Product Add-Ons for WooCommerce

Personalization and optional extras, right on the product page.

AT A GLANCE

The offer
A Woo extension for paid or free customization options on individual products.

Who it suits
Merchants offering engraving, gift messages, artwork uploads, or optional upgrades.

Standalone purchase
US$79 for the 1-year plan, billed annually. Check the selected currency and final total at checkout.

Where choices happen
Shoppers choose their options on the product page before adding the item to their cart.

Conversion path

woocommerce.com/products/product-add-ons/

The store owner or developer buys the extension through **Buy now**. Checkout requests an email, billing details, and payment; it creates an account if needed. US and Canadian billing countries are supported.

The extension is installed on a WooCommerce store. This is the standalone Marketplace purchase path.

Core talking points

Collect the right input

Use text fields, dropdowns, checkboxes, image selections, and file uploads to capture a shopper's choices.

Price extras to fit

Attach a flat fee, a percentage of the product price, or a quantity-based price. Options can also be free.

Reuse useful options

Create global add-ons across products, or tailor options on an individual product. Add-ons can be imported and exported.

Work with existing variations

Add-ons on a variable product apply to all its variations. They capture extra choices without creating separately stocked products.

Personal choices. Clear boundaries.

Angles by partner type

Written comparison partners

Simple personalization versus a product configurator is the useful comparison. Contrast supported field types and pricing with the need for conditional fields or separately tracked stock. Product Add-Ons does not provide conditional logic on its own.

Review and explainer partners

Field choice and pricing deserve a closer look: text for engraving, uploads for artwork, and optional fees for extras. Public documentation provides setup and pricing examples without requiring paid-product access.

Video and streaming creators

Public field examples offer a visual lens on customization: compare an image selection with a stock-tracked variation. A walkthrough can use Woo's public documentation; live store setup requires extension access.

Know when the requirement changes

Add-ons have no SKU or inventory of their own, and cannot differ between individual variations. Fields that depend on earlier selections require a conditional-logic solution.

Naming and brand usage

Use the product name shown here. The Woo wordmark represents the company; use the official logo files and follow Woo's brand guidelines.

Questions and contact

Have a question about fit, review access, or a planned demonstration? Reach out to your partner team and we'll help you find the right next step.

Resources and links

Product Add-Ons overview and purchase options
Field types, pricing, setup, and limitations
Managing a WooCommerce.com extension purchase
Woo brand guidelines and official logo downloads