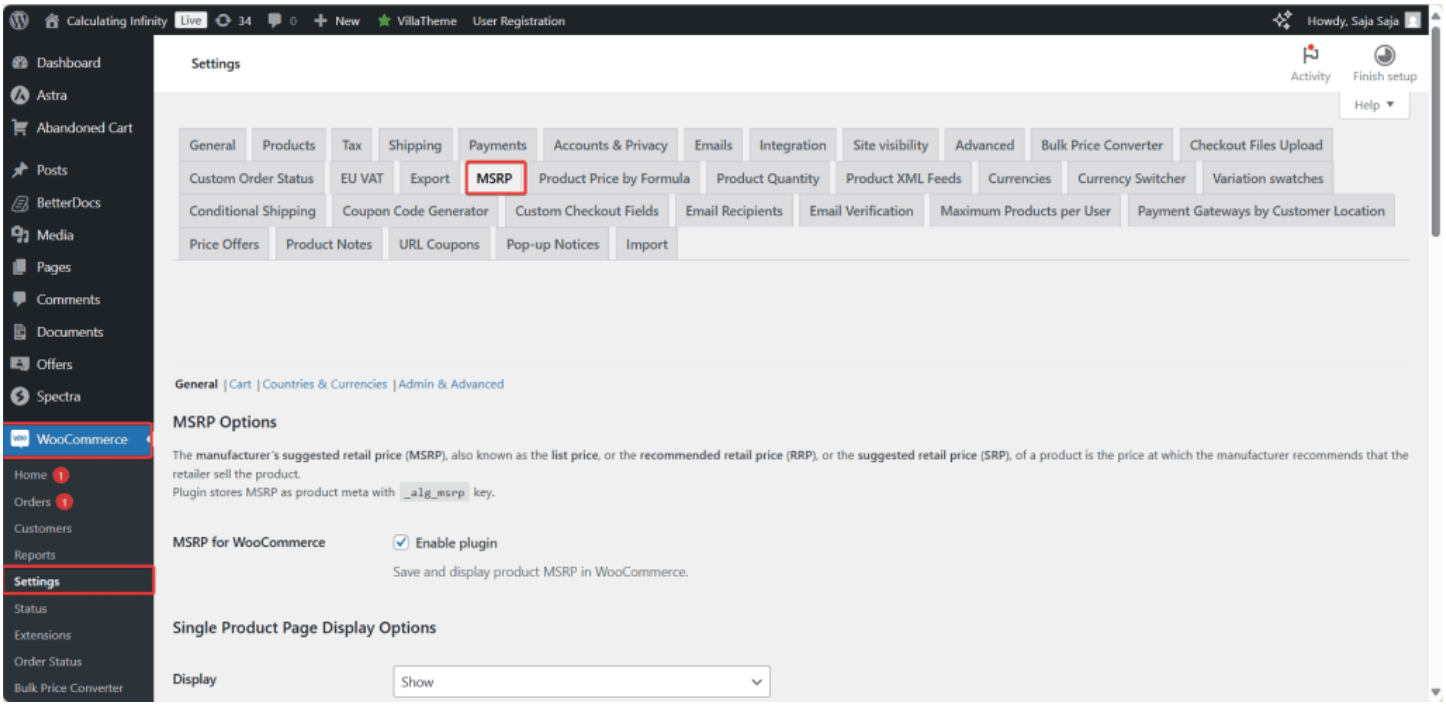


For more detail, see How to install MSRP Pricing.

First setup

1. Go to **WPFactory > MSRP**. On the **General** section, confirm **Enable plugin** is ticked (it is on by default).

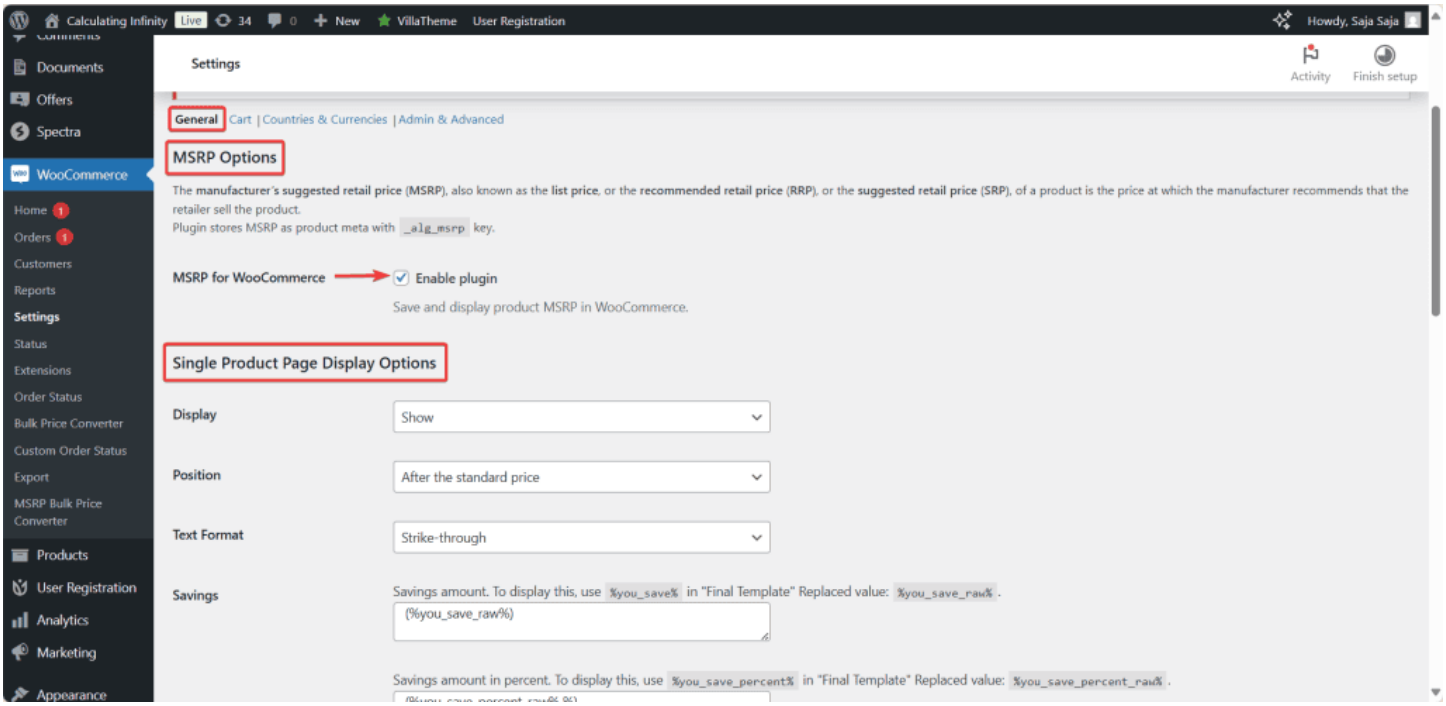
2. Under **Single Product Page Display Options**, leave **Display** at **Show** (the default) or pick **Only show if MSRP is higher than the standard price**.
3. Leave **Position** at **After the standard price** and **Text Format** at **Strike-through** (both defaults), then click **Save changes**.
4. Edit a product. On the **General** tab, enter a value in the new **MSRP** field (the label shows your currency symbol, for example **MSRP ($)**) and update the product. For variable products, each variation has its own MSRP field.
5. View the product. The MSRP line appears after the price, with the saving in brackets when the MSRP is higher than the price.



Main features

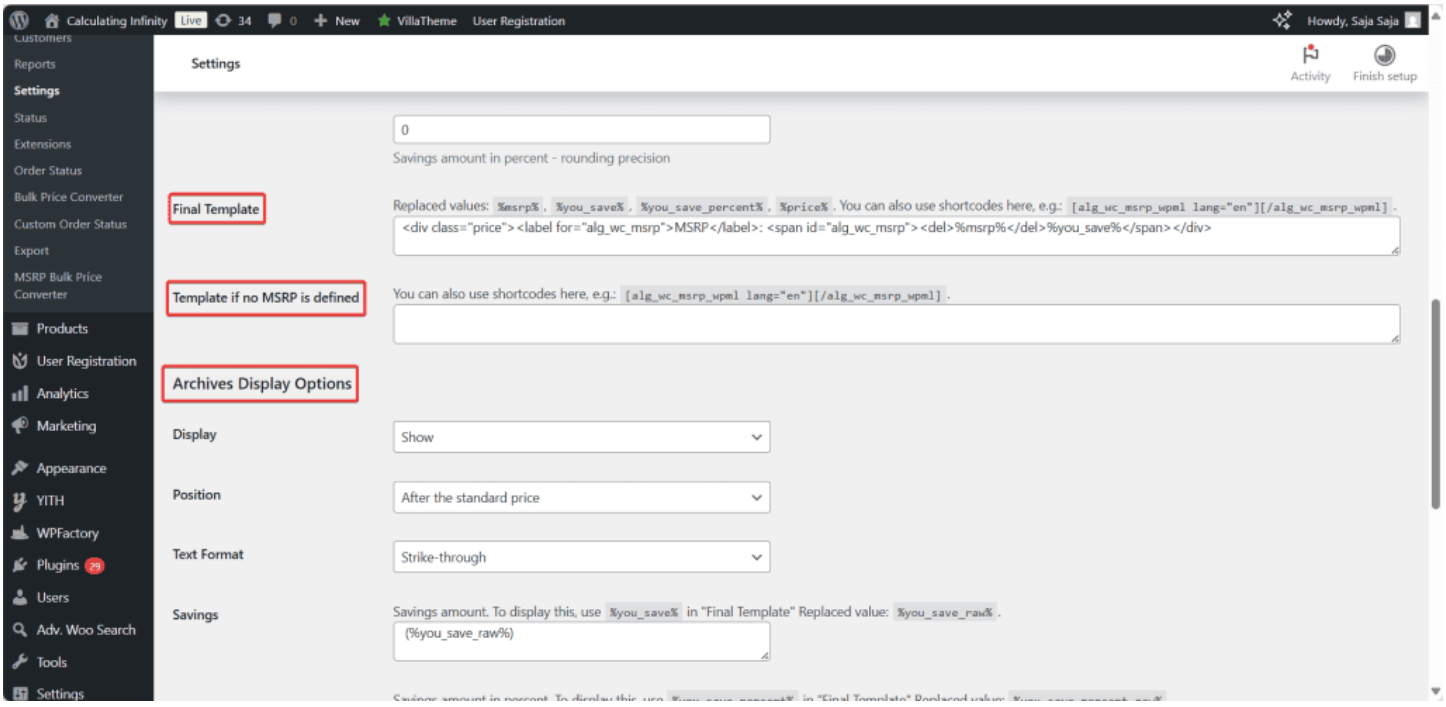
Display options for product pages and archives (free)

The General section has a **Single Product Page Display Options** block and a matching **Archives Display Options** block, each with **Display**, **Position** (before, after or instead of the standard price), **Text Format** (No format, Bold, Italic, Strike-through or Underlined) and **Savings** fields. See MSRP Pricing general settings.



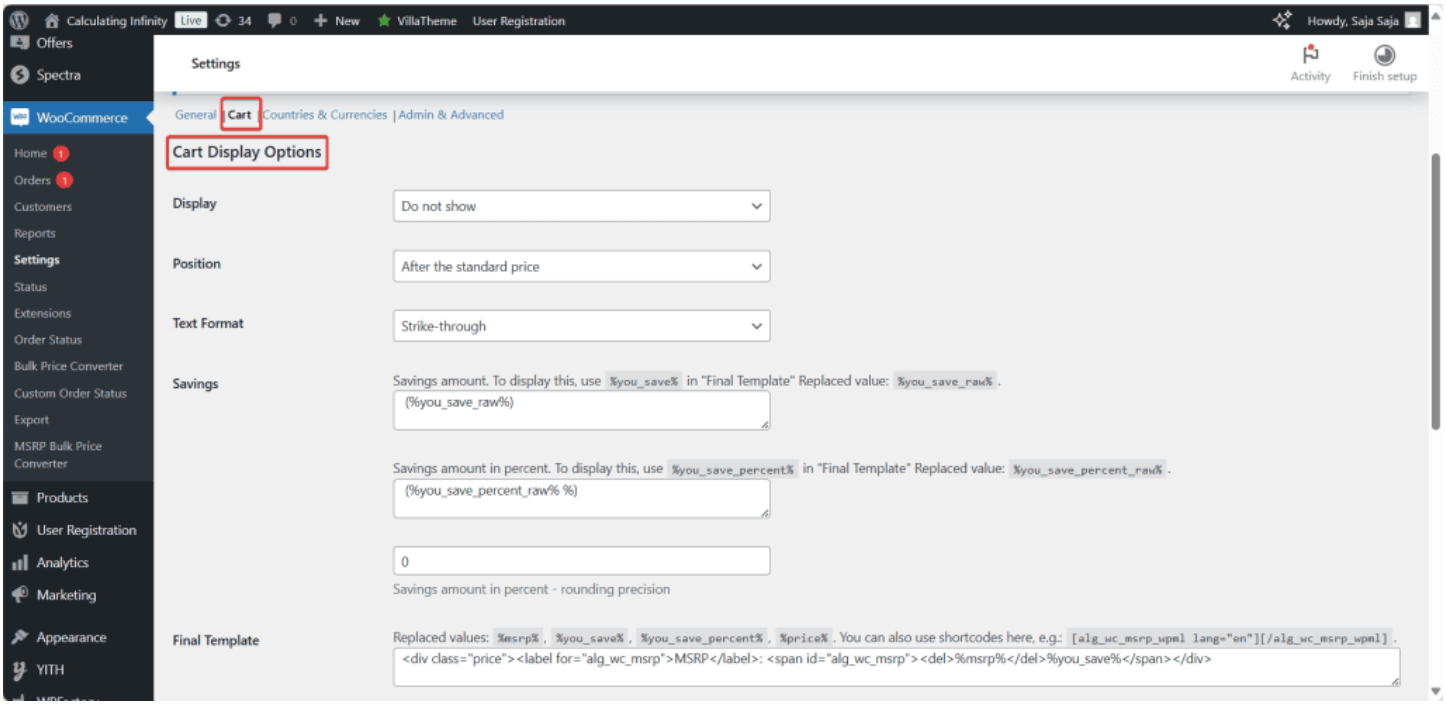
Savings and templates

The Savings fields set how `%you_save%` and `%you_save_percent%` look, and a savings value only appears when the MSRP is higher than the price. **Final Template** and **Template if no MSRP is defined** are read-only in the free version and editable in Pro. See the MSRP template placeholders reference.



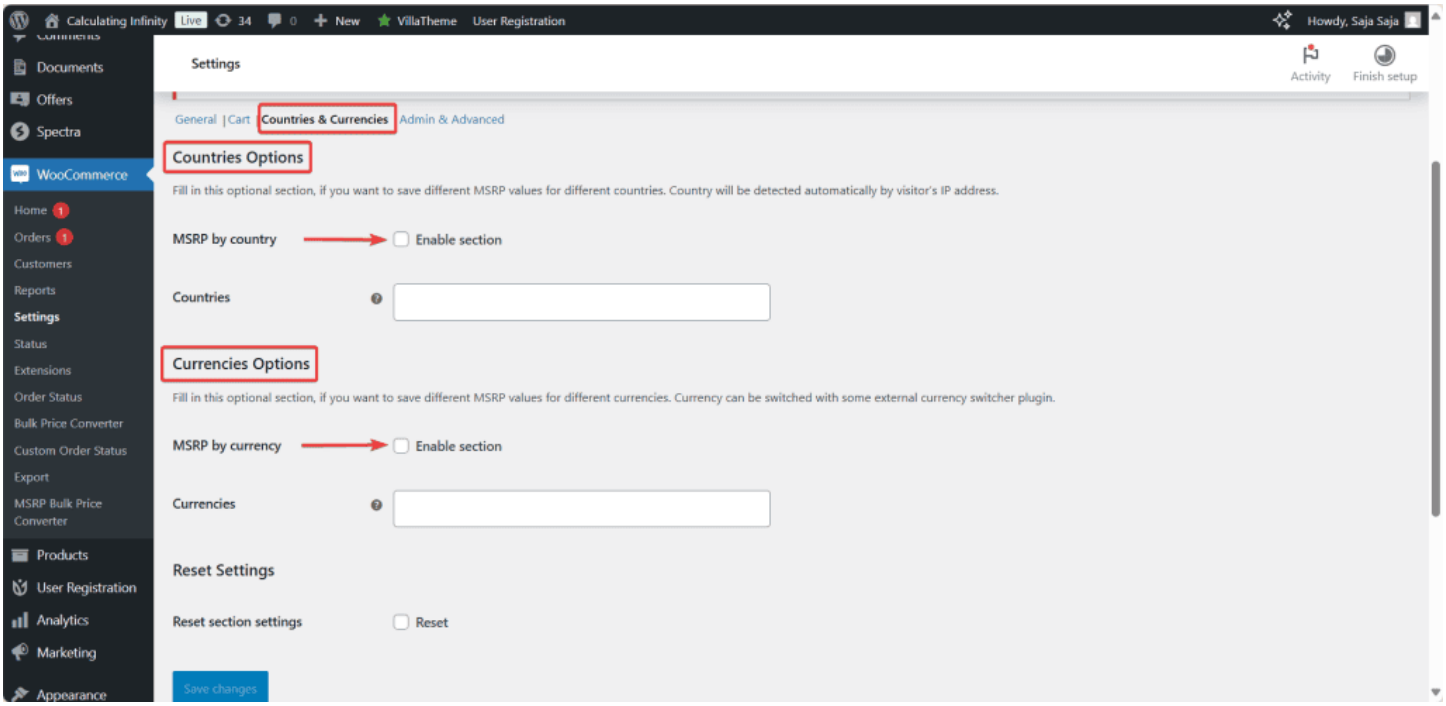
Cart display and cart total savings

The **Cart** section repeats the display controls for cart item prices. Its **Display** option defaults to **Do not show**, so turn it on if you want MSRP in the cart. **Cart total savings** (Pro) adds a "You save" total at the cart positions you pick. See cart display options and how to show total savings in the cart.



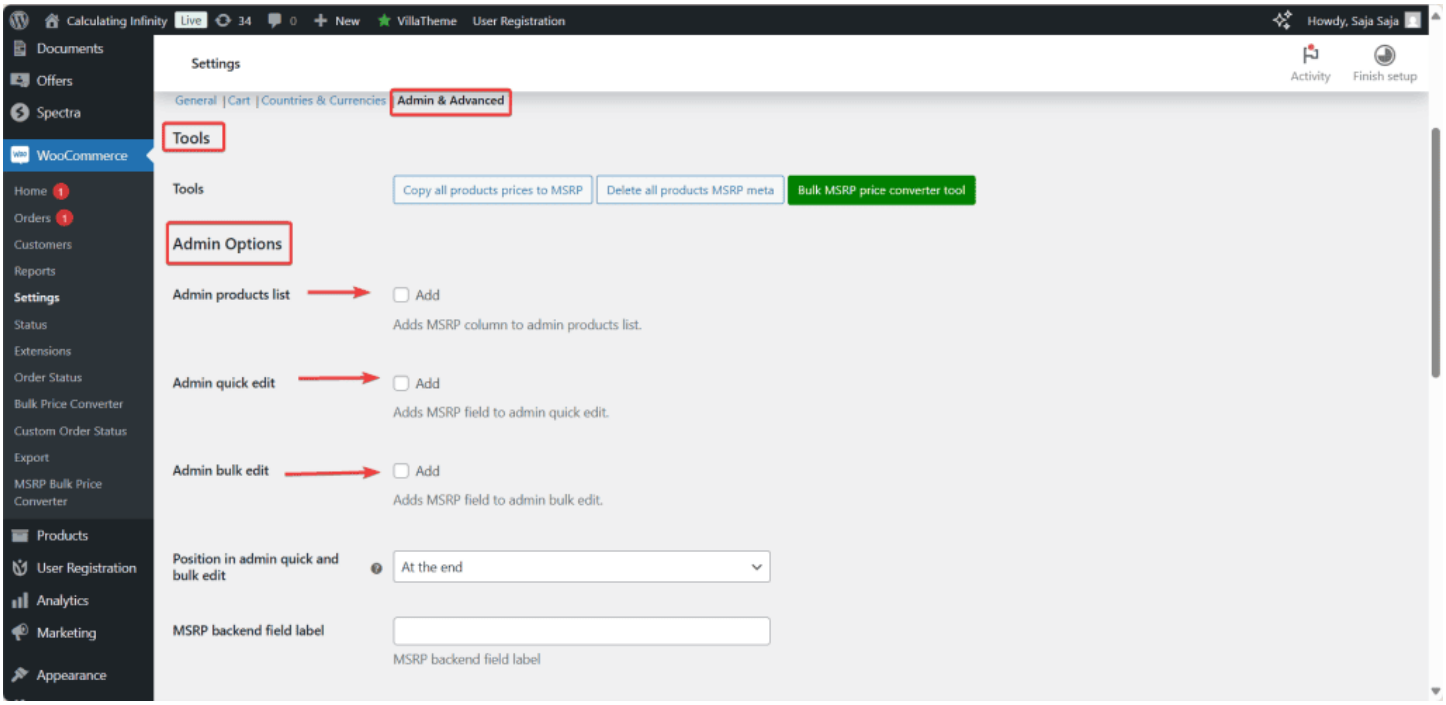
MSRP by country and by currency (Pro)

On the **Countries & Currencies** section, **MSRP by country** lets you store a separate MSRP per country, with the visitor's country detected by IP address. **MSRP by currency** adds an MSRP field per currency for use with a currency switcher plugin. Values are stored as entered, not converted by exchange rate. See countries options and currency options.



Tools and admin options (free)

The **Admin & Advanced** section has the **Copy all products prices to MSRP** and **Delete all products MSRP meta** tools, a link to the **Bulk MSRP price converter tool**, and options to add MSRP to the products list, Quick Edit and Bulk Edit, plus a custom **MSRP backend field label**. See tools and admin options and the MSRP Price Converter guide.



Advanced options

Free options hide MSRP for products with an empty price, hide the regular price for products on sale, set a **Custom range format** for variable products (default `From %from%`) and apply the WooCommerce price filter to MSRP. **Required user role(s)** is Pro. See advanced options, MSRP on variable products and MSRP for specific user roles.

Shortcode and developer functions

The only shortcode is `[alg_wc_msrp_wpml]`, which shows content by language inside a template. See MSRP shortcodes and the developer hooks and functions reference.

Free vs Pro

Feature	Free	Pro
MSRP field for simple products and variations	Yes	Yes
Display, Position, Text Format and Savings for product pages, archives and cart	Yes	Yes
Edit Final Template and Template if no MSRP is defined	No (read-only)	Yes
Cart total savings	No	Yes
MSRP by country and MSRP by currency	No	Yes
Required user role(s)	No	Yes
Copy and delete tools, admin column, Quick Edit and Bulk Edit	Yes	Yes
Bulk MSRP price converter: Multiply, Add and Base Price options	Yes	Yes
Bulk MSRP price converter: category, tag, rounding and pretty price filters	No	Yes

For the full list, see MSRP Free vs Pro comparison.

FAQ

I entered an MSRP but nothing shows. Why?

Check that **Enable plugin** is on and that **Display** is not set to **Do not show**. If Display is **Only show if MSRP is higher than the standard price**, the line is hidden when the MSRP is equal to or lower than the price. See MSRP price not appearing.

Why does the MSRP not show in the cart?

The Cart section's **Display** option defaults to **Do not show**. Set it to **Show** and save.

Can I change the "MSRP:" wording?

The wording comes from the Final Template, which is editable in Pro only. In the free version you can change the Text Format and the Savings text.

Does MSRP by currency convert the value with exchange rates?

No. You enter a separate MSRP for each selected currency. If your currency switcher converts prices by exchange rate instead, enable **Apply price filter** on the Admin & Advanced section.

Can I fill in MSRP for many products at once?

Yes. **Copy all products prices to MSRP** copies each product's price into its MSRP, and the Bulk MSRP price converter sets each MSRP from the regular or sale price, multiplied by or increased by a value you enter.



MSRP (RRP) PRICING FOR WOOCOMMERCE

The core display features are free. MSRP (RRP) Pricing for WooCommerce Pro adds template editing, cart total savings, MSRP by country, currency and user role, and the converter's category and rounding filters.

See what Pro unlocks →

Need a hand? Our team answers every ticket on the MSRP Pricing support forum.

Related articles

- MSRP Comparison Looks Wrong – Prices not Displayed as Expected
- Theme or Plugin Conflict Prevents MSRP Price from Displaying
- MSRP (RRP) not Displaying for Variable Products or Variations
- Troubleshooting MSRP (RRP) Pricing for WooCommerce
- MSRP Appears in Product Settings but not on the Live Product Page