How to Bulk Edit Prices by Category, Tag, or Attribute

How to · https://wpfactory.com/docs/woocommerce-bulk-edit-prices-by-category-tag-attribute/

Most price changes should hit only part of the catalog: one category on sale, one brand marked up, one color cleared out. The Price Update: Bulk Pricing Editor for WooCommerce targets a run with the **Products** section of the tool.

The three filters

Filter	Option ID	Free/Pro
Products category	`alg_wc_bpc_product_cats`	Free
Products tag	`alg_wc_bpc_product_tags`	Pro
Products in {attribute}	`alg_wc_bpc_product_attribute_pa_{name}`	Pro



Steps

1. Open the tool at **WooCommerce > Bulk Price Converter**.
2. Set your price change in **General Options** (for example Percentage = -15).
3. In **Products**, choose the filter:
   - **Products category:** pick one category. **Any** = all products, **None** = products with no category.
   - **Products tag** (Pro): pick one tag.

- **Products in {attribute}** (Pro): one dropdown appears per global attribute, such as Color or Size. Pick one term.

4. Click **Preview prices** and confirm the Results table lists only the products you meant.
5. Click **Change prices** to apply.

How filters combine

Each filter you leave on **Any** is ignored. Filters you set are combined, so choosing a category and an attribute together targets products that are in that category and carry that attribute term. Attribute dropdowns only appear for **global** attributes (those defined under Products > Attributes), not per-product custom attributes.

Variable products

When you filter by attribute, variable products are matched at the variation level: only the variations carrying the chosen attribute term are changed, along with the parent. This lets you, for example, discount only the "Red" variations across the store.

Tip: test on one group first

Run your rule on a single category, confirm the outcome, then widen the filter. It is the safest way to roll out a change, since there is no undo.



BULK PRICE EDITOR

Category targeting is free. Price Update: Bulk Pricing Editor for WooCommerce Pro adds tag and attribute targeting.

See what Pro unlocks →

Related articles

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