How to Apply a Store-Wide Percentage Discount or Increase

How to · https://wpfactory.com/docs/woocommerce-bulk-percentage-price-change/

How to change all WooCommerce prices by a percentage

Changing every WooCommerce price by a percentage is the fastest way to run a store-wide sale or pass on a cost increase. The Price Update: Bulk Pricing Editor for WooCommerce does this from one field, and this is a free feature.

Use the Percentage field

1. Go to **WooCommerce > Bulk Price Converter** (or click **Bulk price converter tool** at **WPFactory > Bulk Price Converter**).
2. In **General Options**, set **Percentage all product prices by**:
   - Enter a **negative** number to discount: **-20** takes 20% off.
   - Enter a **positive** number to raise prices: **10** adds 10%.
3. Set **Price type to modify** to **Both**, **Regular prices only**, or **Sale prices only**.
4. Leave Multiply at **1** and the other fields empty so only the percentage is applied.
5. Click **Preview prices**, check the Results table, then **Change prices** to apply.



Or use Multiply

Multiply reaches the same result a different way: **0.8** is 20% off, **1.1** is 10% up. Use Percentage or Multiply, not both, or they stack. Both are free.

Goal	Percentage field	Multiply field
20% off	`-20`	`0.8`
10% increase	`10`	`1.1`
Half price	`-50`	`0.5`

Target only some products

Under **Products**, pick a category to apply the percentage to just that category (free), or a tag or attribute (Pro). Leave everything on **Any** for the whole store.

Keep the result clean (Pro)

A percentage change often leaves prices like 8.4732. With Pro, use the **Rounding function** and **"Pretty prices" threshold** in Final Price Correction to snap them to clean values or charm endings.

Reverse a sale afterward

Percentages do not "remember" the original price. To end a -20% sale, do not apply +20% (that lands lower than the start). Re-run with the original prices, or set them back with Direct price. Preview first.



BULK PRICE EDITOR

Percentage changes are free. Price Update: Bulk Pricing Editor for WooCommerce Pro adds tag and attribute targeting plus rounding and pretty prices.

See what Pro unlocks →

Related articles

- How to Set All WooCommerce Products to the Same Price
- How to Bulk Edit Prices by Category, Tag, or Attribute
- How to Edit WooCommerce Prices in Bulk (Step by Step)
- Bulk Price Editor for WooCommerce: Every Field Explained