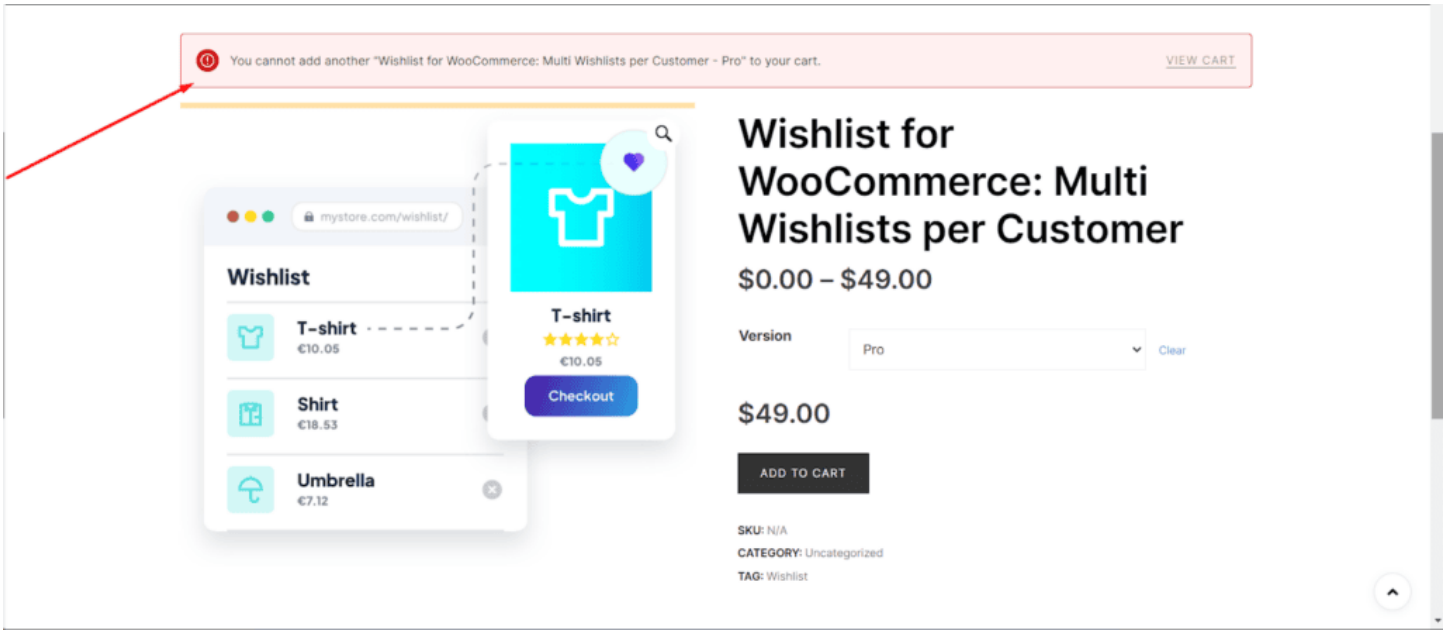
How to Restrict Customers to a Single Product Purchase

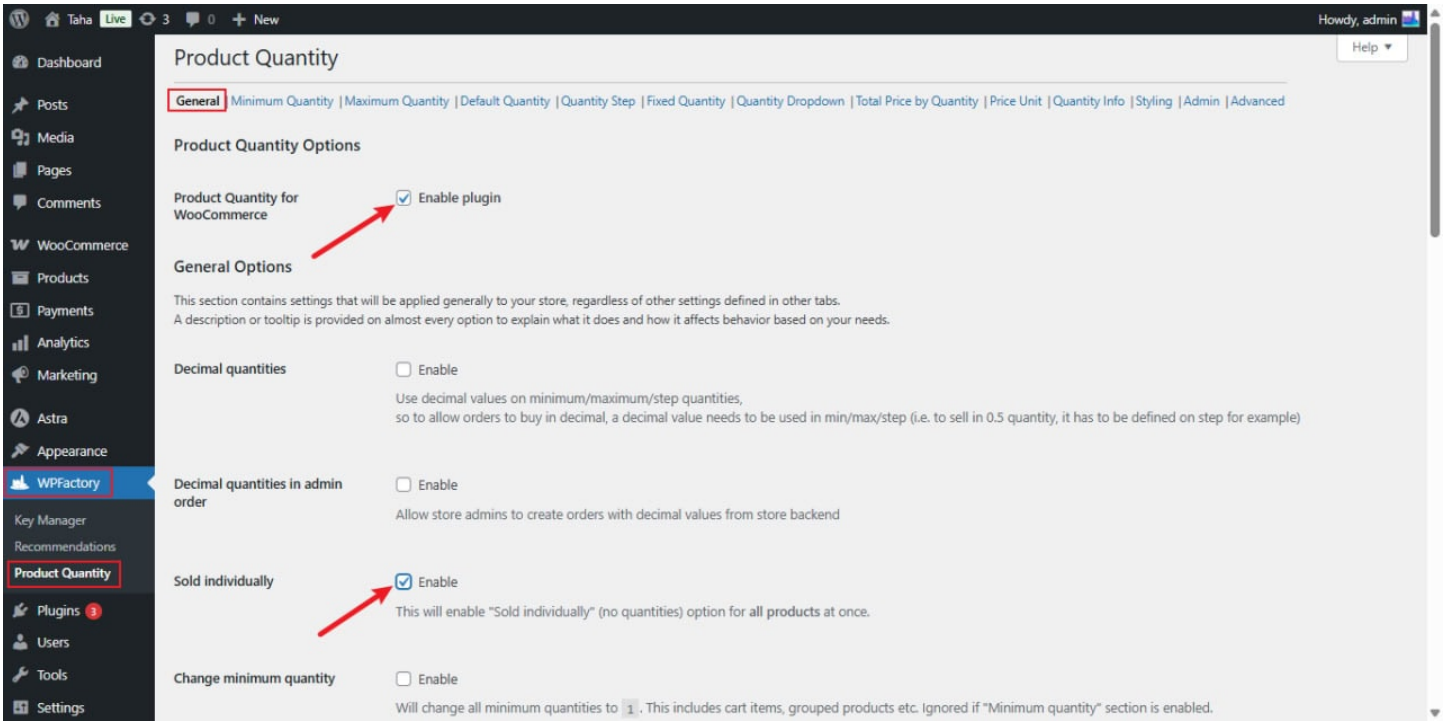
How to · https://wpfactory.com/docs/single-product-limit/

To restrict WooCommerce customers to buying one unit of a product, tick **Sold individually** at **WPFactory > Quantity Manager > General** in Min Max Step Quantity Limits Manager for WooCommerce, or set a maximum quantity of 1. Both are free and suit limited editions and samples. A cart total maximum of 1 allows one item per order.



Option A: Sold individually (removes the quantity box)

1. Go to **WPFactory > Quantity Manager** (also reachable at **WooCommerce > Settings > Product Quantity**).
2. Open the **General** section.
3. Tick **Sold individually** (`wpfmmsq_all_sold_individually_enabled`) to enable it for all products.
4. Click **Save changes**.



The quantity input disappears and customers can add exactly one unit. For just a few products, use WooCommerce's own **Sold individually** checkbox in the product's **Inventory** tab instead.

Option B: Maximum quantity of 1 (keeps the box, capped at 1)

1. Open the **Maximum Quantity** section and tick **Maximum quantity**.
2. Set **All products** (`wpfmmsq_max_per_item_quantity`) to `1` .
3. Click **Save changes**.

To cap only some products, tick **Per product** in the same section (free) and set **Maximum quantity** to `1` in the product's **Product Quantity** box. For a whole category, use the Pro per-category maximum.

Option C: One item per order

To let customers buy only one item in total per order, whatever the product, set **Maximum Quantity > Cart Total Maximum Quantity Options > Cart total quantity** to `1` . The cart then accepts a single unit across all products.

> **Note:** the General **Enable plugin** toggle only switches the plugin on; it does not by itself restrict quantities to 1. Use one of the methods above.

Options reference

Label	Section	Option ID	Default	Free/Pro
Sold individually	General	`wpfmmsq_all_sold_individually_enabled`	No	Free
Maximum quantity (enable section)	Maximum Quantity	`wpfmmsq_max_section_enabled`	No	Free
All products	Maximum Quantity	`wpfmmsq_max_per_item_quantity`	0 (off)	Free
Per product	Maximum Quantity	`wpfmmsq_max_per_item_quantity_per_product`	No	Free
Cart total quantity	Maximum Quantity	`wpfmmsq_max_cart_total_quantity`	0 (off)	Free
Per Category	Maximum Quantity	`wpfmmsq_max_per_cat_item_quantity_per_product`	No	Pro

What the customer sees

- **Sold individually:** no quantity box. Trying to add the product a second time gives WooCommerce's standard "cannot add another" notice.
- **Maximum of 1:** the box cannot go above 1. If a larger quantity reaches checkout, the order is stopped with the Maximum Quantity **Message**, by default "Maximum allowed quantity for %product_title% is %max_per_item_quantity%...".
- **Cart total of 1:** checkout is stopped with "Maximum allowed order quantity is 1..." when the cart holds more.

To warn on the cart page as well, tick **General > Cart notices**.

If it does not work

- **Customers still add 2 or more:** the Maximum Quantity section is not enabled, only the value was entered.
- **A product ignores the limit:** it has its own per-product maximum, or `-1` in its Maximum quantity field, which disables the maximum for that product.
- **Customers buy again in a new order:** these limits apply per cart and order, not per customer over time.

FAQ

How do I stop a customer buying the same product again in a later order?

Quantity Manager limits each order. For limits per customer across orders, use the sibling plugin Maximum Products per User for WooCommerce.

Which option should I choose?

Choose Sold individually to hide the box, a maximum of 1 to keep it visible, or a cart total of 1 to allow one item per order.

Can I restrict purchases by user role?

In Pro, **Advanced > Role specific** applies Quantity Manager's rules only to the roles you choose. To exempt roles instead, tick **Enable Exclude Role Specific** and pick them in **Exclude Role specific**.

Related: How to set a maximum order quantity.



QUANTITY MANAGER

These global controls are free. To restrict just some products to a single unit, set a per-product maximum of 1, which is also free. Min Max Step Quantity Limits Manager for WooCommerce Pro adds per-category limits.

See what Pro unlocks →

Need a hand? Our team answers every ticket on the Quantity Manager support forum.

Related articles

- How to Sell Products in Multiples with a Quantity Step
- How to Show Quantity Columns in the Products List
- How to Set Per Product and Per Category Default Quantities
- How to Display Quantity Information on Product and Shop Pages
- How to Set a Default Quantity on Product Page Load