Customers Are Blocked Before Reaching the Purchase Limit

Troubleshooting · https://wpfactory.com/docs/max-products-blocked-before-limit/

If Maximum Products per User for WooCommerce stops a customer before the limit you set, it is counting something you did not expect: earlier orders, other cart items, or a stricter limit from another level. The most common fix: test with a fresh customer account, then check **WPFactory > Max Products per User > Limits**.

Causes and fixes

All settings below are at **WPFactory > Max Products per User** (also reachable at **WooCommerce > Settings > Maximum Products per User**).

1. **Earlier purchases already count toward the limit.** A limit is the total a customer may buy within **General > Date range** (default: Lifetime), including past orders in your selected **Order statuses**. With a limit of 2 and one unit bought last month, only 1 more fits. This is the usual reason a store owner's own test account seems to be "one short".

   Fix: test with a customer account that has no previous orders. To see what the plugin has counted, add the `%bought%` and `%remaining%` placeholders to the customer message under **Frontend**. See message placeholders.

2. **A second limit also applies to the product.** The plugin checks every limit level that covers a product, and the strictest one wins:

   - **All products** (free) applies to every product that has no **Per product** limit of its own.
   - **Per product category** and **Per product tag** limits (Pro) are checked in addition to a per-product limit.
   - With **General > User roles** ticked, a role's limit replaces the base limit for customers with that role.

- A matching **Formula** rule (Pro) replaces the limit it targets.

  Fix: review **Limits**, the product's own limit and its categories and tags, and any role or formula limits. Set the value you intend at one level, and raise or clear the others.

3. **Other items in the cart are counted together.** With **General > Use variations** off (the default), all variations of a product share one limit, so 1 blue plus 1 red shirt uses 2 of a limit of 2. A category or tag limit adds up every product in that term that is in the cart.

   Fix: tick **Use variations** if each variation should have its own limit, or raise the category or tag limit.

4. **The Mode is not counting quantities. General > Mode** decides what the limit number means: **Product quantities** (default), **Product orders**, **Product prices (incl. tax)**, **Product prices (excl. tax)**, **Product weights** or **Product volumes**. A limit of 3 in weight mode means 3 weight units, not 3 items. All six modes are free.

   Fix: pick the mode that matches your limit, then run **Tools > Recalculate sales data**, because the stored totals are calculated for the mode that was active.

5. **Unpaid orders are counted.** If **General > Order statuses** includes **Pending payment** or **Failed**, abandoned and failed checkouts use up the customer's limit.

   Fix: keep only statuses that mean a real sale, such as **Processing**, **On hold** and **Completed**, then recalculate. See how to recalculate and reset sales data.

How to confirm it is fixed

1. Log in as a customer with no previous orders.
2. Add the product up to the exact limit. The cart should accept it with no limit notice.
3. Add one more. The limit message should appear, and its `%bought%` value should match what that customer really bought.

If customers can buy *more* than the limit instead, see customers can buy more than the purchase limit.

Still stuck?



MAXIMUM PRODUCTS PER USER FOR WOOCOMMERCE

See every feature and the pricing on the Maximum Products per User for WooCommerce plugin page.

View plugin →

Need a hand? Our team answers every ticket on the Maximum Products per User support forum. Tell us the product, each limit that applies to it, and your Mode and Date range.

Related articles

- Product Purchase Limit Shortcodes
- How to Limit Purchases by Product Category or Tag
- How to Customize Purchase Limit Messages and Enforce Limits at Checkout
- How to Set Purchase Limits by Formula (and When to Use Them)
- How to Set Product-Specific Purchase Limits