ZALORA

Product Grouping

Enhance Your Product Visibility and Sales

2025

Product Grouping - Enhance Your Product Visibility and Sales

Grouping variations of your product can boost sales because customers can:

- **Select from a broader selection**
  The likelihood of customers purchasing your product is higher

- **Easier to find alternative products:** customers can purchase items in other available colors if the one they desire is out of stock.

The differences in these variations may include:
- **Color**
- **Each item in the bundled product**

Product Grouping - Example

Other variations are displayed under the product if you use the grouping feature.

Set Product Grouping

Fill in your product details in the section **Additional Information > Product Group**

In the Group column, enter the group name using the product name that has similarities or the product code without the color code (1 product model) > Click "**Create New Group**"

If you have selected a group name, products that have the same group name will automatically appear in your product group list > Click "**Submit**".

Add New Product

Save and Copy   Submit

Product Group
Add a group to your products

Groups

🔍 Dress

Nothing found

Create new group

Group Mini dress selected
Your product will be added to this group   🗑

Image	Name ▲	SKU ⇕
	Mini Dress Black	RMQM-BLACK
	Mini Dress Blue	RMQM-BLUE

Content Score   100% ⓘ

⊘ Basic Information

Product Name & Brand

Category

⊘ Images

⊘ Additional Information

Main

No Group Selected

Additional Product Data

Description & Measurements

Earth Edit (Sustainability)

Pre-Loved Luxury Product Attributes

Product Group

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