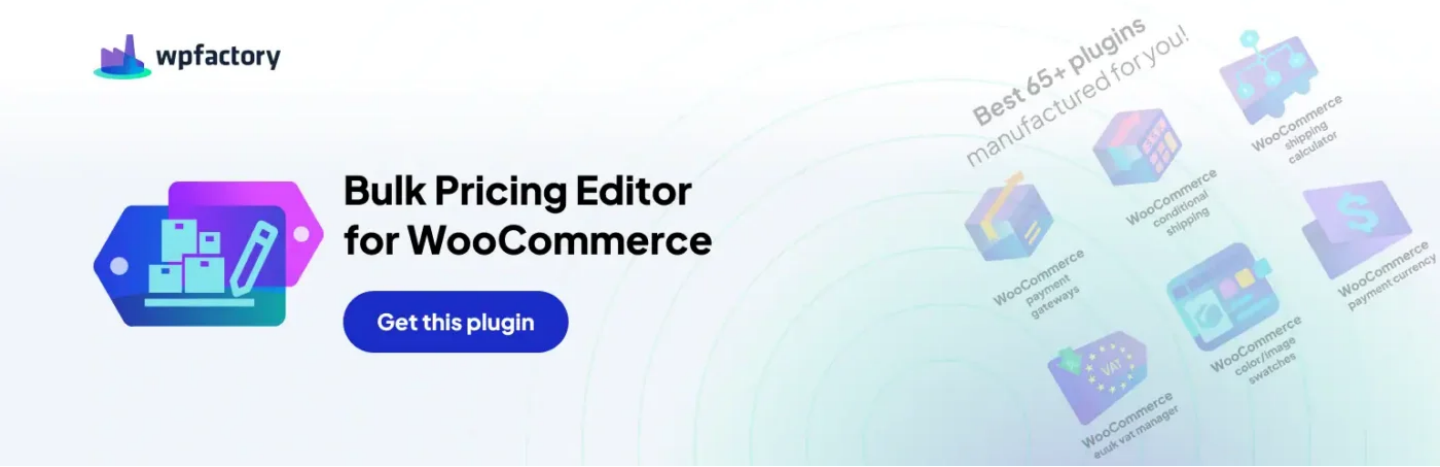
How to Edit WooCommerce Prices in Bulk (Step by Step)

How to · https://wpfactory.com/docs/use-bulk-price-editor/

Editing WooCommerce prices in bulk means changing many product prices at once from one screen, instead of opening each product. The Price Update: Bulk Pricing Editor for WooCommerce does this with a preview-first tool: you set a rule, preview the result, then apply it. This guide walks through a full run from start to finish.



Before you start

- Back up your product prices, or run a preview first. There is no undo once you apply.
- WooCommerce and Bulk Price Editor active. Divide, subtract, tag/attribute filtering, and rounding are Pro; fixed price, percentage, multiply, add, and category filtering are free.

Step 1: Open the tool

Go to **WooCommerce > Bulk Price Converter**, or open **WPFactory > Bulk Price Converter** and click the green **Bulk price converter tool** button. The tool is titled "Bulk Price Converter Tool".



Step 2: Choose how to change the price (General Options)

Fill in one field, or combine several. Leave a field at its default to skip it.

- **Direct price:** set every price to this exact amount (for example a flat $10 sale). Free.
- **Percentage all product prices by:** add a percentage. Enter **-20** for 20% off, or **10** to add 10%. Free.
- **Multiply all product prices by: 1.1** adds 10%, **0.8** takes 20% off. Keep it above 0, or the run is skipped. Free.
- **Divide all product prices by: 2** halves prices. Note that dividing by a number below 1 raises prices, so dividing by 0.5 doubles them. Pro.
- **Add / Subtract:** add or remove a fixed amount. Add is free; Subtract is Pro.
- **Price type to modify:** Both, Regular prices only, or Sale prices only.

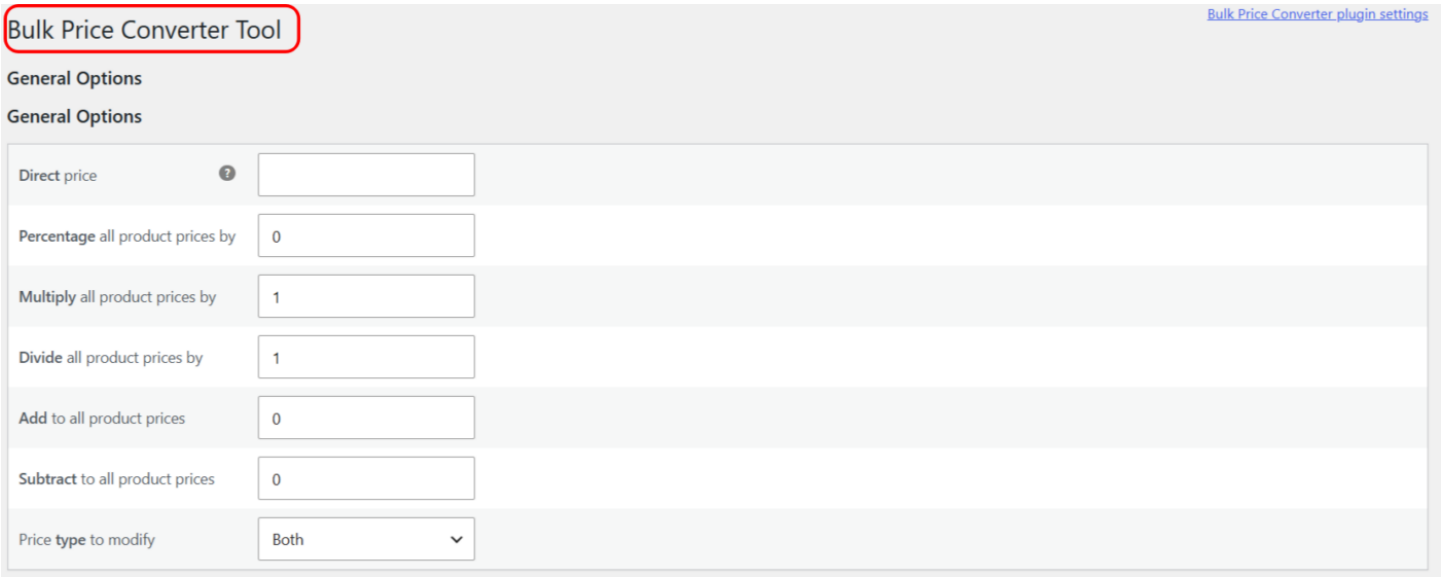
Order matters. If you fill several fields, the plugin applies them in this order: Direct, then Percentage, Multiply, Divide, Add, Subtract, then rounding. For most tasks, use a single field.

Step 3: Choose which products to change (Products)



- **Products category:** leave on **Any** for the whole store, pick a category to target it, or pick **None** for products with no category. Free.
- **Products tag** and **Products in {attribute}:** narrow further by tag or by an attribute term such as a color. Pro.

Step 4: Fine-tune the result (Final Price Correction, Pro)



- **Rounding function** with a **Rounding coefficient** rounds results to a step, for example the nearest 0.05.
- **"Pretty prices" threshold** nudges prices to charm endings such as 9.99. Leave it at 0 to skip.

Step 5: Preview, then change

1. Click **Preview prices**. A Results table lists each product with its original and modified price. Nothing is saved yet. Preview works in the free version too.
2. Check the numbers. If they look right, click **Change prices** (the red button) and confirm the "There is no undo for this action" prompt.
3. A "Prices updated successfully!" notice confirms the run. Product transients are cleared automatically.

The **Reset** button simply reloads the tool with empty fields. It does not roll back a change you already applied.

After you change prices, check your costs

When you move prices in bulk, make sure your margins still hold. Cost of Goods for WooCommerce tracks product cost and profit so a store-wide discount does not quietly push items below cost.

Troubleshooting

- **Nothing changed.** Check that **Multiply** is not set to 0, and that your category, tag, or attribute filter is not excluding everything.
- **The page times out** on a large catalog. Lower **Block size** or raise **Time limit** on the settings page.
- **Prices doubled instead of halving.** You divided by a value below 1. Divide by 2 to halve, not by 0.5.



BULK PRICE EDITOR

The core workflow is free. Price Update: Bulk Pricing Editor for WooCommerce Pro adds divide and subtract, tag and attribute targeting, and the rounding and pretty-price tools.

See what Pro unlocks →

Related articles

- How to Bulk Edit Prices by Category, Tag, or Attribute
- Bulk Price Editor for WooCommerce: Every Field Explained
- How Bulk Price Changes Are Calculated (Order of Operations)
- Bulk Price Editor: Developer Hooks and Filters Reference
- Tips for Safe Bulk Price Changes