

Shopify import limits

SKU Limit

Shopify is an eCommerce platform that is easy to get started. However, because it is a SaaS service, it has some limitations which are imposed by the platform.

Limitations impact how many products we can create and update in a certain period of time. You can read more about API limits in [this Shopify article](#).

Limits are less restrictive if you use a "Shopify Plus" plan.

If you are not running on “Shopify Plus” and have more than 50 000 products and variants in your shop, Shopify will allow us to create 1000 new products per day and a maximum of 100 000 stock & price updates per day.

Limitations also mean that you can not upload more than 50 000 simple (no variants) products into your store per day. This is because each simple product is one variant.

How to deal with it?

We recommend selecting products you really want to sell and do not reach 50 000. Quantity is not always quality. However, if you do not have a Shopify Plus plan but you have many products with variants (size/color), our advice is to upload only one or a few categories per day into your store (use the products filter in the export profile). This way you would not reach the 1000 variants upload limit after reaching 50 000 SKUs.

If you have questions regarding product uploads and updates, along with choosing the right supplier and considering this limitation on Shopify's side, contact our support team here: support@wise2sync.com.

Image Upload Limits

Images uploaded to Shopify can't exceed either of the [following limits](#):

- 20 megapixels
- 20 megabytes

As Wise2Sync does not process (convert or resize) images, there might be some cases when we are not able to upload large files. A possible solution would be to ask a supplier to provide "web-friendly" images with smaller Mb or MP. **Products without images or with images exceeding the limits mentioned above will not be imported.**

Shopify has limits for product titles such as name, collection title, and variant title. The limit is 255 characters. If you import a name longer than that, then Shopify will cut it off at that maximum.

If one of the price attributes has more than **8** integer characters, this variant will be skipped. For example:

- **12345678.990 - OK**
- **123456789.990 - NOT OK**

Revision #17

Created Wed, May 27, 2020 8:49 AM by [Liudas](#)

Updated Tue, Jan 9, 2024 4:33 PM by [Rasa](#)