WooCommerce Subscriptions

Recurring billing for products and services in your WooCommerce store.

AT A GLANCE

The offer
A paid extension by Woo for recurring product and service payments.

Who it suits
Stores selling repeat shipments, subscription boxes, or ongoing services.

Standalone purchase
US$279 for the 1-year plan, billed annually. Check the selected currency and final total at checkout.

What it connects
Billing schedules, renewal orders, and subscriber management inside WooCommerce.

Conversion path

woocommerce.com/products/woocommerce-subscriptions/

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.

Use it with a compatible WooCommerce store. For automatic renewals, choose a supported payment gateway and check its feature support.

Core talking points

Shape the recurring offer

Set weekly, monthly, or annual billing. Free trials and sign-up fees let a merchant define how a subscription begins.

Make renewals manageable

Automatic and manual renewals are supported. Gateway choice determines which automatic subscription features are available.

Give subscribers control

The My Account area includes subscription details and management tools. Available actions depend on store settings and payment support.

Separate billing from access

Subscriptions manages recurring payments. WooCommerce Memberships is a separate extension for restricting content or product access.

Useful angles. Real billing decisions.

Angles by partner type

Written comparison partners

Payment-gateway fit is a concrete comparison lens. Use the public gateway matrix to explain automatic versus manual renewals and supported management actions. Keep access restriction separate from recurring billing.

Review and explainer partners

The subscription lifecycle provides depth: creating an offer, renewing it, and managing a subscriber's account. The public setup and subscriber guides support an explainer without claiming hands-on testing.

Video and streaming creators

A screen-recorded walkthrough of the public gateway matrix and setup documentation can show what a merchant should decide before buying: billing interval, gateway, and customer controls. A working store demonstration requires access to the paid extension.

A useful operational boundary

Failed-payment retries must be enabled. They apply to eligible automatic renewals with gateways that do not control the billing schedule; SEPA payments do not trigger this system. Explain recovery as a configured workflow, not a promise that every payment will succeed.

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

Subscriptions documentation and setup guides
Payment gateway compatibility matrix
Failed recurring payment retry guide
Woo brand guidelines and official logo downloads