How to Import Simple Products with Attributes Faster

How to · https://wpfactory.com/docs/import-simple-products/

Import simple products with attributes from one Excel row

You can add simple products that carry attributes, without creating variations, using a single Excel row per product with WooCommerce Products Import & Export with Excel. Put each attribute's values comma separated in one cell, and Products Import & Export with Excel creates one simple product with those attribute values selectable on the product page.

Prepare the Excel file

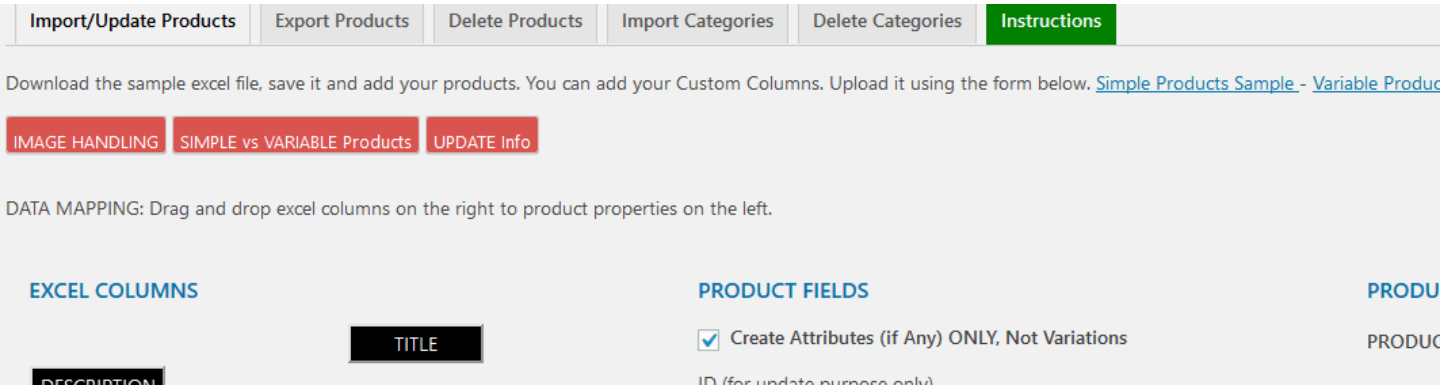
Use one row per product. Give each attribute its own column, and enter the attribute's values comma separated in that cell. For example:

Title	SKU	Weight	Regular price	Size	Color
product	123	2	9	M,L,XL,XXL	BLUE,RED,GREEN,YELLOW

A ready-made template is linked at the top of the **Import/Update Products** screen as **Simple Products with Attributes Sample**.

Tick the right checkbox

On the mapping screen you must tick the checkbox **Create only Simple Product with Attributes, if any ONLY, Not Variations**. This tells Products Import & Export with Excel to add the attributes to a simple product rather than build variations.



Your Excel file should not include variable products in the same run, since you are importing simple products only.

PRODUCTS IMPORT & EXPORT WITH EXCEL

WooCommerce Products Import & Export with Excel imports simple, variable, external, and subscription products from Excel, and can update them later just as easily.

See everything it can do →

Related articles

- How to Import Variable Products When Only Some Attributes Change the Data
- How to Import WooCommerce Products with a Comma in an Attribute Term Value
- How to Import Category Terms, Attributes, and Brands with Excel
- How to Import Affiliate and External Products with Excel
- How to Bulk Import WooCommerce Product Translations with Excel for WPML