MSRP (RRP) not Displaying for Variable Products or Variations

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

Problem

If MSRP (RRP) Pricing for WooCommerce shows MSRP on simple products but not on variable products, the variations are missing their MSRP, because the value is stored per variation. Edit the product, open Variations, expand each variation, fill in the MSRP field, then save and update. Also check the Display option and clear product transients.

Common symptoms

- No MSRP on variable product pages.
- Some variations show MSRP, others do not.
- The parent product shows no MSRP range.

Cause

MSRP is stored on each variation. If a variation has no MSRP, it is skipped. If none of the visible variations has an MSRP, no range is shown. Themes that only read the parent price can also hide the range.

Solution, step by step

1. **Set MSRP on each variation.** Edit the product, open **Variations**, expand each one, and fill in the **MSRP** field next to the pricing inputs. Save changes and Update.
2. **Check visibility rules.** Out-of-stock or disabled variations may be excluded, so the range only reflects visible variations.
3. **Review the Display option.** As with simple products, "Only show if MSRP is higher" hides the range when the MSRP is not above the price.

4. **Test with a default theme.** Some themes ignore variation price hooks; Storefront confirms whether the theme is the cause.
5. **Clear caches after editing variations.** If Variable MSRP optimization is set to transients, clear product transients so the range recalculates.

> **Tip:** to control how the range reads (for example "From $29.99"), enable **Custom range format** in the Admin & Advanced section. See How to set MSRP on variable products.

Prevention

- Keep variation MSRP values consistent across a product.
- Test MSRP display per variation after changes.

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 →

Related articles

- MSRP (RRP) Price not Appearing on WooCommerce Product Page
- How to Set MSRP on Variable Products and Format the Range
- Theme or Plugin Conflict Prevents MSRP Price from Displaying
- MSRP Appears in Product Settings but not on the Live Product Page

- Troubleshooting MSRP (RRP) Pricing for WooCommerce