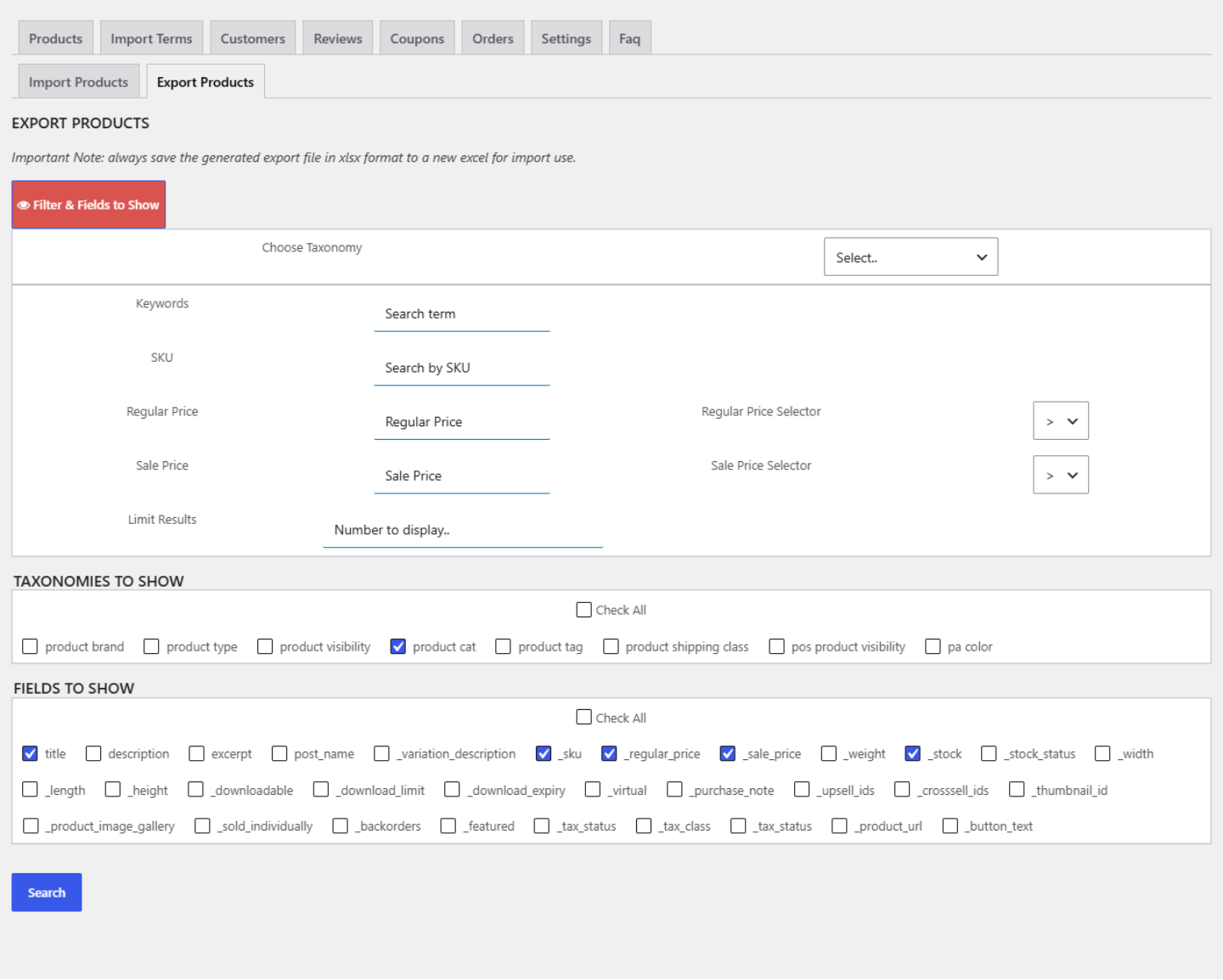
How to Export WooCommerce Products, Orders and Customers to Excel

How to · https://wpfactory.com/docs/store-migration-export-excel/

To export WooCommerce products, orders or customers to Excel with All In One WooCommerce Migration: Import & Export to Excel, go to **WPFactory > Store Migration**, open the Export screen of the data type, set filters, tick the fields to include, click **Search**, then download the table as xlsx, csv or txt.

Steps

1. Go to **WPFactory > Store Migration** and open **Products > Export Products**, **Orders > Export Orders**, **Customers > Export Customers**, **Coupons > Export Coupons** or **Reviews > Export Reviews**.
2. Click **Filter & Fields to Show** to open the filters.
3. Set the filters you need (see the tables below). Leave **Limit Results** empty to export every match.
4. Under **FIELDS TO SHOW** (and **TAXONOMIES TO SHOW** for products), tick the columns to include, or tick **Check All**.
5. Click **Search**. The progress bar fills while rows load in batches of 500.
6. When the message changes to **Job Done!**, click the export button for **xlsx**, **csv** or **txt** below the table.



> **Note:** the plugin shows this reminder on the product export screen: always save the generated export file in xlsx format before using it for an import.

Product export filters

Filter	What it does
Choose Taxonomy / Tax Terms	Pick a product taxonomy (for example `product_cat`), then a term, to export only products in that term.
Keywords	WordPress search on product title and content.

Filter	What it does
SKU	Exports the product with that SKU.
Regular Price + Regular Price Selector	Compare the regular price with >, >=, <=, <, == or !=.
Sale Price + Sale Price Selector	Shown on the screen, but in version 3.0.2 the sale price value is not added to the query, so it does not narrow the results.
Limit Results	Maximum number of products (1 to 100000).

Product exports always start with **ID**, **PARENT ID** and **POST TYPE**. Simple, external and subscription products export as one row; variable products export one row per variation, with the parent ID in PARENT ID. Images export as file URLs and galleries as comma separated URLs. Custom fields appear in FIELDS TO SHOW only when Import/Export Product Custom Fields is set to Yes.

Order export filters

Filter	What it does
Keywords	Search term passed to the WooCommerce order query.
Status	**All** (default) or one order status.
From Creation Date / To Creation Date	Order creation date range. Both dates are used together.
Limit Results	Maximum number of orders.

Order fields include ID, status, created, completed and paid dates, product IDs, product names and quantities (comma separated, one order per row), customer ID, billing and shipping address fields, subtotal, refunded, total, tax, discount, shipping total and payment method title. Dates export in the format `d M Y h:i:s`, for example `15 Jul 2025 03:20:00`.

Customer, coupon and review exports

- **Customers**: users with the Customer role, optionally filtered by registration date range. Fields are `user_pass` (the stored password hash), `user_login`, `user_url`, `user_email`, `role` and user meta keys such as billing and shipping fields.
- **Coupons**: filter by keyword; fields are coupon code, amount, description, status, author, discount type, individual use, product IDs, excluded product IDs, usage limit, expiry date, apply before tax and free shipping.
- **Reviews**: filter by keyword and status (**Approve** is selected by default; also All, Hold, Spam, Trash). Only comments on products are exported, with the rating.

FAQ

Why does my export include fewer columns than the import screen?

The export only includes the boxes you tick under FIELDS TO SHOW and TAXONOMIES TO SHOW. Tick **Check All** in both lists for a full export.

Can I export orders as one row per product line?

No. Each order is one row; product IDs, names and quantities are joined with commas in their cells.

Where is the exported file saved?

The xlsx, csv or txt file is generated in your browser from the on-screen table and downloaded by the browser; nothing is stored on the server for these exports.

Is there a limit on how many rows I can export?

The **Limit Results** field accepts up to 100000. Rows load in batches of 500, so large exports take longer but avoid a single long server request.



STORE MIGRATION

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