How to Migrate WooCommerce Products and Orders to Another Store with Excel

How to · https://wpfactory.com/docs/migrate-woocommerce-store-excel/

To migrate WooCommerce products and orders to another store with Excel, install All In One WooCommerce Migration: Import & Export to Excel on both sites, export each data type from **WPFactory > Store Migration** on the old store, then import products, customers, coupons and orders, in that order, on the new store.

Before you start

- Both stores run WooCommerce and the plugin, and you are logged in as an Administrator.
- Create any tax classes and shipping methods on the new store first: order import calculates tax from the product tax settings and adds shipping as a line with the title and total from your sheet.
- If you use WooCommerce Subscriptions, install it on the new store before you import subscription products.

Steps

1. **Export products** on the old store: **Products > Export Products**, tick the fields and taxonomies you need (at least TITLE, SKU and prices), click **Search** and download the xlsx file. Variable products export one row per variation. See How to export WooCommerce products, orders and customers to Excel.
2. **Export customers, coupons, reviews and orders** the same way from their Export tabs.
3. **Import product terms (optional)** on the new store with **Import Terms**, if you want category descriptions and slugs to match. Categories named in the product sheet are created during product import anyway.
4. **Import products** in **Products > Import Products**. Map TITLE and SKU at minimum. See How to import and update WooCommerce products with Excel.

5. **Import reviews and coupons (optional)**. Reviews need an existing product ID or title. See How to import and export customers, coupons and reviews.
6. **Import customers (optional)**. You can skip this: order import can create the customer from the order email.
7. **Import orders last** in **Orders > Import Orders**, choosing how products are identified (ID, SKU or TITLE). See How to import WooCommerce orders from Excel.
8. Check a few products, customers and orders on the new store before you switch DNS or announce the move.

> **Tip:** product IDs change between stores. When the order sheet comes from an export of the old store, identify products by **SKU** (or title) in the import, not by ID, unless you kept the same IDs.

What moves and what does not

Data	Moved by the plugin	Not moved
Products	Title, description, excerpt, slug, status, SKU, prices, stock, dimensions, tax, downloads, upsells and cross-sells, categories, tags, attributes, variations, images by URL	Product IDs (new IDs are assigned)
Customers	Email, username, password you supply, website, and user meta fields you map	Existing password hashes (a hash imported as a password is treated as the new plain password)
Orders	Date, paid date, status, products and quantities, billing address, shipping line, payment method, coupon code	Order numbers (new IDs are assigned); existing orders are never updated
Coupons	Code, amount, type, product restrictions, usage limit, expiry date, free shipping	Usage history

FAQ

Do I have to import customers before orders?

No. The plugin FAQ lists both options: import customers first, or import orders directly with **Create user if not exist** ticked (it is ticked by default), which creates a customer from the order email, or leave it unticked to place guest orders.

What happens if an order references a product that is not on the new store?

That product line is skipped. If none of the products in the row are found, the plugin shows "No product found for creating an order - add your products first" and deletes the empty order.

Can I run the migration on a schedule?

No. Store Migration has no cron or scheduled import; every import and export is started manually from the admin screen and runs while the page stays open.

Does it work with HPOS order storage?

Yes. The plugin declares compatibility with WooCommerce custom order tables (HPOS) and creates orders through the WooCommerce order API.



STORE MIGRATION

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Related articles

- Video: Migrate WooCommerce Products, Orders and Customers with Excel
- Store Migration Troubleshooting: Excel Import and Export Problems
- Store Migration Settings and Excel Column Reference
- How to Import and Export WooCommerce Subscriptions with Excel
- Getting Started with Store Migration for WooCommerce