Wishlist Page Returns 404 Error

Troubleshooting · https://wpfactory.com/docs/wishlist-page-returns-404-error/

If the Wishlist for WooCommerce wishlist page works at first and then returns a 404 error, caching is the likely cause. Clear your caching plugin, server, and CDN caches, exclude the wishlist page from caching, and resave permalinks at Settings > Permalinks. If it still fails, test with a default theme and other plugins disabled.

Problem Description

After creating a page for the wishlist (with the required shortcode), the page works fine initially, but within minutes it becomes unreachable and shows a 404 error.

Common symptoms

- Initially, products are added to wishlists and displayed properly. Then visiting the wishlist page returns “404 Not Found”.
- Deleting and recreating the page yields the same behavior. Save-permalinks doesn’t help.

Cause

- Likely interference by caching plugins (or server/CDN caching) that cache the wishlist page and serve a stale non-existing page or block dynamic routing. Suggested by support in forum. WordPress.org

Solution (step-by-step)

1. **Clear all caches:** clear any WordPress caching plugin cache, server-side cache, and any CDN cache (e.g. Cloudflare). Then reload the wishlist page.
2. **Exclude the wishlist page from caching:** configure your caching plugin or server/CDN so the wishlist page (and possibly My Account / wishlist endpoints) are not cached. This ensures dynamic routing works properly.

3. **Resave permalinks:** WP Admin → Settings → Permalinks → Save (without changes), to reaffirm rewrite rules.
4. **Test with caching disabled:** Temporarily disable caching plugin / CDN and test whether the wishlist page remains accessible. If it works, caching is confirmed as cause.
5. **If page still 404 after cache clear and permalinks save:** switch to default WP theme and disable all other plugins except WooCommerce + Wishlist plugin, to rule out conflicts.

Prerequisites

- Admin access to caching plugin / server / CDN settings.

Additional Notes

- Using caching on dynamic pages (wishlist, cart, account) often causes unpredictable results; always exclude such pages from cache.
- For multisite / complex setups: make sure the wishlist endpoint is correctly registered and not overridden by other rewrite rules.



WISHLIST FOR WOOCOMMERCE

See every feature and the pricing on the Wishlist for WooCommerce plugin page.

View plugin →

Related articles

- How to Add Dropdown Sorting to the Wishlist Page
- How to Modify and Product Pages for Wishlist Reporting

- Customizing Social Icons Color on Wishlist Page in WooCommerce
- How to Create a WooCommerce Wishlist Page with Elementor
- Adding Wishlist Tab to My Account Page