MSRP Appears in Product Settings but not on the Live Product Page

Troubleshooting · https://wpfactory.com/docs/msrp-not-showing-product-page/

Problem

If MSRP (RRP) Pricing for WooCommerce shows the MSRP in the product editor but not on the storefront, caching or a plugin or theme that overrides price output is usually the cause. Clear product transients at WooCommerce > Status > Tools, temporarily disable price-modifying plugins, check your theme's price template, and update the product.

Common symptoms

- MSRP saved correctly in admin.
- Frontend shows only the regular or sale price.
- No error messages.

Cause

This usually comes from caching, a theme or plugin that overrides how prices render, or a third-party plugin (dynamic pricing, discounts, currency switchers) that replaces the price HTML.

Solution, step by step

1. **Clear WooCommerce transients.** Go to **WooCommerce > Status > Tools** and clear product transients.
2. **Disable price-modifying plugins temporarily.** Test with dynamic pricing, discount and currency plugins off.
3. **Check the theme price template.** Some themes ship a custom price template; make sure the WooCommerce price hooks are intact.
4. **Force a product update.** Edit the product and click Update to refresh its price meta.

5. **Test in a private window.** This avoids a cached session masking the fix.

> **Tip:** if you use the **Variable MSRP optimization** option set to transients, clearing product transients also refreshes the cached MSRP ranges.

Prevention

- Exclude product pages from aggressive caching.
- Avoid stacking multiple pricing plugins that each rewrite the price.

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.

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- MSRP Comparison Looks Wrong – Prices not Displayed as Expected