# Product

## I.1.1.1 **Thing > Product**

Any offered product or service. For example: a pair of shoes; a concert ticket; the rental of a car; a haircut; or an episode of a TV show streamed online.

Usage: Over 1,000,000 domains

- Leave public feedback on this term
- Check for open issues.
- 'Product' is mentioned in layer: core

<table>
<thead>
<tr>
<th>Property</th>
<th>Expected Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>additionalProperty</strong></td>
<td><strong>PropertyValue</strong></td>
<td>A property-value pair representing an additional characteristic of the entity, e.g. a product feature or another characteristic for which there is no matching property in schema.org. Note: Publishers should be aware that applications designed to use specific schema.org properties (e.g. <a href="http://schema.org/width">http://schema.org/width</a>, <a href="http://schema.org/color">http://schema.org/color</a>, <a href="http://schema.org/gtin13">http://schema.org/gtin13</a>, ...) will typically expect such data to be provided using those properties, rather than using the generic property/value mechanism.</td>
</tr>
<tr>
<td><strong>aggregateRating</strong></td>
<td><strong>AggregateRating</strong></td>
<td>The overall rating, based on a collection of reviews or ratings, of the item.</td>
</tr>
<tr>
<td><strong>audience</strong></td>
<td><strong>Audience</strong></td>
<td>An intended audience, i.e. a group for whom something was created. Supersedes serviceAudience.</td>
</tr>
<tr>
<td><strong>award</strong></td>
<td><strong>Text</strong></td>
<td>An award won by or for this item. Supersedes awards.</td>
</tr>
<tr>
<td><strong>brand</strong></td>
<td><strong>Brand</strong> or</td>
<td>The brand(s) associated with a</td>
</tr>
<tr>
<td>Property</td>
<td>Expected Type</td>
<td>Description</td>
</tr>
<tr>
<td>-----------------------</td>
<td>---------------------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Organization</strong></td>
<td></td>
<td>product or service, or the brand(s) maintained by an organization or business person.</td>
</tr>
<tr>
<td><strong>category</strong></td>
<td>Text or Thing</td>
<td>A category for the item. Greater signs or slashes can be used to informally indicate a category hierarchy.</td>
</tr>
<tr>
<td><strong>color</strong></td>
<td>Text</td>
<td>The color of the product.</td>
</tr>
<tr>
<td><strong>depth</strong></td>
<td>Distance or QuantitativeValue</td>
<td>The depth of the item.</td>
</tr>
<tr>
<td><strong>gtin12</strong></td>
<td>Text</td>
<td>The GTIN-12 code of the product, or the product to which the offer refers. The GTIN-12 is the 12-digit GS1 Identification Key composed of a U.P.C. Company Prefix, Item Reference, and Check Digit used to identify trade items. See GS1 GTIN Summary for more details.</td>
</tr>
<tr>
<td><strong>gtin13</strong></td>
<td>Text</td>
<td>The GTIN-13 code of the product, or the product to which the offer refers. This is equivalent to 13-digit ISBN codes and EAN UCC-13. Former 12-digit UPC codes can be converted into a GTIN-13 code by simply adding a preceding zero. See GS1 GTIN Summary for more details.</td>
</tr>
<tr>
<td><strong>gtin14</strong></td>
<td>Text</td>
<td>The GTIN-14 code of the product, or the product to which the offer refers. See GS1 GTIN Summary for more details.</td>
</tr>
<tr>
<td><strong>gtin8</strong></td>
<td>Text</td>
<td>The GTIN-8 code of the product, or the product to which the offer refers. This code is also known as EAN/UCC-8 or 8-digit EAN. See GS1 GTIN Summary for more details.</td>
</tr>
<tr>
<td><strong>height</strong></td>
<td>Distance or QuantitativeValue</td>
<td>The height of the item.</td>
</tr>
<tr>
<td><strong>isAccessoryOrSparePartFor</strong></td>
<td>Product</td>
<td>A pointer to another product (or multiple products) for which this product is an accessory or spare part.</td>
</tr>
<tr>
<td>Property</td>
<td>Expected Type</td>
<td>Description</td>
</tr>
<tr>
<td>---------------------</td>
<td>--------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td><code>isConsumableFor</code></td>
<td>Product</td>
<td>A pointer to another product (or multiple products) for which this product is a consumable.</td>
</tr>
<tr>
<td><code>isRelatedTo</code></td>
<td>Product or Service</td>
<td>A pointer to another, somehow related product (or multiple products).</td>
</tr>
<tr>
<td><code>isSimilarTo</code></td>
<td>Product or Service</td>
<td>A pointer to another, functionally similar product (or multiple products).</td>
</tr>
<tr>
<td><code>itemCondition</code></td>
<td>OfferItemCondition</td>
<td>A predefined value from OfferItemCondition or a textual description of the condition of the product or service, or the products or services included in the offer.</td>
</tr>
<tr>
<td><code>logo</code></td>
<td>ImageObject or URL</td>
<td>An associated logo.</td>
</tr>
<tr>
<td><code>manufacturer</code></td>
<td>Organization</td>
<td>The manufacturer of the product.</td>
</tr>
<tr>
<td><code>model</code></td>
<td>ProductModel or Text</td>
<td>The model of the product. Use with the URL of a ProductModel or a textual representation of the model identifier. The URL of the ProductModel can be from an external source. It is recommended to additionally provide strong product identifiers via the gtin8/gtin13/gtin14 and mpn properties.</td>
</tr>
<tr>
<td><code>mpn</code></td>
<td>Text</td>
<td>The Manufacturer Part Number (MPN) of the product, or the product to which the offer refers.</td>
</tr>
<tr>
<td><code>offers</code></td>
<td>Offer</td>
<td>An offer to provide this item—for example, an offer to sell a product, rent the DVD of a movie, perform a service, or give away tickets to an event.</td>
</tr>
<tr>
<td><code>productID</code></td>
<td>Text</td>
<td>The product identifier, such as ISBN. For example: <code>meta itemprop=&quot;productID&quot; content=&quot;isbn:123-456-789&quot;</code>.</td>
</tr>
<tr>
<td>Property</td>
<td>Expected Type</td>
<td>Description</td>
</tr>
<tr>
<td>---------------------</td>
<td>---------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>productionDate</td>
<td>Date</td>
<td>The date of production of the item, e.g. vehicle.</td>
</tr>
<tr>
<td>purchaseDate</td>
<td>Date</td>
<td>The date the item e.g. vehicle was purchased by the current owner.</td>
</tr>
<tr>
<td>releaseDate</td>
<td>Date</td>
<td>The release date of a product or product model. This can be used to distinguish the exact variant of a product.</td>
</tr>
<tr>
<td>review</td>
<td>Review</td>
<td>A review of the item. Supersedes reviews.</td>
</tr>
<tr>
<td>sku</td>
<td>Text</td>
<td>The Stock Keeping Unit (SKU), i.e. a merchant-specific identifier for a product or service, or the product to which the offer refers.</td>
</tr>
<tr>
<td>weight</td>
<td>QuantitativeValue</td>
<td>The weight of the product or person.</td>
</tr>
<tr>
<td>width</td>
<td>Distance or QuantitativeValue</td>
<td>The width of the item.</td>
</tr>
<tr>
<td>Properties from Thing</td>
<td></td>
<td>An additional type for the item, typically used for adding more specific vocabularies in microdata syntax. This is a relationship between something and a class that the thing is in. In RDFa syntax, it is better to use the native RDFa syntax - the 'typeof' attribute - for multiple types. Schema.org tools may have only weaker understanding of extra types, in particular those defined externally.</td>
</tr>
<tr>
<td>additionalType</td>
<td>URL</td>
<td>An alias for the item.</td>
</tr>
<tr>
<td>description</td>
<td>Text</td>
<td>A description of the item.</td>
</tr>
<tr>
<td>disambiguatingDescription</td>
<td>Text</td>
<td>A sub property of description. A short description of the item used to disambiguate from other, similar items. Information from other properties (in particular, name) may</td>
</tr>
<tr>
<td>Property</td>
<td>Expected Type</td>
<td>Description</td>
</tr>
<tr>
<td>------------------------</td>
<td>------------------------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>image</td>
<td>ImageObject or URL</td>
<td>An image of the item. This can be a URL or a fully described ImageObject.</td>
</tr>
<tr>
<td>mainEntityOfPage</td>
<td>CreativeWork or URL</td>
<td>Indicates a page (or other CreativeWork) for which this thing is the main entity being described. See background notes for details. Inverse property: mainEntity.</td>
</tr>
<tr>
<td>name</td>
<td>Text</td>
<td>The name of the item.</td>
</tr>
<tr>
<td>potentialAction</td>
<td>Action</td>
<td>Indicates a potential Action, which describes an idealized action in which this thing would play an 'object' role.</td>
</tr>
<tr>
<td>sameAs</td>
<td>URL</td>
<td>URL of a reference Web page that unambiguously indicates the item's identity. E.g. the URL of the item's Wikipedia page, Freebase page, or official website.</td>
</tr>
<tr>
<td>url</td>
<td>URL</td>
<td>URL of the item.</td>
</tr>
</tbody>
</table>

Instances of Product may appear as values for the following properties

<table>
<thead>
<tr>
<th>Property</th>
<th>On Types</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>isAccessoryOrSparePartFor</td>
<td>Product</td>
<td>A pointer to another product (or multiple products) for which this product is an accessory or spare part.</td>
</tr>
<tr>
<td>isBasedOn</td>
<td>CreativeWork</td>
<td>A resource that was used in the creation of this resource. This term can be repeated for multiple sources. For example, <a href="http://example.com/great-multiplication-intro.html">http://example.com/great-multiplication-intro.html</a>. Supersedes IsBasedOnUrl.</td>
</tr>
<tr>
<td>isConsumableFor</td>
<td>Product</td>
<td>A pointer to another product (or multiple products) for which this product is a consumable.</td>
</tr>
<tr>
<td>isRelatedTo</td>
<td>Product or</td>
<td>A pointer to another, somehow</td>
</tr>
<tr>
<td>Property</td>
<td>On Types</td>
<td>Description</td>
</tr>
<tr>
<td>---------------</td>
<td>----------------------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>isSimilarTo</td>
<td>Product or Service</td>
<td>A pointer to another, functionally similar product (or multiple products).</td>
</tr>
<tr>
<td>itemOffered</td>
<td>Demand or Offer</td>
<td>The item being offered.</td>
</tr>
<tr>
<td>itemShipped</td>
<td>ParcelDelivery</td>
<td>Item(s) being shipped.</td>
</tr>
<tr>
<td>orderedItem</td>
<td>Order or OrderItem</td>
<td>The item ordered.</td>
</tr>
<tr>
<td>owns</td>
<td>Organization or Person</td>
<td>Products owned by the organization or person.</td>
</tr>
<tr>
<td>productSupported</td>
<td>ContactPoint</td>
<td>The product or service this support contact point is related to (such as product support for a particular product line). This can be a specific product or product line (e.g. “iPhone”) or a general category of products or services (e.g. “smartphones”).</td>
</tr>
<tr>
<td>typeOfGood</td>
<td>OwnershipInfo or TypeAndQuantityNode</td>
<td>The product that this structured value is referring to.</td>
</tr>
</tbody>
</table>

**More specific Types**

- IndividualProduct
- ProductModel
- SomeProducts
- Vehicle

**I.1.1.2 Acknowledgement**

This term uses terminology from the GoodRelations Vocabulary for E-Commerce, created by Martin Hepp. GoodRelations is a data model for sharing e-commerce data on the Web. More information about GoodRelations can be found at [http://purl.org/goodrelations/](http://purl.org/goodrelations/).

**Examples**

Example 1
Kenmore White 17" Microwave

Rated 3.5/5 based on 11 customer reviews

$55.00
In stock

Product description:
0.7 cubic feet countertop microwave. Has six preset cooking categories and convenience features like Add-A-Minute and Child Lock.

Customer reviews:
Not a happy camper - by Ellie, April 1, 2011
1/5 stars
The lamp burned out and now I have to replace it.

Value purchase - by Lucas, March 25, 2011
4/5 stars
Great microwave for the price. It is small and fits in my apartment.

...
The lamp burned out and now I have to replace it. 

---

**Value purchase** - by Lucas, March 25, 2011

Great microwave for the price. It is small and fits in my apartment.

---

**Kenmore White 17" Microwave**

Rated 3.5/5 based on 11 customer reviews

Customer reviews:

**Not a happy camper** - by Ellie, April 1, 2011

---

Product description:

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Product description:

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The lamp burned out and now I have to replace it.

**Value purchase** - by Lucas, March 25, 2011

Great microwave for the price. It is small and fits in my apartment.

---

**JSON-ld**

```json
{
  "@context": "http://schema.org",
  "@type": "Product",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "3.5",
    "reviewCount": "11"
  },
  "description": "0.7 cubic feet countertop microwave. Has six preset cooking categories and convenience features like Add-A-Minute and Child Lock."
  ,
  "name": "Kenmore White 17\" Microwave",
  "image": "kenmore-microwave-17in.jpg",
  "offers": {
    "@type": "Offer",
    "availability": "http://schema.org/InStock",
    "price": "55.00",
    "priceCurrency": "USD"
  },
  "review": [
    {
      "@type": "Review",
      "author": "Ellie",
      "datePublished": "2011-04-01",
      "description": "The lamp burned out and now I have to replace it."
    ,
      "name": "Not a happy camper",
      "reviewRating": {
        "@type": "Rating",
```
"bestRating": "5",
"ratingValue": "1",
"worstRating": "1"
}
],
{
"@type": "Review",
"author": "Lucas",
"datePublished": "2011-03-25",
"description": "Great microwave for the price. It is small and fits in my apartment.",
"name": "Value purchase",
"reviewRating": {
  "@type": "Rating",
  "bestRating": "5",
  "ratingValue": "4",
  "worstRating": "1"
}
}
]
</script>

Example 2

Without Markup

Dell UltraSharp 30" LCD Monitor
87 out of 100 based on 24 user ratings
$1250 to $1495 from 8 sellers
Sellers:
<a href="save-a-lot-monitors.com/dell-30.html">
    Save A Lot Monitors - $1250</a>
<a href="jondoe-gadgets.com/dell-30.html">
    Jon Doe's Gadgets - $1350</a>
...

Microdata

<div itemscope itemtype="http://schema.org/Product">
    <img itemprop="image" src="dell-30in-lcd.jpg" alt="A Dell UltraSharp monitor"/>
    <span itemprop="name">Dell UltraSharp 30" LCD Monitor</span>
    <div itemprop="aggregateRating" itemscope itemtype="http://schema.org/AggregateRating">
        <span itemprop="ratingValue">87</span>
        out of <span itemprop="bestRating">100</span> based on <span itemprop="ratingCount">24</span> user ratings
    </div>
    <div itemprop="offers" itemscope itemtype="http://schema.org/AggregateOffer">
        <span itemprop="lowPrice">$1250</span>
    </div>
</div>
to $1495</span>
from $1250</a></div>
</div>
</div>

Sellers:
<div itemprop="offers" itemscope itemtype="http://schema.org/Offer">
<a itemprop="url" href="save-a-lot-monitors.com/dell-30.html">
Save A Lot Monitors - $1250</a></div>
</div>
</div>

...
Example 3

Without Markup

```html
<div>
  <!-- http://multivarki.ru?filters%5Bprice%5D%5BLTE%5D=39600 -->
  <span>315</span>
  <div>
    <img alt="Photo of product" src="http://img01.multivarki.ru.ru/c9/f1/a5fe6642-18d0-47ad-b038-6fca20f1c923.jpeg" />
    <a href="http://multivarki.ru/brand_502/">
      <span>BRAND 502</span>
    </a>
    <div>
      <span>4399 р.</span>
    </div>
    ...
    ...
  </div>
</div>
```

Microdata

```html
<div itemscope itemtype="http://schema.org/ItemList">
  <link itemprop="url" href="http://multivarki.ru?filters%5Bprice%5D%5BLTE%5D=39600" />
  <span itemprop="numberOfItems">315</span>
  <div itemscope itemtype="http://schema.org/Product">
    <img alt="Photo of product" itemprop="image"
```
"name": "Brand 502",
},
"@type": "Product",
"name": "...
}
},
"offers": {
"@type": "Offer",
"price": "4399 p."
}
}</script>