MSRP (RRP) Price not Appearing on WooCommerce Product Page

Troubleshooting · https://wpfactory.com/docs/msrp-not-appearing/

Problem

If the MSRP does not appear on the product page in MSRP (RRP) Pricing for WooCommerce, go to WPFactory > MSRP, confirm Enable plugin is on, and set Single Product Page > Display to Show on the General section. Conditional display options hide the MSRP unless met. Also check the product's MSRP value and your theme.

Common symptoms

- MSRP filled in admin, but not visible on the frontend.
- Only the regular price shows.
- MSRP shows for some products but not others.

Cause

In most cases this is down to the display settings, a theme that overrides the WooCommerce price template, or an MSRP that does not meet the display condition you set.

Solution, step by step

1. **Confirm the plugin is enabled.** Go to **WPFactory > MSRP** (also reachable at **WooCommerce > Settings > MSRP**) and check that **Enable plugin** is on.
2. **Check the Display option.** On the General section, make sure **Single Product Page > Display** is set to **Show**. If it is set to "Only show if MSRP is higher than the standard price" or "Only show if MSRP differs", the MSRP is hidden unless that condition is met.
3. **Verify the MSRP value.** Edit the product, confirm the MSRP field holds a numeric value, and click Update.

4. **Rule out the "empty price" and "on sale" options.** If **Products with empty price > Hide** is on, products without a price show no MSRP.
5. **Test with a default theme.** Switch temporarily to Storefront or a default block theme. If the MSRP then appears, your theme overrides the price template.
6. **Clear all caches.** Clear page cache, object cache and CDN, then reload the product page in a private window.

Prevention

- Retest MSRP display after any theme change.
- Avoid themes that heavily customize price output without using WooCommerce hooks.

Still stuck? Our team answers every ticket on the MSRP Pricing support forum.



MSRP (RRP) PRICING FOR WOOCOMMERCE

See every feature and the pricing on the MSRP (RRP) Pricing for WooCommerce plugin page.

View plugin →

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- How to Bulk Change Product Prices with the MSRP Price Converter
- How to Show MSRP (RRP) Prices in WooCommerce
- MSRP Comparison Looks Wrong – Prices not Displayed as Expected