How to Set All WooCommerce Products to the Same Price

How to · https://wpfactory.com/docs/woocommerce-set-all-products-same-price/

Sometimes you want every product at one flat price: a $10 clearance table, a single-tier digital catalog, or a store-wide promo. The Price Update: Bulk Pricing Editor for WooCommerce does this with the **Direct price** field, and it is free.

Steps

1. Go to **WooCommerce > Bulk Price Converter** (or click **Bulk price converter tool** at **WPFactory > Bulk Price Converter**).
2. In **General Options**, enter your flat price in **Direct price** (for example **10**).
3. Leave **Multiply** at **1** and the Percentage, Divide, Add, and Subtract fields empty, so nothing modifies the flat price.
4. Set **Price type to modify** to **Both** (or Regular / Sale as needed).
5. Optional: under **Products**, choose a category (free) or a tag/attribute (Pro) to limit which products are set.
6. Click **Preview prices**, confirm, then **Change prices**.



How Direct price behaves

- Direct price **overrides** the current price. The original value is ignored.

- The other math fields still run on top of it, so keep them at defaults for a true flat price. If you set Direct price to 10 and Add to 2, products end at 12.
- With **Price type to modify** set to Both, the regular and sale prices are both set to the flat value. That makes sale price equal to regular price, so the products are not shown as discounted.

Note on variable products

Direct price is applied to the parent and to its variations, so each variation is set to the same flat value. If you need different flats per variation, run separate filtered passes.

Undo

There is no undo. Preview first, and back up prices before setting a flat value across a live catalog.



BULK PRICE EDITOR

Setting a flat price is free. Price Update: Bulk Pricing Editor for WooCommerce Pro adds tag and attribute targeting so you can set different flat prices for different groups.

See what Pro unlocks →

Related articles

- How to Divide All WooCommerce Product Prices (Example: by 3)
- 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
- How Bulk Price Changes Are Calculated (Order of Operations)