

## Downloadable Products

A **downloadable product** is a type of product that allow shoppers to get it as a file, such as an eBook, music, video, software application, or update. You can put an album on sale and sell each song individually. In addition, you can use a downloadable product to deliver an electronic version of your product catalog. It is very easy to create the downloadable product for your Magento 2 store.

Default welcome msg! Sign In or Create an Account



Search entire store here... 

 1

What's New Women Men Gear Training Sale Fitness Membership

Home > Beginner's Yoga



The image shows a digital product cover for 'Beginner's YOGA' by LUMA Fitness Studio. The cover features a woman in a pink tank top and black leggings performing a yoga pose (Urdhva Dhanurasana) on a grassy bank overlooking a lake. The text on the cover includes 'Beginner's YOGA', 'Focus your strength, balance and mental focus', '3 yoga programs', and 'GREAT FOR EVERYDAY PRACTICE AND STRESS RELIEF.' The LUMA logo is in the top right corner.

Beginner's Yoga

Be the first to review this product

**\$6.00**

IN STOCK

SKU#: 240-LV04

Trailers

Trailer #1

Trailer #2

Trailer #3

The most difficult yoga poses to master are the ones learned incorrectly as a beginner. Luma's Beginner's Yoga is a fantastic way to break into your initial yoga session and begin the journey to a longer, leaner, healthier body. Confidently find your way into yoga with this effective yet gentle program. You'll learn proper alignment and how to sidestep common mistakes.

In the settings of the downloadable product, you can require customers to get link only when they have already logged in, or you will send the download link via email and allow them to share with anyone needing. To learn more details about the process of creating a downloadable product, pay your attention on the following instruction with the basic fields. After you complete the required settings and save the product, you can add images and complete the remaining product information as needed.

# How to create Download Product in Magento 2

To create Download Product in Magento 2 as the following steps:

- [Step 1: Select the Product Type](#)
- [Step 2: Select the Product Template \(Optional\)](#)
- [Step 3: Fill out the Required Fields](#)
- [Step 4: Fill out the Remaining Product Details](#)
- [Step 5: Fill out the Downloadable Information](#)
- [Step 6: Save the Product](#)
- [Step 7: View the Product in Your Store](#)

## Step 1: Select the Product Type

- On the Admin sidebar, click on **Products > Inventory > Catalog**.
- In the upper-right corner of the **Add Product** menu, select **Downloadable Product**.

The screenshot shows the Magento 2 Admin interface. On the left is a dark sidebar with navigation icons for Dashboard, Sales, Products, Customers, Marketing, Content, Reports, and Stores. The 'Products' menu is highlighted. The main content area is titled 'Catalog' and shows a table of products. Above the table, there's a search bar, a user profile 'admin', and an 'Add Product' button. The 'Add Product' dropdown menu is open, showing options: Simple Product, Configurable Product, Grouped Product, Virtual Product, Bundle Product, and Downloadable Product (which is highlighted with an orange border). Below the table, there are filters, a '2050 records found' status, and a '20 per page' selector.

	ID ↓	Thumbnail	Name	Type	Attribute Set	SKU	Price	Quantity	Visibility	Status	Website	Edit
<input type="checkbox"/>	1		Joust Duffle Bag	Simple Product	Bag	24-MB01	\$34.00	99969.0000	Catalog, Search	Enabled	Main Website	<a href="#">Edit</a>
<input type="checkbox"/>	2		Strive Shoulder Pack	Simple Product	Bag	24-MB04	\$32.00	100.0000	Catalog, Search	Enabled	Main Website	<a href="#">Edit</a>
<input type="checkbox"/>	3		Crown Summit Backpack	Simple Product	Bag	24-MB03	\$38.00	100.0000	Catalog, Search	Enabled	Main Website	<a href="#">Edit</a>

## Step 2: Select the Product Template (Optional)

There is the same data called **Downloadable** that is a special field for the downloadable product. Follow one of these two ways to select a product template:

- In the **Search** box, enter needed name of the template.
- In the list, select one of the templates you want to use.

The corresponding form will be shown to configure.

### New Product



← Back

Save



BASIC SETTINGS

Product Details

Images and Videos

Search Engine Optimization

ADVANCED SETTINGS

Default ▲

RECENT ITEMS

Bag

Bottom

Downloadable

Gear

Sprite Stasis Ball

Sprite Yoga Strap

Top

Show all...

Tax Class Taxable Goods

PRODUCT ONLINE

Add Attribute

## Step 3: Fill out the Required Fields

- In the **Product Detail** section, need to do:
  - Enter the **Name**.
  - Use the default **SKU** for the product, or offer another value.
  - Enter the **Price**.
- By now the product has been not yet ready to publish, let switch to the **Off** for **Product Online**.
- Click on **Save** to finish this step.

## Step 4: Fill out the Remaining Product Details

- Set **Tax Class** to **None** or **Taxable Goods**. To learn about [requirements](#) for the taxation of digital goods and services, see the white paper, **Identification & Taxability** of Digital Products on the Avalara site
- To add an image for the product group, follow one of two options:
  - Drag and drop an image from your desktop on the **Camera** tile in the Images and Videos box.
  - In the Images and Video box, click on Camera title and feel free to choose the desired image from the file on your computer.

A placeholder appears until a product image is uploaded.
- Enter the **Quantity** of the product.
- Skip the **Weight** field, and mark the **Virtual / Downloadable** checkbox, if necessary.
- To assign the product to a **Category**, follow one of the options:
  - Type in the **Search** box to find and select a match.
  - Click on the **Show List** icon to see the category tree, then click on any available category you want to assign to the product.
  - Create new category by entering the **Category Name** and assign to the **Parent Category**, then click on **Create Category**.



Categories

Training x

start typing to search category

New Category [GLOBAL]

- Write some product description if you need. Then, click on **Submit**. You can also use the **WYSIWYG Editor** for additional control.

## Product Details

⌵  
Add Attribute ▾

Name \*

SKU \*

Price \* \$

Tax Class Taxable Goods ▾

### Images and Videos

Add video



Images and Videos

Quantity  In Stock ▾

Weight Does this have a weight?

☐ Yes

☒ No

lbs

Categories Training X start typing to search category

New Category

Description

Font Family Font Size

WYSIWYG Editor

## Step 5: Fill out the Downloadable Information

The Downloadable Information is divided into two sections. The first section is link for the download, and the second section describes each sample file. The default value for many of these options can be set in the configuration.

### 5.1. Link

- In the **Links** section, enter the **Title**- a heading for the download links you want to use.
- **Set Links** can be purchased separately to offer single or multiple download link.

## Links

Add links to your product files here.




Title

Links can be purchased separately ☒ Yes ☐ No

Title*	Price	Attach File or Enter Link	Sample	Shareable	Max. Downloads
<a href="#">Add New Link</a>					

Alphanumeric, dash and underscore are recommended for filenames. Improper characters are replaced with '\_'. [Add New Link](#)

- Click **Add New Link**, and then:
  - Enter the Title and Price of the download.
  - Choose distribution methods as you need: **Attach File (File)** or **Enter Link (URL)**.
  - Choose **Yes** for the Shareable if you want customers to login to their account before accessing the download link. If **No**, the customers will get link via their email and enable to share with other.
  - Do one of the following:
    - To limit downloads per customer, enter the number of **Max Downloads**.
    - To allow unlimited downloads, mark the **Unlimited** checkbox.

Title*	Price	Attach File or Enter Link	Sample	Shareable	Max. Downloads
 <input type="text"/>	<input type="text" value="\$"/>	<input checked="" type="radio"/> File <a href="#">Browse Files...</a> <input type="radio"/> URL <input type="text" value="URL"/>	<input type="radio"/> File: <a href="#">Browse Files...</a> <input checked="" type="radio"/> URL <input type="text" value="URL"/>	Use 	<input type="text" value="0"/> <input type="checkbox"/> Unlimited 

- Click **Add New Link** again and repeat these steps if need to add others.

## 5.2. Samples

- In the **Samples** section, enter the **Title**- a heading for the samples as you need to use.
- Click on **Add New Link** to fill the sample information.
  - Enter the **Title** of the individual sample.
  - Choose distribution methods as you need: **Attach File (File)** or **Enter Link (URL)**.

Downloadable product file names can include letters and numbers. You can use either a dash or underscore character to represent a space between words. Any invalid characters in the file name are replaced with an underscore.

## Samples

Add product preview files here.

Title

Samples

Title\*

Attach File or Enter Link

File: [Browse Files...](#)

URL

Tap it to change the order

[Add New Link](#)

Alphanumeric, dash and underscore characters are recommended for filenames. Improper characters are replaced with '\_'.

- Click **Add New Link** again and repeat these steps if need to add others.
- Change the order of the samples by dragging to new position with the sort icon.

## Step 6: Save the Product

- Set the Product Online switch to the **On** position whenever you are ready to publish the product in the catalog.
- Then **Save & Close** on the **Save** menu.

← Back

Save ▲

BASIC SETTINGS

Product Details ✎

Images and Videos

Search Engine Optimization

ADVANCED SETTINGS ▼

Default ▼

Product Details

Name \*

Breathe-Easy Tank

SKU \*

Breathe-Easy Tank

Tax Class

Taxable Goods ▼

PROD

Add Attribute ▼

Save & New

Save & Duplicate

Save & Close

## Step 7: View the Product in Your Store

On the Admin menu, choose Customer View.

### Virtual Products

When owning a store, there are many kinds of items you can sell them while they are divided into two main types: **physical products** that might be touched or tasted and non-tangible products such as memberships, services, warranties, or subscriptions. Therefore, **Magento 2 platform** allows you to release both of them and Virtual Products settings will help you create a new non-tangible item without any difficulty.

For example, you want to put Fitness Membership for sale, just configure the virtual products settings to create and sell it easily. The virtual products can be purchased separately or together with some product types like **Grouped Product** and **Bundle Product**.



## Mageplaza membership

Be the first to review this product

\$100.00

IN STOCK

SKU#: Mageplaza membership



Qty

1

Add to Cart

 WISH LIST

 COMPARE

 EMAIL

## How to create Virtual Product in Magento 2

To create Virtual Product as the following steps.

- [Step 1: Select the Product Type](#)
- [Step 2: Select the Product Template](#)
- [Step 3: Fill out the Required Fields](#)
- [Step 4: Fill out the Remaining Product Details](#)
- [Step 5: Generate the Product](#)
- [Step 6: View the Product in Your Store](#)

### Step 1: Select the Product Type

- On the Admin sidebar, click on **Product > Inventory > Catalog**.
- In the upper-right corner on the **Add Product** menu, choose **Virtual Product**.

# Catalog

[Add Product](#)

- Simple Product
- Configurable Product
- Grouped Product
- Virtual Product**
- Bundle Product
- Downloadable Product

Filters Default View

Actions 2049 records found 20 per page <

ID ↓	Thumbnail	Name	Type	Attribute Set	SKU	Price	Quantity	Visibility	Status	Main Website	Edit
1		Joust Duffle Bag	Simple Product	Bag	24-MB01	\$34.00	99969.0000	Catalog, Search	Enabled		
2		Strive Shoulder Pack	Simple Product	Bag	24-MB04	\$32.00	100.0000	Catalog, Search	Enabled	Main Website	<a href="#">Edit</a>
3		Crown Summit Backpack	Simple Product	Bag	24-MB03	\$38.00	100.0000	Catalog, Search	Enabled	Main Website	<a href="#">Edit</a>

## Step 2: Select the Product Template

Follow one of two ways to select the product template:

- In the **Search** box, enter needed name of the template.
- In the list, select one of the templates you want to use

The corresponding form will be shown to configure.

← Back

Save



## BASIC SETTINGS

### Product Details

### Images and Videos

### Search Engine Optimization

### Websites

## ADVANCED SETTINGS ▼

Default ▲

#### RECENT ITEMS

Bag

Bottom

Downloadable

Gear

Sprite Stasis Ball

Sprite Yoga Strap

Top

Show all...

Pr

Tax Class

Taxable Goods ▼

Images and Videos

PRODUCT ONLINE ☒



Add Attribute ▼

[STORE VIEW]

[GLOBAL]

[WEBSITE]

[WEBSITE]

Add video

[STORE VIEW]

### Step 3: Fill out the Required Fields

- In the **Product Detail** section, need to do:
  - Enter the **Name**.
  - Use the default **SKU** for the product, or offer another value.
  - Enter the **Price**
- By now the product has been not yet ready to publish, let switch to the **Off** for **Product Online**.
- Click on **Save** to finish this step.

### Step 4: Fill out the Remaining Product Details

- To set **Tax Class**, follow one of the options:
  - None
  - Taxable Goods

To learn about [requirements](#) for the taxation of digital goods and services, see the white paper, **Identification & Taxability of Digital Products** on the Avalara site.

- To add Images for a virtual product, follow one of the options:
  - Drag and drop an image from your desktop on the **Camera** tile in the Images and Videos box.
  - In the Images and Video box, click on Camera title and feel free to choose the desired image from the file in the your computer.  
A placeholder appears until a product image is uploaded.
- Enter the **Quantity** of the product.
- To assign the product to a Category, follow one of the options:
  - Type in the **Search** box to find and select a match.
  - Click on the **Show List** icon to see the category tree, then click on any available category you want to assign to the product.
  - Create new category by entering the **Category Name** and assign to the **Parent Category**, then click on **Create Category**.

Categories

Training ×

start typing to search category

☰

New Category

- Write some product description if you need. Then, click on **Submit**. You can also use the **WYSIWYG Editor** for additional control.

## Product Details



Add Attribute ▾

Name \*

SKU \*

Price \* \$

Tax Class Taxable Goods ▾

### Images and Videos

Add video



Images and Videos

Quantity  In Stock ▾

Weight Does this have a weight?

☐ Yes

☒ No

lbs

Categories    
start typing to search category

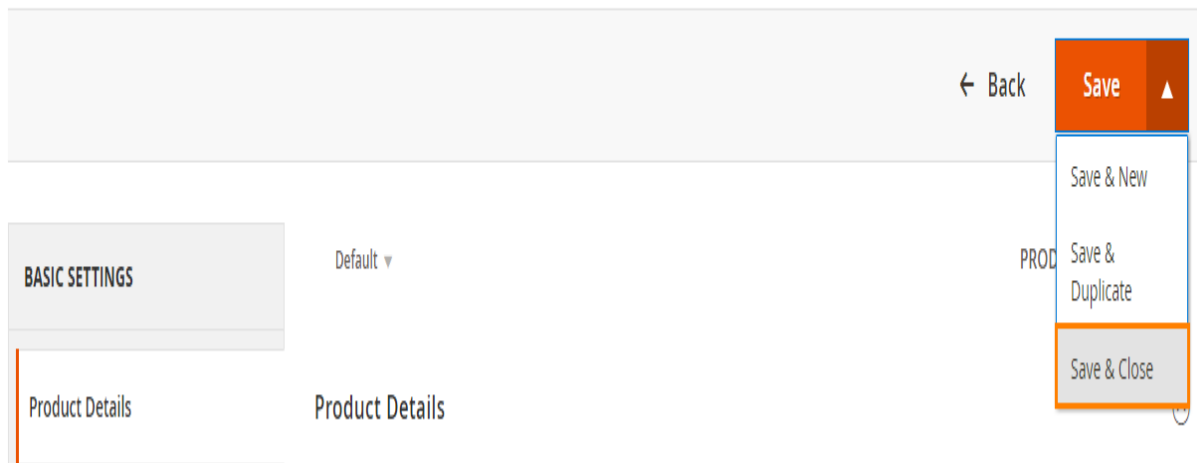
Description

WYSIWYG Editor

## Step 5: Generate the Product

- Set the Product Online switch to the **On** position whenever you are ready to publish the product in the catalog.
- Then **Save & Close** on the **Save** menu.

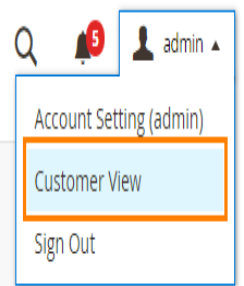
## New Product



### Step 6: View the Product in Your Store

On the Admin menu, choose Customer View.

## Catalog

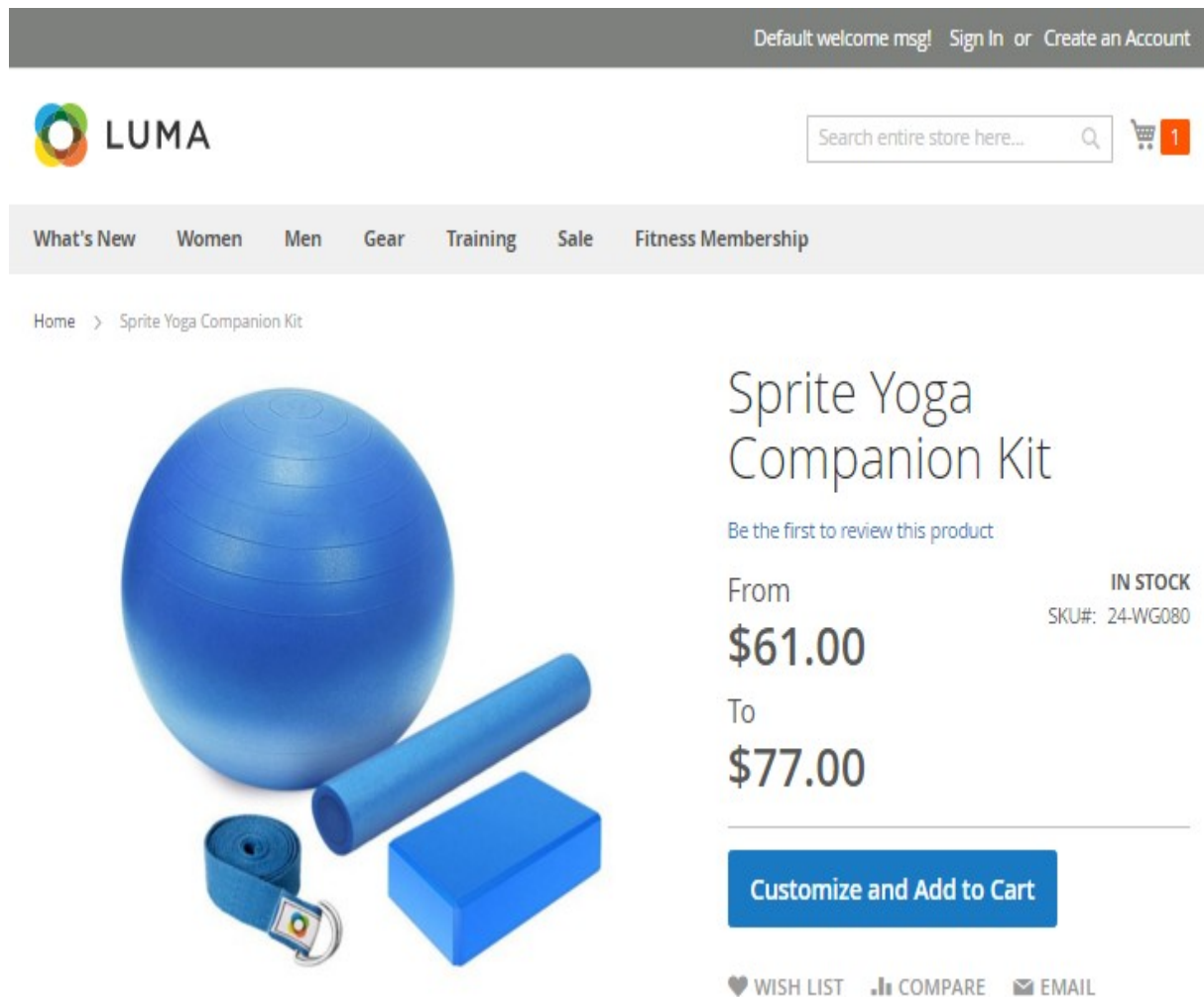


## THINGS TO REMEMBER

- Virtual products are as non-tangible products as memberships, services, warranties, or subscriptions.
- Virtual products are much like simple products, but without the Weight.
- Shipping Options is not supported if the virtual product is added to cart.

## Bundled Products

**A bundle product** includes customizable product that you can build for your own. Each item in the bundle product can be based on one of the product types: **Simple Product** and **Virtual Product**. Since then you can set either dynamic or fixed value for a bundle. You can see an example for the bundle product in the following image:



Default welcome msg! Sign In or Create an Account

LUMA

Search entire store here...

What's New Women Men Gear Training Sale Fitness Membership

Home > Sprite Yoga Companion Kit

Sprite Yoga Companion Kit

Be the first to review this product

From \$61.00 To \$77.00

IN STOCK  
SKU#: 24-WG080

Customize and Add to Cart

WISH LIST COMPARE EMAIL

The bundle product is a bit similar to the grouped product in Magento 2 because it is possible to add more items to one product and sell it. However, while your customers cannot choose among many attributes of items in the grouped products according to what they want, they can do it with the bundle products when many options are ready for their choices.

Go to the bundle product detail page, when your shoppers click on “[Customize and Add to Cart](#)” button, the selection of options in the bundle will be shown instantly. They can choose only one attribute including SKU, Size, Price or Weight for each option.

Minimum Advertised Price (MAP) is not available for Bundle products with dynamic pricing.

# Customize Sprite Yoga Companion Kit

[Go back to product details](#)

## Sprite Stasis Ball \*

- ☒ Sprite Stasis Ball 55 cm + \$23.00
- ☐ Sprite Stasis Ball 65 cm + \$27.00
- ☐ Sprite Stasis Ball 75 cm + \$32.00

Quantity

1

## Sprite Foam Yoga Brick \*

Sprite Foam Yoga Brick + \$5.00

Quantity

1

## Sprite Yoga Strap \*

- ☒ Sprite Yoga Strap 6 foot + \$14.00
- ☐ Sprite Yoga Strap 8 foot + \$17.00
- ☐ Sprite Yoga Strap 10 foot + \$21.00

Quantity

1

## Sprite Foam Roller \*

Sprite Foam Roller + \$19.00

Quantity

1

## Your Customization

Qty

1

Add to Cart

Check out with **PayPal**

**PayPal CREDIT**

Get 6 months to pay on \$99+

Subject to Credit Approval. See terms.

\$23.00

♥ WISH LIST    📊 COMPARE

## Summary

## How to create Bundle Product in Magento 2

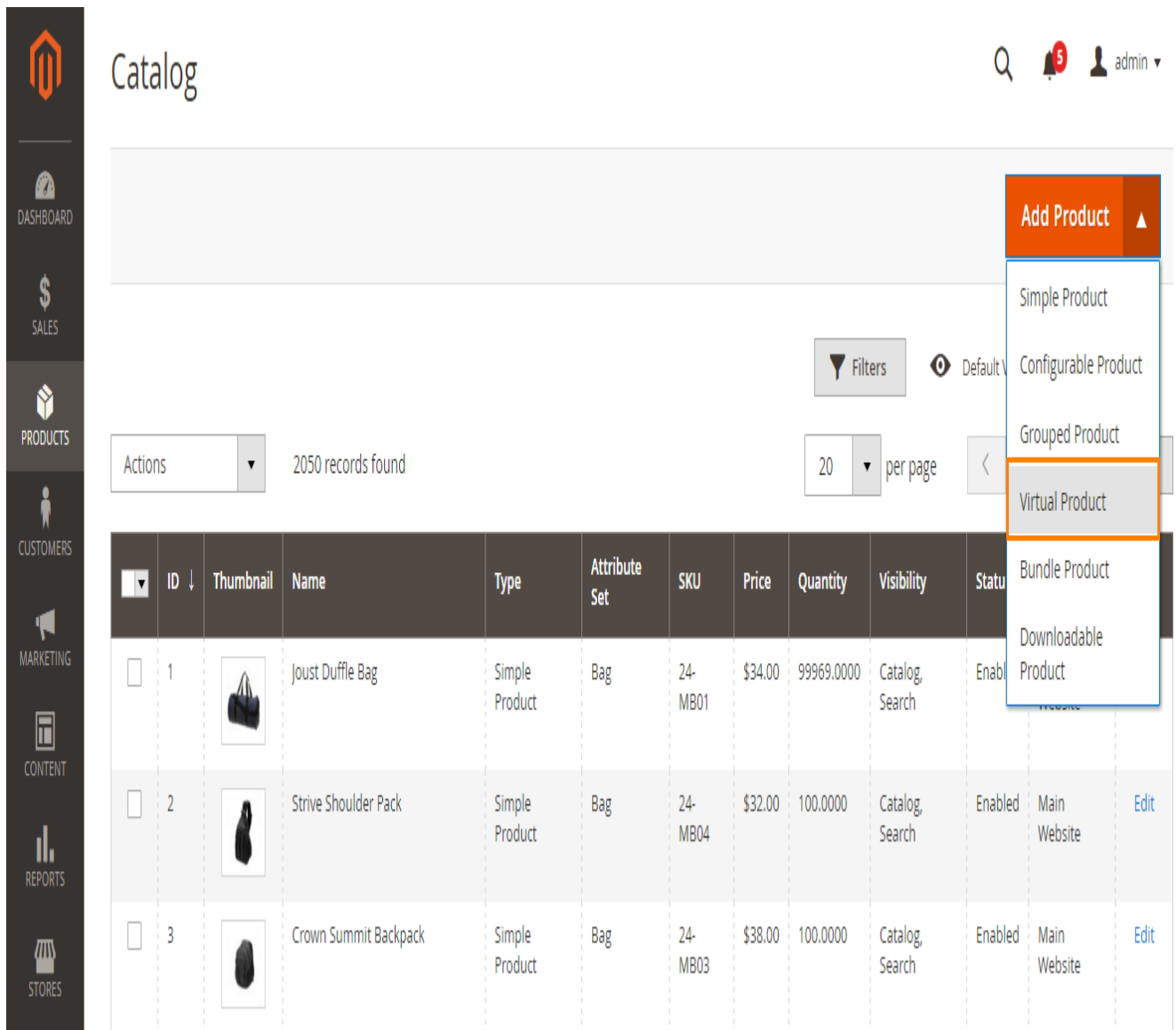
Creating Bundle Product in Magento 2 as the following steps

- [Step 1: Select the Product Type](#)
- [Step 2: Select the Product Template](#)
- [Step 3: Fill out the Required Fields](#)
- [Step 4: Fill out the Remaining Product Details](#)
- [Step 5: Add the Bundle Items](#)
- [Step 6: Generate the Product](#)
- [Step 7: View the Product in Your Store](#)

### Step 1: Select the Product Type

- On the Admin sidebar, click on Products > Inventory > Catalog.
- In the upper-right corner of the Add Product menu, select Bundle Product.





## Step 2: Select the Product Template

Follow one of two ways to select the product template:

- In the **Search** box, enter needed name of the template.
- In the list, select one of the templates you want to use

The corresponding form will be shown to configure.

# New Product

BASIC SETTINGS

Product Details

Images and Videos

Search Engine Optimization

Websites

ADVANCED SETTINGS

Default ▲

RECENT ITEMS

Bag

Bottom

Downloadable

Gear

Sprite Stasis Ball

Sprite Yoga Strap

Top

Show all...

Pr

Dynamic

Dynamic

Tax Class

None

## Step 3: Fill out the Require Fields

- In the Product Detail section, need to do:
  - Enter the Name.
  - Use the default SKU for the product, or offer another value. Then set the type of value to **Dynamic** or **Fixed**.
  - To set the product Price, need to do:
    - Choose **Dynamic**, and leave Price blank if you want the price to change according to the options selected.
    - Choose **Fixed**, and enter the Price if you want to set price for the bundle.

SKU \* 

Dynamic ▼

Price \* 

Fixed ▼


- By now the product has been not yet ready to publish, let switch to the **Off** for Product Online.
- Click on **Save** to finish this step.

#### Step 4: Fill out the Remaining Product Details

- To add an image for the product group, follow one of two options:
  - Drag and drop an image from your desktop on the **Camera** tile in the Images and Videos box.
  - In the Images and Video box, click on **Camera** title and feel free to choose the desired image from the file on the your computer.

A placeholder appears until a product image is uploaded.

- The **Quantity** is unavailable because the product group is made up of the individual product.
- To set **Weight** for shipping, follow one of the options:
  - Choose **Dynamic**, and leave **Weight** blank if you want the price to change according to the options selected.
  - Choose **Fixed**, and enter the **Weight** if you want to set product weight.

Weight  lbs -- Select --  - Dynamic  
- Fixed

- To assign the product to a **Category**, follow one of the options:
  - Type in the **Search** box to find and select a match.
  - Click on the **Show List** icon to see the category tree, then click on any available category you want to assign to the product.
  - Create new category by entering the **Category Name** and assign to the **Parent Category**, then click on **Create Category**.

Categories Gear × Men ×  start typing to search category New Category

- Write some product description if you need. Then, click on **Submit**. You can also use the **WYSIWYG Editor** for additional control.

Product Details
↻
Add Attribute ▾


Name \*

SKU \*  Dynamic ▾

Price \* \$  Dynamic ▾

Tax Class None ▾

Images and Videos Add video



Images and Videos

Quantity  In Stock ▾

Weight  lbs Dynamic ▾

Categories Gear X Men X start typing to search category New Category

Description

Font Family
Font Size

WYSIWYG Editor

Bundle Items
↻

Ship Bundle Items Together ▾

Create New Option

## Step 5: Add the Bundle Items

- In the Bundle Items section, set Ship Bundle Items to **Separately** or **Together**.
- Click on Create New Option, need to do:
  - Enter an Option Title to be used field label.
  - Set Input Type to **Drop-down**, **Radio buttons**, **Checkbox**, or **Multiple Select**
  - To make the field required, mark the Required checkbox.

New Option

Option Title

Input Type

Drop-down

▼

☒ Required

There are no products in this option.

Add Products to Option

- Click on **Add Products to Option**. Remember to mark the checkbox of each product that you want to include in this option. In case there are many products, apply the list filters and pagination controls to find the needed products.

## Add Products to New Option



Add Selected Products

Search

[Reset Filter](#)

1893 records found

20



per page



1

of 95



ID	Product	SKU	Price
	<input type="text"/>	<input type="text"/>	<input type="text" value="From"/> <input type="text" value="To"/>
<input checked="" type="checkbox"/>	Joust Duffle Bag	24-MB01	\$34.00
<input checked="" type="checkbox"/>	Strive Shoulder Pack	24-MB04	\$32.00
<input checked="" type="checkbox"/>	Crown Summit Backpack	24-MB03	\$38.00
<input type="checkbox"/>	Wayfarer Messenger Bag	24-MB05	\$45.00
<input checked="" type="checkbox"/>	Rival Field Messenger	24-MB06	\$45.00

- Choose one item to be the Default selection.
- In the **Default Quantity** column, enter the quantity of each item that in the bundle when a customer chooses the item.
- You can set the fixed quantity of each item by clearing **Use Defined** checkbox. If leave by default, the quantity can be changed.
- Do the same for other items if you want to add more.
- To remove any item from the bundle, click on the **Delete** icon.
- Repeat these steps to add as many options as needed in the bundle.
- Click on **Save** to complete.

New Option

Option Title

Input Type

Drop-down ▼

☒ Required

Default	Name	SKU	Default Quantity	User Defined	
<input checked="" type="radio"/>	Joust Duffle Bag	24-MB01	<input type="text" value="1"/>	<input checked="" type="checkbox"/>	
<input type="radio"/>	Strive Shoulder Pack	24-MB04	<input type="text" value="1"/>	<input checked="" type="checkbox"/>	
<input type="radio"/>	Crown Summit Backpack	24-MB03	<input type="text" value="1"/>	<input checked="" type="checkbox"/>	
<input type="radio"/>	Rival Field Messenger	24-MB06	<input type="text" value="1"/>	<input checked="" type="checkbox"/>	

Add Products to Option

## Step 6: Generate the Product

- Set the Product Online switch to the “On” position whenever you are ready to publish the product in the catalog.
- Then **Save & Close** on the **Save** menu.

## New Product

admin ▼

← Back

Save

▲

Save & New

Save & Duplicate

Save & Close

BASIC SETTINGS

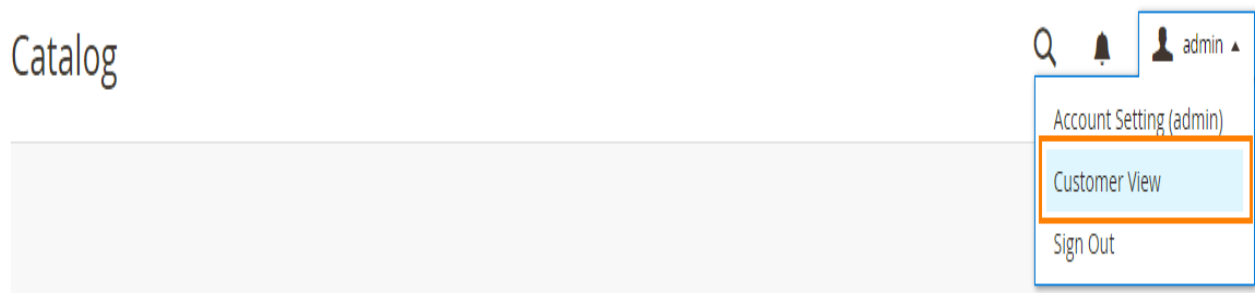
Product Details

Default ▼

Product Details

## Step 7: View the Product in Your Store

On the Admin menu, choose Customer View.



## THINGS TO REMEMBER

- Store admins can create a new bundle product by himself.
- Bundle items can be simple or virtual products without custom options.
- The Price, SKU and Weight of the bundle product can be either “Fixed” or “Dynamic”.
- The Quantity can be a preset or user-defined value.
- The items in the bundle product can be shipped together or separately.