Default Add to Cart Button Labels by Product Type and Condition

References · https://wpfactory.com/docs/woocommerce-default-add-to-cart-labels-reference/

This reference lists the built-in Add to Cart button text that WooCommerce and Change Add to Cart Button Text for WooCommerce show before you set any custom label, broken down by product type, condition, and view. Use it to see exactly which value you are overriding, and which condition fields exist for each product type.

These defaults come from the Per Product Type & Condition section. A label field only appears for a given product type when a default exists for it, so, for example, variable products have no Empty price field and grouped products have no condition fields at all.

Views

- **Single product page**: the button on the product's own page.
- **Shop page**: the button on shop, category, and other archive listings.

Default labels

Product type	Condition	Single product page	Shop page
Simple	Standard	Add to cart	Add to cart
Simple	On sale (Pro)	Add to cart	Add to cart
Simple	Free product	Add to cart	Add to cart
Simple	Empty price	(no field)	Read more
Simple	Already in cart	Add to cart	Add to cart
Variable	Standard	Add to cart	Select options

Product type	Condition	Single product page	Shop page
Variable	On sale (Pro)	Add to cart	Select options
Variable	Free product	Add to cart	Select options
Variable	Already in cart	Add to cart	Select options
External	Standard	Buy product	Buy product
External	On sale (Pro)	Buy product	Buy product
External	Free product	Buy product	Buy product
External	Empty price	Buy product	Buy product
Grouped	Standard	Add to cart	View products
Other	Standard	Add to cart	Add to cart
Other	Free product	Add to cart	Add to cart
Other	Empty price	(no field)	Read more
Other	Already in cart	Add to cart	Add to cart

> **Note:** the values above are the wording shown in each field's "Default" hint and used when the field is left blank. Leaving a label field empty keeps the default. "Other" covers any product type added by another plugin (subscriptions, bookings, and similar).

How the conditions are decided

- **Already in cart**: the product, or one of its variations, is already in the cart.
- **Empty price**: the product has no price set.
- **Free product**: the product price is zero.
- **On sale**: the product is on sale. This condition is a Pro feature; the field is read-only in the free version.
- **Standard**: none of the above apply.

When more than one condition could apply, the plugin checks them in this order: Already in cart, Empty price, Free product, On sale, then Standard. The first match wins.

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To change any of these values, see the how-to on Add to Cart labels by product type and condition. For store-wide wording, use the All Products section.

Need a hand?

If a default is not what you expect on your theme, our team can help through the plugin support page .

Related articles

- Add to Cart Labels by Product Type and Condition
- How to Set Add to Cart Button Labels by Product Tag
- Customizing the Add to Cart Button by Product Type in WooCommerce
- Add to Cart Button Labels by Product Category
- Add to Cart Labels for Grouped and Other Product Types