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# Product Import Export

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## Product Import Export

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## How to Import and Export WooCommerce Products?

You have already seen the process of adding a new product to your new WooCommerce store. It is somewhat of a straightforward process, if you just have a few products to add. However, when you want to add a large number of products to your store, it is not a practical option to manually create one product after another. Bulk uploading products is the best way to deal with such a scenario. Similarly, bulk uploads may help when you want to migrate products from another site to your WooCommerce store, or if you want to update information of your existing product range.

To upload or download products to and from your WooCommerce store, you can use the built-in tool of WooCommerce, or one of the popular extensions. Most of these tools migrate products in CSV data format (Comma separated values, which uses a comma to separate values), as it helps to handle large volumes of data, and anyone can open it using a data processing software like MS Excel. Basically, a product import and export tool will help you save a lot of time when migrating large volumes of data. Let's try and understand more about the various aspects of product import and export.

### Advantages of using a CSV file for product migration

CSV has several advantages over other file formats like XML or JSON.

- **Easy accessibility** - It is pretty easy to access a CSV file as anybody can view and edit the data using a text editor such as Notepad or MS Excel.
- **Simple schema** - It follows a simple schema, and hence easier to handle in a data warehousing perspective.
- **Easy to generate** - Generating a CSV file is an extremely easy process.

- **Better storage** - CSV stores data as it is. There is no differentiation between numeric and text data.
- **Easy to import** - Importing CSV files is a faster as well as lighter process with lesser memory consumption.
- **Easy to manipulate** - Programmatic manipulation of a CSV file is an easier process, as it is a simple text file.

## How can you create a CSV file for WooCommerce product import?

When you are trying to import a set of products to your WooCommerce store, the first requirement is to have a CSV file. There are several ways to get one.

1. Add products to a preformatted, blank CSV file.
2. Get a sample CSV file, and replace products with yours.
3. Or, if you are wishing to migrate products from a store, you can simply export the CSV of the existing products and use it directly.

The CSV file that you use for the import has to follow certain guidelines for a smooth import process.

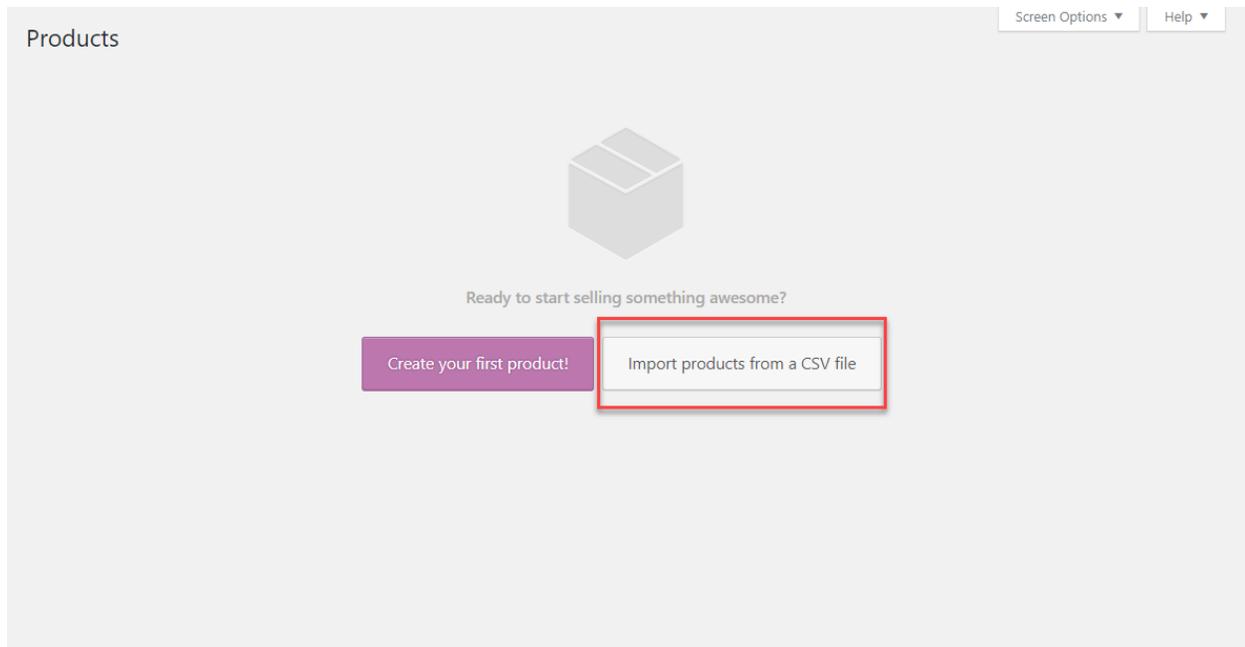
- The file should be in UTF-8 format.
- You need to define dates according to the store's local timezone.
- For Boolean value (true or false), you have to use 1 or 0.
- It supports custom meta data, but it needs to be in plain text; serialized data and JSON not supported.
- You have to pre-upload images to your media library while importing a set of products.
- You can use external URLs to import images.
- If the image already exists in the Media Library of your WooCommerce site, you can simply use the filename while importing.

## WooCommerce Product CSV Importer and Exporter (inbuilt tool)

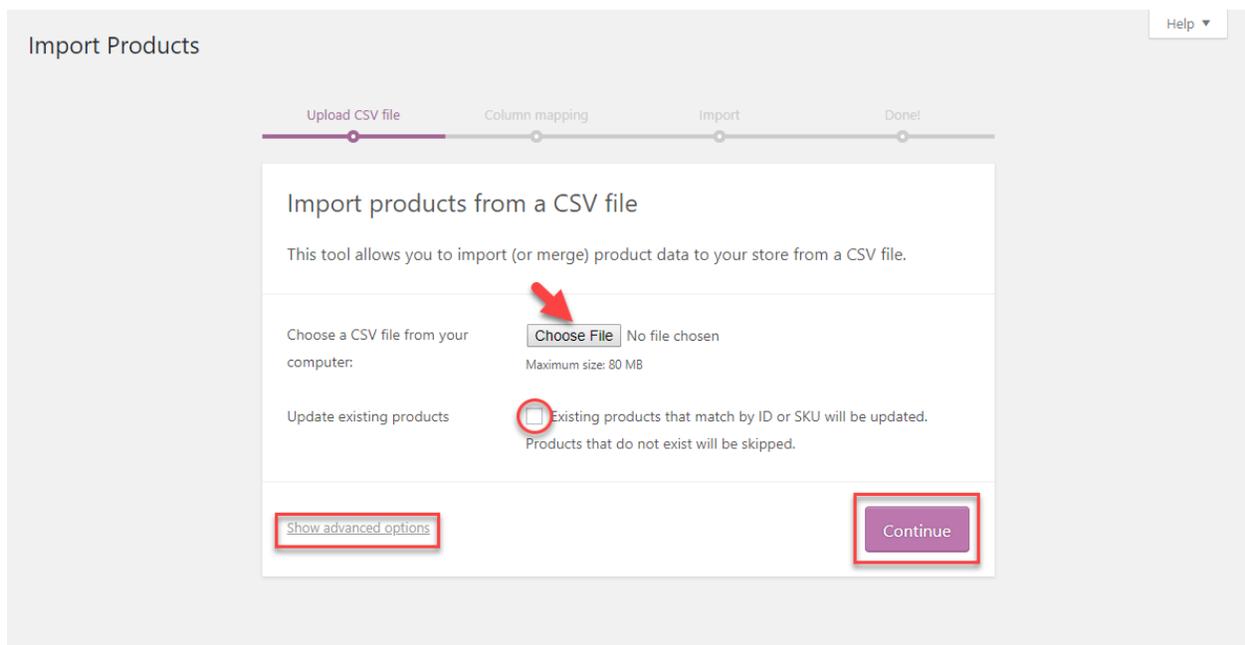
WooCommerce has an inbuilt tool to help you with the import and export of products. You can import and export product data in bulk from and to your store with the help of this one. Importing can be either when you want to add new products to your store, or when updating existing products.

### Importing Products

First, when you go to the Products section, you will see two buttons - one to manually add a product, and another to open the importer.



Once you click the 'Import products from a CSV file', it will take you to the next screen, which has an option to choose the CSV file that has the product information. If you only wish to update the data on existing products, you can check the next box. And, you have some more options here, such as specifying the file path on your server, or changing the delimiter (by default it is comma). For this demonstration, we have used a csv file with sample products that come with WooCommerce download file.



Once you click the Continue button, you will be taken to the next screen which has column mapping. Basically, here the tool is matching column headers of the CSV files to the respective

fields of the WooCommerce product. These will be automatically matched, and you can do a check if everything is matched correctly.

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