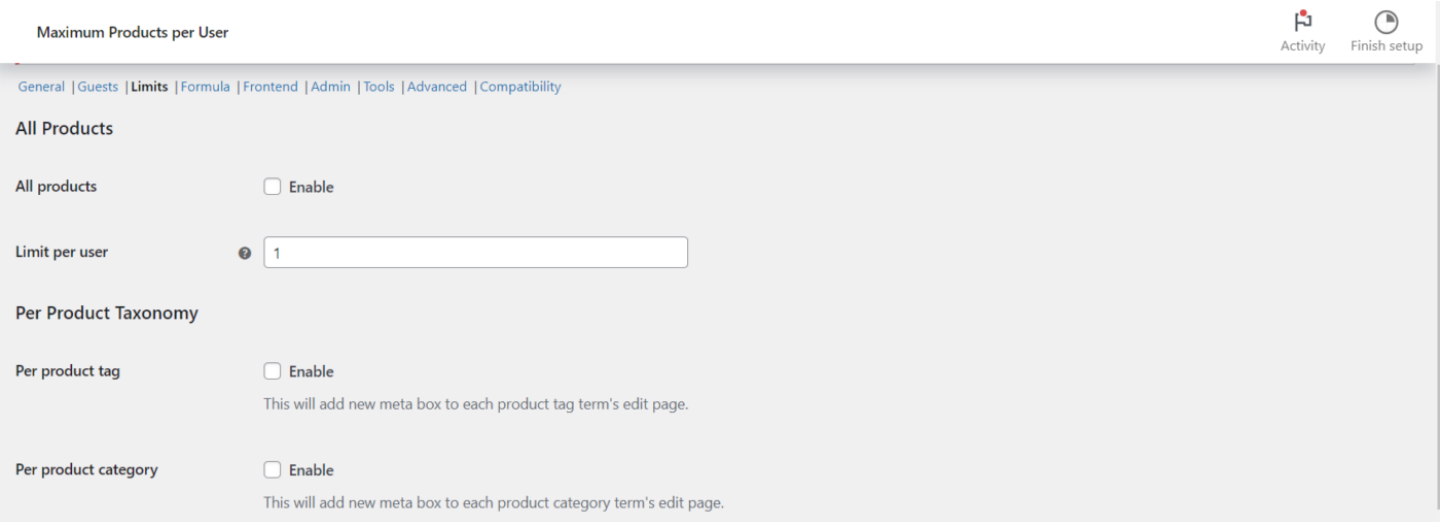
How to Limit Purchases by Product Category or Tag

Pro Features · https://wpfactory.com/docs/limits-by-taxonomy/

To limit what each customer buys from a product category or tag, enable **Per product category** or **Per product tag** at **WPFactory > Max Products per User > Limits** in Maximum Products per User for WooCommerce, then set **Limit per user** on the term's edit page. All products in the term share the limit. This is Pro.



Before you start

- Maximum Products per User Pro (these levels are Pro-only).
- The plugin enabled in **General**, where **Mode** decides what the limit counts (quantities by default; orders, prices, weights or volumes are also available) and **Date range** decides the period.

Step by step

1. Go to **WPFactory > Max Products per User** (also reachable at **WooCommerce > Settings > Maximum Products per User**) and open **Limits**.

2. Under **Per Product Taxonomy**, tick **Per product category**, **Per product tag**, or both. Save changes.
3. Go to **Products > Categories** (or **Products > Tags**) and click **Edit** on an existing term. The fields are on the edit screen, not the Add new form.
4. Enter **Limit per user**, for example `3`.
5. Optional: tick **Block guests** to stop logged-out visitors buying anything in this term (needs **Guests > Block method** set to "According to limit options").
6. Click **Update**.

Options

Label	Where	Option ID or meta key	Default	Free/Pro
Per product category	Limits section	`alg_wc_mppu_product_cat_enabled`	No	Pro
Per product tag	Limits section	`alg_wc_mppu_product_tag_enabled`	No	Pro
Per product	Limits section	`wpjup_wc_maximum_products_per_user_local_enabled`	No	Pro
Limit per user	Category or tag edit page	`_alg_wc_mppu_qty`	0 (no term limit)	Pro

Label	Where	Option ID or meta key	Default	Free/Pro
Limit per user: (role)	Term edit page, when General > User roles is on	`_alg_wc_mppu_user_roles_max_qty`	0 (use Limit per user)	Pro
Block guests	Term edit page	`_wpjup_wc_mppu_block_guests`	Off	Pro
Customer message for each category and tag	Frontend section	`wpjup_wc_maximum_products_per_term_message`	You can only buy maximum %limit% of %term_name%...	Free

What the values mean

- **A positive number** caps the combined amount across all products in the term. With a limit of 3 on "Posters", a customer can buy 3 posters in total, in any mix, within the date range.
- **0** means this term has no limit. Other limits, such as All Products or a per-product limit, still apply.
- **-1** is treated as a limit of zero, so customers cannot buy products from this term. Use it on a role field to shut one role out of a category.

> **Tip:** to cap several products together, put them in one category or tag and set the limit on that term instead of on each product.

What the customer sees

When adding to cart, and again in the cart and checkout, would take the customer over the term limit, WooCommerce shows the **Customer message for each category and tag**, by default "You can only buy maximum 3 of Posters (you've already bought 1)." The cart counts every product in the term, including items already in the cart.

How the levels combine

- Category and tag limits are checked together with any per-product limit: the customer must stay within both.
- If a product has any category with a limit, tag limits for that product are not checked.
- If a product sits in two limited categories, both limits apply.
- The All Products limit still applies alongside term limits, unless the product has its own per-product limit.

Combining with formulas

Once Per product or Per taxonomy is enabled, you can also reference `product_id` or `term_id` in the Formula section for more advanced rules, including one shared limit across several terms with `limit_type="grouped"`.

If it does not work

- **No Limit per user field on the category page:** the Per product category box is not ticked, the Pro version is not active, or you are on the Add new category form instead of Edit.
- **Earlier orders are not counted:** sales are recorded against the terms a product had when it was ordered. After moving products into a category, run **Tools > Recalculate sales data**. See How to recalculate and reset sales data.
- **Customers are blocked completely:** the term limit is `-1`, or a role field holds `-1`.
- **Guests are not limited:** by default guest sales are not tracked. See How to handle guest purchase limits.

FAQ

Is the limit per product or for the whole category?

For the whole category. Every product in the term counts toward the same limit. Use a per-product limit when each item needs its own cap.

Can I set different category limits for different user roles?

Yes. Turn on **User roles** in General, and a Limit per user field for each enabled role appears on the term edit page. A role value of 0 falls back to the term's Limit per user.

Are category limits available in the free version?

No. The free version has the All Products limit. Per category, per tag and per product limits are Pro.



MAXIMUM PRODUCTS PER USER FOR WOOCOMMERCE

Per-category, per-tag and per-product limits are Pro features of Maximum Products per User.

Get Maximum Products per User Pro →

Need a hand? Our team answers every ticket on the Maximum Products per User support forum.

Related articles

- Product Purchase Limit Shortcodes
- How to Set Product-Specific Purchase Limits
- How to Set Up Product Purchase Limits in WooCommerce

- Customers Are Blocked Before Reaching the Purchase Limit
- Customers Can Buy More Than the Purchase Limit