LULU STEP-BY-STEP GUIDE

Drop Shipping plan limits for synced products

For store owners on the Drop Shipping app: what counts toward your plan's synced product limit, what happens when you reach it, how to free a slot, and how to check your usage and upgrade.

For: Everyone · About 5 minutes · 6 steps · Updated November 20, 2026

Before you start This guide is for stores that have the Drop Shipping app installed. Each store has its own Drop Shipping plan and its own limit. Without the app installed, no synced product limit applies.

Steps at a glance

1. Know what counts
2. Check the limit for your plan
3. See your usage
4. What happens when you reach the limit
5. Free a slot
6. Upgrade for a higher limit

STEP 1

Know what counts

Your plan limits the number of "active synced products": products in your store that are linked to a supplier and are not archived. Draft products count too — a supplier product you import arrives as a draft and is already being kept in sync, so it uses a slot from the moment it is imported.

- Products you duplicate, create yourself, or restore from a backup are not linked to a supplier, so they do not count.
- Archived products do not count.

STEP 2

Check the limit for your plan

The limit per Drop Shipping plan is: Launch 250 products, Growth 2,500, Scale 10,000 and Enterprise 50,000.

- Launch is 19 a month, Growth 49, Scale 99 and Enterprise 299 (US dollars). Check the plan page in the App Store for the current price.
- Separately, the plan also limits how many stores of a store group can be read in the multi-store reports (1, 1, 3 and 10).

STEP 3

See your usage

In your admin open Dropshipping. A usage card near the top shows a line such as "183 of 250 synced products", the name of your plan, and a bar. From 80 percent a warning appears, and at or over the limit a stronger notice appears with a "See plans" link to the Drop Shipping app page.

- The same figure appears in the Usage card of the Drop Shipping app in the App Store.

STEP 4

What happens when you reach the limit

Two things are refused: importing a supplier product, and taking an archived supplier product out of the archive. A bulk import adds products up to your limit, stops there, and its result message reports how many were left out (for example "3 products were not added: the synced product limit (250) is reached"). You can retry them after you free slots or upgrade.

- Nothing you already have is removed, archived or stopped. All existing products keep syncing stock, cost and tracking.
- If a downgrade leaves you over your limit, the same applies: everything keeps syncing and only new additions are refused until you are back under the limit.

STEP 5

Free a slot

Go to Products and archive (or delete) products you no longer sell from your supplier. Archived and deleted products stop counting, so the usage card goes down and you can import again.

- Archiving is best if you may sell the product again, but note that un-archiving it uses a slot again and is refused at the limit.

STEP 6

Upgrade for a higher limit

On the usage card click "See plans", or open the Drop Shipping app in the App Store, choose a larger plan and confirm. The new limit applies as soon as the plan changes. The message you get when a limit is reached also names the plan that raises it.

Check your work

- You know your plan's limit and your current usage.
- Products you no longer sell are archived or deleted.
- Any bulk import that was cut short has been repeated after freeing slots or upgrading.

Troubleshooting

Do draft products count?

Yes. Any product linked to a supplier that is not archived counts, drafts included.

I archived a product but my usage did not change.

Reload the Dropshipping page. If the product is still listed as active elsewhere (for example a second copy linked to a supplier), it still counts.

My bulk import stopped part-way.

It stops at your limit and reports how many products were not added. Free slots or upgrade, then import the rest.

Will products be removed if I downgrade?

No. Nothing is removed or stops syncing. You will only be refused new imports and un-archiving until you are back under the limit.

I can't un-archive a product.

Un-archiving counts the product again, so it is refused at the limit. Archive something else or upgrade.

I do not see the usage card.

The card appears for stores with the Drop Shipping app installed and a plan limit. Check the app is installed in the App Store.

Need a hand? Contact support at https://lulu.us.com/contact. Screenshots use demonstration accounts; personal details were replaced.