

KNOWLEDGE BASE · PUBLIC DOCUMENT

Importing and exporting products in WooCommerce with a CSV file

Online Stores

CODE

RLX-INT-KB-5040

VERSION

v2026.10.10

COUNTRY · LANGUAGE

International · English

MozOut International

RLX Holdings (Pty) Ltd. · Group RLX Holdings

Tax no. (SARS) 943 907 6234 · Registration no. (CIPC) 2025/667953/07

<https://www.my.mozout.com/knowledgebase/5040>

Importing and exporting products in WooCommerce with a CSV file

📁 Online Stores 📅 Created on **October 10, 2026** ⌚ 3 min read



Creating a hundred products one by one is what makes people give up. WooCommerce comes with a built-in **product importer and exporter** that use a CSV file (a spreadsheet saved as text). It serves to load a catalogue in one go, to correct prices in bulk and to carry products from one shop to another. The trick is the first time: rehearse with a few rows.

🔍 Export first, to see what the file looks like

- 1 **Open Products, All Products** and press “Export” at the top.
- 2 **Choose the columns, types and categories** you want. The first time, export a few products of each type (simple, variable).
- 3 **Open the file** in a spreadsheet. Each row is a product; the columns are the ID, the type, the SKU, the name, the price, the categories, the images, the stock and more. That is the template for what you will import.

🔄 Importing

- 1 **Prepare the file** with the same columns. WooCommerce ships a sample file inside its data folder; use it as a model.
- 2 **Save as CSV with UTF-8 encoding**. If not, accents turn into symbols. In the spreadsheet look for “CSV UTF-8”.
- 3 **Take a backup first** and rehearse with five rows: **making and testing your own backup**.

4 Open Products, All Products, "Import". Pick the file. Tick "update existing products" only if you want to change products that already exist (WooCommerce recognises them by ID or SKU).

5 Check the column mapping. The importer tries to guess; make sure each column of the file goes to the right field.

6 Run it and check a sample. Open three products: price, categories, images, stock.

? The parts that fail most

What you see	The usual cause
Accents show up as symbols	The file is not in UTF-8.
Images do not appear	The importer fetches them from the links you typed; if they are not reachable, it fails. Check that they open in a browser.
Variable products come apart	Each variation is a row of its own, pointing to the parent product. See product variations .
The importer stops halfway, or gives a time or memory error	A file too large for the PHP limits. Split it into smaller parts or see PHP limits .
Duplicate categories	Slightly different names ("Shoes" and "shoes"). Always type them the same.
Duplicate products	You imported without the update option, or without unique SKUs.

! A bulk import cannot be undone with a button.

If you updated the wrong prices, only the backup puts them back. Always take the backup first, and rehearse with a few rows.

💡 Use the SKU as the key.

Give every product a unique SKU; it is what lets you update prices and stock in bulk without creating duplicates. And if the catalogue comes from a supplier, see **dropshipping**.

NEED A HAND?

Does the import always stop in the same place? Tell us how many rows the file has and what appears on screen, and we will look at the account limits.

[Open a support ticket →](#)**SEE ALSO**[Putting products on sale in WooCommerce](#)[PHP limits: memory, time, upload size](#)[Product variations](#)**mozout****MozOut International**

RLX Holdings (Pty) Ltd. · Group RLX Holdings

TAX NO. (SARS)	943 907 6234
REGISTRATION NO. (CIPC)	2025/667953/07
REGISTERED OFFICE	1111 Olive Street Saint Louis 63101, Missouri, United States
CONTACT	info@mozout.com · +27 78 823 3325 · www.mozout.com
OPENING HOURS	Monday to Friday - 08 AM to 04 PM Saturday & Sunday - Closed

RLX-INT-KB-5040 · v2026.10.10 · Generated on 21/10/2026 16:01



Online version of this document