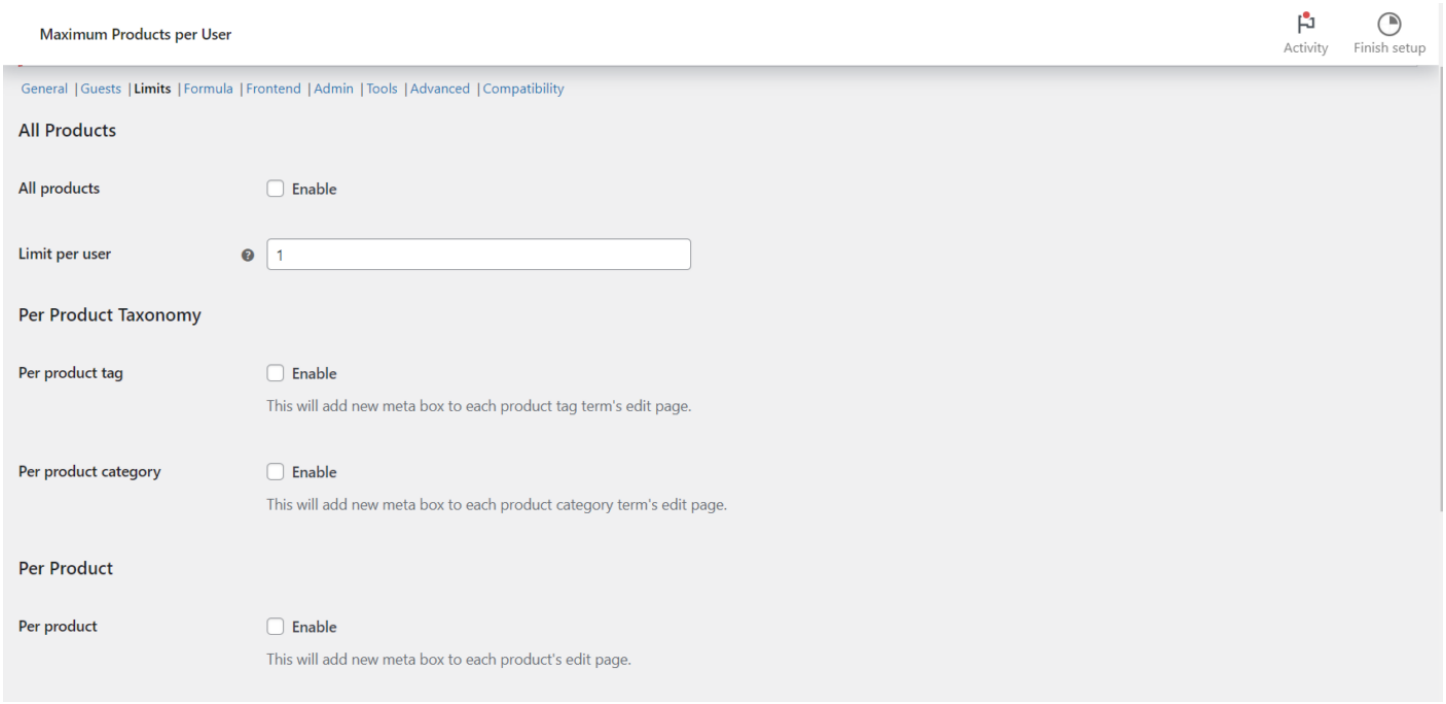
How to Set Product-Specific Purchase Limits

How to · https://wpfactory.com/docs/setting-product-specific-limits/

To set purchase limits per customer, go to **WPFactory > Max Products per User > Limits** in Maximum Products per User for WooCommerce. Enable **All products** for one store-wide limit (free), or per product, category or tag limits (Pro). Enter a positive number; `0` means no limit and `-1` blocks the purchase.

Setting limits at the level you need

Maximum Products per User can apply a limit to your whole catalog, to a category or tag, or to a single product. The store-wide level is free; per-product and per-taxonomy limits are Pro features.



Where to find it

Go to **WPFactory > Max Products per User** (also reachable at **WooCommerce > Settings > Maximum Products per User**), then open the **Limits** section.

The three levels

Level	Enable option ID	Default	Free/Pro
All Products (one limit for the whole store)	`wpjup_wc_maximum_products_per_user_global_enabled`	No	Free
Per product category	`alg_wc_mppu_product_cat_enabled`	No	Pro
Per product tag	`alg_wc_mppu_product_tag_enabled`	No	Pro
Per product	`wpjup_wc_maximum_products_per_user_local_enabled`	No	Pro

All Products (free)

1. Turn on **All products**. It is off by default, so nothing is limited until you enable it.
2. Set **Limit per user** (`wpjup_wc_maximum_products_per_user_global_max_qty`, default `1`). Enter the highest quantity of each product one customer may buy. `0` applies no limit. Do not use `-1` for "no limit": any quantity is above `-1`, so it blocks every purchase.
3. If you enabled User roles in the General section, a per-role **Limit per user** field appears for each role. A role value of `0` falls back to the main limit, and `-1` stops that role from buying.

Per product and per taxonomy (Pro)

1. Enable **Per product**, **Per product category** or **Per product tag**.
2. Per product: edit a product and use the new **Maximum Products per User** box to set its **Limit per user**. A value of `0` falls back to the All Products limit if that section is on, otherwise no limit applies. A value of `-1` blocks the product for everyone it applies to.
3. Per category / tag: edit the category or tag term and set its **Limit per user** field.

> **Tip:** to limit different products together, assign them to a shared category or tag and set the limit on that term. This is the standard way to cap a group of products with one number.

Choosing the right level

Use All Products for a single blanket rule. Use per category or per tag for groups such as limited editions or promotional lines. Use per product when a specific item needs its own cap.

Special values at a glance

Value	All Products limit	Per role, per product or per term limit
Positive number (for example 2)	Each customer can buy up to that quantity.	Each customer can buy up to that quantity.
`0`	No limit.	Falls back to the next level (for a product, the All Products limit if it is on).
`-1`	Blocks the purchase.	Blocks the purchase.



MAXIMUM PRODUCTS PER USER FOR WOOCOMMERCE

The store-wide limit is free. Per-product, per-category and per-tag limits are Pro features of Maximum Products per User for WooCommerce.

Get Maximum Products per User Pro →

Need a hand? Our team answers every ticket on the Maximum Products per User support forum.

Related articles

- How to Set Up Product Purchase Limits in WooCommerce
- Product-Specific Limits Apply to the Whole Store

- Product Purchase Limit Shortcodes
- How to Limit Purchases by Product Category or Tag
- How to Add a Product Limits Tab to My Account