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Get started with products and prices

Start modeling your business on Stripe with products and prices.

[Products](#) and [Prices](#) are core resources for several Stripe integrations, including [Checkout Sessions](#) [API](#), [Payment Links](#), [Subscriptions](#) and [Invoices](#).

First, make sure you understand the overall goals of your integration project-make your design decisions before you start building it. For example, if you're building a [Subscription](#) integration, read [designing an integration](#) to learn more about design decisions and [pricing models](#) to understand how to translate your business model on Stripe.

Next, decide whether you need to create new products and prices in Stripe or import an existing product catalog from another system into Stripe. [Create new products and prices](#) in the Dashboard if your product catalog is small or you don't want to use code. If you have a very large product catalog, use the [Products](#) [API](#) to [import](#) your catalog programmatically.

Multiple products and prices

You can create as many products as you need to represent your product catalog. You can also create multiple prices for each product. Whether you should create multiple products as opposed to multiple prices depends on several factors. Generally, however, you want to:

- Create multiple prices for a single product if you're selling the same item at different price points. For example, if you offer a subscription tier at monthly and yearly rates, create one product for the tier and one price for the monthly rate and another for the yearly rate. See an example of this for a [good-better-best flat rate pricing model](#). (If you're selling the same item in different currencies, then instead of creating multiple prices, create a single [multi-currency Price](#).)
- Create multiple products if the items require different provisioning or [fulfillment](#) in your application. In the [good-better-best](#) model, for example, you would create a different

product for each tier. Similarly, if you have different versions of a product, like different colors or sizes of a t-shirt, you would create a product for each version.

Test mode

You can copy products from test mode to live mode so that you don't need to recreate them. Prices associated with the product are also copied over. In the Product detail view in the Dashboard, click **Copy to live mode** in the upper right corner.

You can only copy test products to live mode once. If you make updates to the test product after the copy, the live product won't reflect the changes.

Create products and prices

Using the [Dashboard](#) is the easiest way to create new products and prices. If you want to use the API, see the guide for [managing products and prices](#); this section only describes the Dashboard steps.

Create a product

To create a product in the Dashboard:

- 1 Go to **More > Product catalog**.
- 2 Click **+Add product**.
- 3 Enter the **Name** of your product.
- 4 *(Optional)* Add a **Description**. The description appears at checkout, on the [customer portal](#), and in [quotes](#).
- 5 *(Optional)* Add an **Image** of your product. Use a JPEG, PNG, or WEBP file that's smaller than 2MB. The image appears at checkout.
- 6 *(Optional)* If you're using [Stripe Tax](#), select a **Tax code** for your product. See [tax codes](#) for more information about the appropriate category for your product.
- 7 *(Optional)* Enter a **Statement descriptor**. This descriptor overrides any account descriptors for recurring payments. Choose something that your customers would recognize on a bank statement.
- 8 *(Optional)* Enter a **Unit label**. This describes how you sell your product. For example, if you charge by the seat, enter "seat" so the line item includes "per seat" for the price. Unit labels appear at checkout, and in invoices, receipts, and the [customer portal](#).

To save a product in the Dashboard, you must also add at least one price. You can also create multiple prices for a product. See [create a price](#) to learn more.

Create a price

To create a price in the Dashboard, you have to [create a product](#) first. You can create multiple prices for a product.

- 1 Select a **Pricing model**. For more details about recurring pricing models, read the [pricing model guide](#).
 - **Flat-rate pricing**: Charge the same price for each unit. If you use this option, select **One time** or **Recurring**.
 - **Package pricing**: Charge by the package, or group of units, such as charging 25 USD for every 5 units. Purchases are rounded up by default, so a customer buying 8 units pays 50 USD.
 - **Graduated pricing**: Use pricing tiers that might result in a different price for some units in an order. For example, you might charge 10 USD per unit for the first 100 units and then 5 USD per unit for the next 50. If you use this option, select the currency for the price and fill in the tier table.
 - **Volume pricing**: Charge the same price for each unit based on the total number of units sold. For example, you might charge 10 USD per unit for 50 units, and 7 USD per unit for 100 units. If you use this option, select the currency for the price and fill in the tier table.
 - **Customer chooses price**: Let the payer decide on the amount to pay for your product, service, or cause. **Customer chooses price** is only compatible with Checkout and Payment Links.
 - **Usage-based pricing**: Charge your customers based on how much of your service they use during the billing cycle.
- 2 *(Optional)* If you're selling in multiple currencies, click **Add another currency** to set how much to charge in each currency.
- 3 Select a **Billing period** for recurring prices. You can add a custom period if none of the drop-down options are what you want.
- 4 Select whether to **Include tax in price**. Learn more about [taxes and subscriptions](#).
- 5 *(Optional)* Enter a **Price description**. Customers don't see this description.
- 6 Click **Create price** to save the price. You can [edit the price](#) later.

Import products and prices

If you have a very large product catalog, use the [Products API](#) to import your catalog programmatically. If you're importing your product catalog to Stripe, you can use anything as your starting data source, like a product management system or CSV file.

Use the [Products API](#) to create a product in Stripe for each product in your system. To map products in your system to products in Stripe, assign each product that you import a unique [id API](#). For each product, use the [Prices API](#) to make a corresponding price. Make sure to store the `id` of the newly created price. You'll need to pass this `id` when you [use the products and prices](#) in your integration.

Confirm the import by checking the [Dashboard](#) or using the API to [list all products API](#).

Deleting prices

During development, you might need to run this script multiple times for testing. If you use the same Product ID, you'll see an error stating that a Product with that ID already exists. If you haven't used the Product yet, you can delete it using the Stripe Dashboard:

- 1 Go to the Products [Dashboard](#) and find your Product.
- 2 In the **Pricing** section, click the overflow menu (***) next to the Price and select **Delete Price**.
- 3 Click the overflow menu (***) at the top of the page, and select **Delete Product**.

Synchronize products and prices

You'll likely need to run through an import more than once. You can create a script to test the import and, if you want to, synch your original data source with Stripe. To make your script idempotent and resilient to errors, you can safely try to create the product first, then update it if the product already exists.

To keep your product catalog synchronized with Stripe, use webhooks or other mechanisms to trigger product updates in Stripe. To [update a product API](#) programmatically, use the following pattern.

First, find the existing price associated with the product with [list all prices API](#) to make sure the price still matches your data source. Each product should have exactly one active price.

```
$ curl -G https://api.stripe.com/v1/prices \
> -u "sk_test_4eC39HqLyjWDarjtT1zdp7dc:" \
> -d product={{PRODUCT_ID}} \
> -d active=true
```

Next, check whether the decimal amount of the price has changed. The `unit_amount_decimal` [field API](#) displays the unit amount in cents.

If the amount doesn't match, you have to create a new price. When you [create a new price API](#), specify the `product` ID of the original product, the `currency`, and the updated `unit_amount` price.

Command Line

cURL



```
$ curl https://api.stripe.com/v1/prices \
> -u "sk_test_4eC39HqLyjWDarjtT1zdp7dc:" \
> -d product={{PRODUCT_ID}} \
> -d unit_amount=2000 \
> -d currency=usd
```

Finally, [update the old price API](#) to mark it as `active=false`.

Command Line

cURL



```
$ curl https://api.stripe.com/v1/prices/{{PRICE_ID}} \
> -u "sk_test_4eC39HqLyjWDarjtT1zdp7dc:" \
> -d active=false
```

Use products and prices

Now that you have products and prices in Stripe, you can use them in an integration.

[Stripe Checkout](#)

[Payment Links](#)

[Subscriptions](#)

[Quotes](#)

[Invoices](#)

Specify the Price ID when you create a Checkout Session.

- If you're using one-time prices, see [how to create a Checkout Session](#) when accepting a payment.