How to Import WooCommerce Products and Assign Category Terms with Excel

How to · https://wpfactory.com/docs/taxonomy-structure-how-to-import-woocommerce-products-and-caterogory-terms-with-excel/

To assign WooCommerce product categories while importing from Excel with WooCommerce Products Import & Export with Excel, map your category column to the product category field on the **Import/Update Products** tab at **WPFactory > Product Import/Export**. One cell can hold one term, several terms, or the last child term of a hierarchy with **Select Parent Categories as well** ticked.

Assign multiple category terms to a product

To assign several terms, enter them comma separated in one Excel cell, in that product's row. The comma is the default; if you changed **Settings > Main > Separator for multiple values import**, use that symbol instead.

Assign a single category term

To assign one term, put that single term value in the product's category cell.

Assign a hierarchical term with all of its parents

To place a product under a child term and include every parent term above it, enter only the last child term value in the Excel cell, then on the mapping screen tick the checkbox **Select Parent Categories as well**. The product is assigned to the child term and all of its parents.



Step by step

1. Create the category tree first, in **Products > Categories** or in bulk with the **Import Terms** tab. See How to Import Category Terms, Attributes, and Brands with Excel.
2. Add a category column to your product file and fill it using one of the patterns above.
3. Go to **WPFactory > Product Import/Export**, open **Import/Update Products** and upload the file.
4. Drag the category column onto the product category field in **PRODUCT TAXONOMIES - ATTRIBUTES**.

5. Tick **Select Parent Categories as well** and, when updating, **Replace Categories on Update** if needed.
6. Click **Upload**.

Category options on the mapping screen

Checkbox	Effect
Select Parent Categories as well	Also assigns every parent of each assigned term.
Replace Categories on Update	Removes the product's current terms before assigning the ones in the file. Without it, new terms are added to the existing ones.

Handling duplicate term names

If you use category terms that share the same name, for example **Shirts** under both Women Clothing and Men Clothing, enter the term's **slug** (for example `shirts-men`) instead of the name. WordPress looks a term up by slug first, then by name, so a unique slug tells it exactly which term to assign.

If it does not work

- **A new, unwanted category appears:** the cell value did not match an existing term's slug or name, so WordPress created a new term. Check spelling and spacing.
- **Old categories remain after an update:** tick **Replace Categories on Update**.
- **Parents are missing:** tick **Select Parent Categories as well**, and make sure the tree already exists.

FAQ

Can I import the category tree itself?

Yes, with the **Import Terms** tab, which creates terms and their parents in bulk.

Can I use a different separator than a comma?

Yes. Set it in **Settings > Main > Separator for multiple values import**. It applies to every multi-value column.

Does this work for tags and brands too?

Yes. Every product taxonomy appears in the same section and follows the same rules.

Related: Import Mapping Options Reference.



PRODUCTS IMPORT & EXPORT WITH EXCEL

WooCommerce Products Import & Export with Excel can also create category terms, attributes, and brands in bulk from the Import Terms screen.

See everything it can do →

Need a hand? Our team answers every ticket on the Products Import & Export with Excel support forum.

Related articles

- How to Import Affiliate and External Products with Excel
- How to Bulk Import WooCommerce Product Translations with Excel for WPML
- How to Import a Variable Product in WooCommerce from One Excel Row
- How to Import WooCommerce Products with a Comma in an Attribute Term Value
- How to Schedule a WooCommerce Product Import from Excel with a Cron Job