

[Shopify Manual](#)[Products](#)[Add a product](#)

Add a Product to your Store

Admin → **Products** → **Add Product** Products are what's for sale in your store. You can sell physical products, digital downloads, services, and much more. Adding products to your store is the first step in selling online.

Add a product

Create a new product, title it, and give it a description.

Add Product Images

Add images to your products and show them in your store.

Add Product Details

Set prices, inventory options, and shipping attributes.

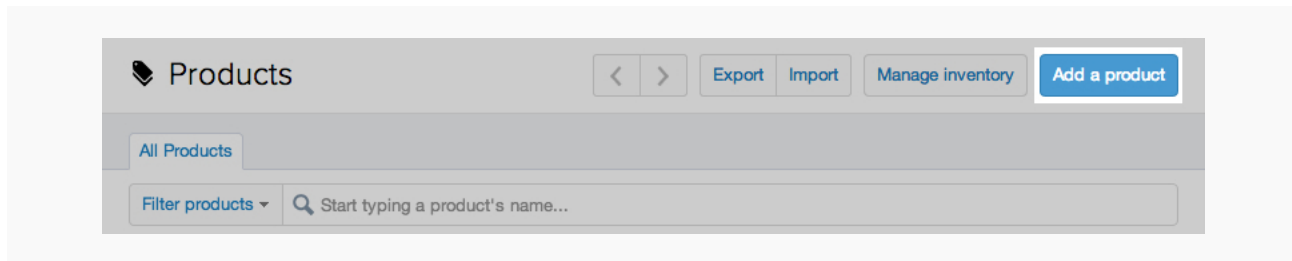
Create Variants

Sell different sizes, colours, or types of the same product.

Add a product

To add a new product:

1. From your shop admin, click **Products** to go to the [Products](#) page.
2. From the **Products** page, click **Add a product**



3. Add a **title** and **description** to your product.

The screenshot shows a form with two main sections: 'Title' and 'Description'. The 'Title' field contains the text 'Yellow Swimmies'. The 'Description' field contains a rich text editor with the following content: 'Fresh from Long Bay Beach in Negril come this season's newest fashion: Yellow Swimmies by John's Apparel. These fashionable yellow swim trunks are one size fits all and look great paired with a pair of dock shoes and a t-shirt. 100% Organic Cotton'. The rich text editor includes a toolbar with icons for bold, italic, bulleted list, numbered list, link, unlink, table, image, video, and code.

Title Enter a name for your product as you want your customers to see it. This field is mandatory.

Description Enter a product decription using the [Rich Text Editor](#). The more content you provide here will improve your ability to be found by customers.

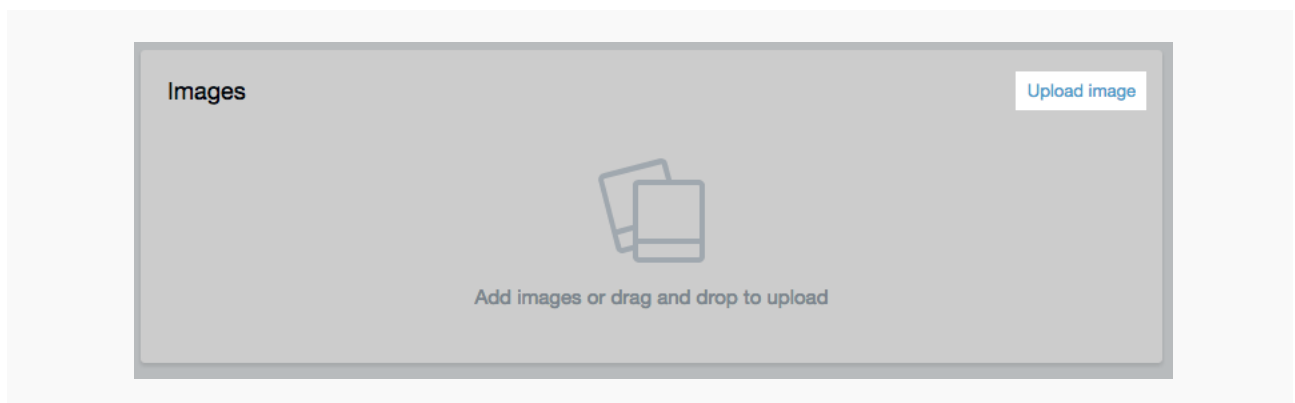
Information

Describing your products in detail will help your customers decide to buy your product. Avoid copying a manufacturer's exact description, because you want your product pages to look unique to a search engine.

Add product images

Product images display on your storefront, and let your customers see what your product looks like to your customers. These images are also used on Shopify POS.

1. Click **Upload image** or drag and drop images to add it to your product.



2. The largest image shown is your product's main image. You can set a new one by dragging an image to the left side of the card.



Add Product Details

Product details include how the product is organized, its price, [inventory](#) details, and shipping information. Filling in the product details is an important step in creating a product.

- [Organization](#)
- [Pricing](#)
- [Inventory](#)
- [Shipping](#)

Organization

The **Organization** section lets you quickly set the attributes of your products. You can create [collections](#) based around these attributes, and easily keep track of important details about your products.

The screenshot shows a vertical form with three main sections:

- Visibility:** A checkbox labeled 'Show online' is checked, with a calendar icon to its right.
- Organization:**
 - Product type:** A text input field containing 'e.g. Hats'.
 - Vendor:** A text input field containing 'e.g. Apple'.
 - Collections:** A search input field with a magnifying glass icon and the text 'Search for collections'. Below it is a note: 'Add this product to a collection so it's easy to find in your store.'
 - Tags:** A text input field containing 'Vintage, cotton, summer'.
- Theme templates:**
 - Product template:** A dropdown menu showing 'product' with a downward arrow.
 - Below the dropdown is a note: 'The template customers see when viewing this product in your store.'

Product type

The type of product you are selling. This is helpful for use in [automated collections](#) of products, such as all of your store's hats, shirts, shoes, etc.

Vendor

The vendor of your product, if you purchase it from another party.

Collections

Use this field to add the product directly to a [manual collection](#). Automated collections will automatically include the product if it matches the collection conditions.

Tags

Tags are searchable keywords associated with your product. Tags can help customers find your product through your storefront search.

Pricing

Pricing

Price

Compare at price

Charge taxes on this product

Inventory

SKU (Stock Keeping Unit)

Barcode (ISBN, UPC, etc)

Inventory policy

Shipping

Weight

Fulfillment service

This product requires shipping

Variants

Does this product come in multiple variations like size or color?

Price

The price of your product. The currency your store uses is set in your [General Settings page](#).

Compare at price

If you are putting an item on sale, enter its original price here. Your product will show a [sale price](#)

Charge taxes on this product

If you are required to charge tax on your product, check this box. Your taxes are set in your [Tax Settings](#)

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This product requires shipping

Variants

Does this product come in multiple variations like size or color?

SKU (Stock Keeping Unit)

Type a unique identifier that you want to use for this product. The SKU is useful for organizing [fulfillment](#).

Barcode

Enter a barcode for the product. This is the same barcode that is used by [Shopify POS](#) in a retail store.

Inventory Policy

This drop-down menu sets whether your product's inventory will be tracked. Inventory can be handled by [Shopify](#) or a [third-party integration](#)

Shipping

Pricing

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Compare at price

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This product requires shipping

Variants

Does this product come in multiple variations like size or color?

Weight	Enter the weight of your product. This will be used to calculate any weight-based shipping rates or carrier-calculated shipping rates
Fulfillment Service	Select the Fulfillment service you will use to fulfill this product. If you will be fulfilling this product, select Manual.
Requires shipping	Uncheck this box if you are selling a digital product or service. If you uncheck the box, the Weight field will disappear, and the item will not use your Shipping rates .

Reminder

You must enter your product's weight accurately if you intend to offer carrier-calculated shipping or use a third-party [fulfillment service](#). Shopify rounds weights to the nearest gram.

Next Steps:

Do you want to sell a product that comes in several different colours, sizes, or styles? List those options as **Product Variants**.

[Create Variants](#)

Do you want to group your products into categories? Shopify calls those product **Collections**.

[Create Collections](#)

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