How to Divide All WooCommerce Product Prices (Example: by 3)

Pro Features · https://wpfactory.com/docs/products-price-changed/

Dividing every product price by the same number is a quick way to cut prices across a WooCommerce store, for example turning a wholesale list into a discounted run. The Price Update: Bulk Pricing Editor for WooCommerce does this with its **Divide all product prices by** field. This guide uses 3 as the example divisor.

Before you start

- Bulk Price Editor Pro. **Divide** is a Pro field; in the free version it is greyed out.
- Back up first, or rely on the preview. Applying a change cannot be undone.

Steps

1. Go to **WooCommerce > Bulk Price Converter** (or click **Bulk price converter tool** at **WPFactory > Bulk Price Converter**).
2. Under **General Options**, set **Price type to modify** to **Both** so regular and sale prices are both divided.
3. In the **Divide all product prices by** field, enter **3**. Leave Direct price, Percentage, Multiply, Add, and Subtract at their defaults so only division is applied.
4. Optional: under **Products**, pick a category, tag, or attribute to limit the change. Leave everything on **Any** to divide the whole catalog.
5. Click **Preview prices**. The Results table shows each product's original and divided price. Nothing is saved yet.
6. When the preview looks right, click **Change prices** (the red button) and confirm the "There is no undo for this action" prompt.

There is no "Divide" radio button and no "Update Prices" button: Divide is its own numeric field, and the apply button is labeled **Change prices**. Preview prices is available in the free version too; only

the Divide field itself requires Pro.



Watch the direction

Dividing by a number greater than 1 lowers prices: by 2 halves them, by 3 cuts them to a third. Dividing by a number below 1 *raises* prices, so dividing by 0.5 doubles them. If you want a clean discount, multiply by a fraction (0.5 for half) or use the Percentage field instead.

Tidy up the result

Division often produces long decimals. Use the Pro **Rounding function** and **"Pretty prices" threshold** in Final Price Correction to snap the divided prices back to clean values. See the guide on rounding and pretty prices.

BULK PRICE EDITOR

Divide is a Pro feature of Bulk Price Editor.

Get Bulk Price Editor Pro →

Related articles

- How to Set All WooCommerce Products to the Same Price
- Bulk Price Editor: Free vs Pro Comparison
- Rounding and Pretty Prices (Final Price Correction)

- How Bulk Price Changes Are Calculated (Order of Operations)
- Bulk Price Editor: Developer Hooks and Filters Reference