How to Set MSRP on Variable Products and Format the Range

How to · https://wpfactory.com/docs/woocommerce-msrp-variable-products/

To set MSRP on variable products in MSRP (RRP) Pricing for WooCommerce, edit the product, open the Variations tab, and fill in the MSRP field for each variation. To format the range, go to WPFactory > MSRP > Admin & Advanced, tick Custom range format > Enable, and use the %from% and %to% placeholders. Both features are free.

Add MSRP to each variation

1. Edit a variable product and open the **Variations** tab.
2. Expand a variation. You will see an **MSRP** field alongside the pricing inputs (its label follows the **MSRP backend field label** option if you set one).
3. Enter the MSRP for that variation and repeat for the others.
4. Click **Save changes**, then **Update** the product.

MSRP Pricing stores each variation's value in the `_alg_msrp` meta on that variation. On the product page it reads the visible variations, then shows the lowest and highest MSRP as a range.

> **Note:** a variation with an empty MSRP is skipped. If none of the visible variations has an MSRP, no MSRP range is shown for the product.

Format the price range

By default the range uses WooCommerce's own "low to high" format. To control the wording, enable a custom format.

1. Go to **WPFactory > MSRP** (also reachable at **WooCommerce > Settings > MSRP**).
2. Open the **Admin & Advanced** section and find **Advanced Options**.
3. Tick **Custom range format > Enable**.

4. In the field below, write your format using the `%from%` and `%to%` placeholders.
5. Click **Save changes**.

Options reference

Label	Option ID	Default	Free/Pro
Custom range format (enable)	`alg_wc_msrp_custom_range_format_enabled`	No	Free
Custom range format (text)	`alg_wc_msrp_custom_range_format`	From %from%	Free
Variable MSRP optimization	`alg_wc_msrp_variable_optimization`	None	Free

With `From %from%` the page shows something like "From $29.99". Use both placeholders, for example `%from% to %to%`, to show the full span.

Speed up large catalogs

Calculating a range across many variations on every page load can be slow. The **Variable MSRP optimization** option caches the computed range. Choose **Save in transients** to persist the cache between requests, or **Save in array** to cache only for the current request. Leave it at **None** for the simplest behavior.



MSRP (RRP) PRICING FOR WOOCOMMERCE

This feature is free. MSRP (RRP) Pricing for WooCommerce Pro adds MSRP by country, MSRP by currency and per user role display, so variations can carry region-aware pricing too.

See what Pro unlocks →

Related articles

- MSRP (RRP) not Displaying for Variable Products or Variations
- How to Bulk Change Product Prices with the MSRP Price Converter
- MSRP Appears in Product Settings but not on the Live Product Page
- MSRP (RRP) Price not Appearing on WooCommerce Product Page
- How to Show MSRP (RRP) Prices in WooCommerce