

Size Chart, No App

A reusable, accessible Shopify size chart with a metaobject and a modal. By Kaspian Fuad.

The idea

Metaobject stores it, a modal shows it
Reusable across products. No app, no fee.

Real HTML table, not an image
Reflows on mobile, screen readers can read it.

No native feature

Shopify has no size-chart toggle
Its help tutorial makes you build one.

Metaobjects = the documented pattern
shopify.dev lists size charts as a use case.

The returns case

Size/fit = 53% of apparel returns
Coresight/3DLOOK 2023 (vendor-commissioned).

US ecommerce returns 19.3% (NRF 2025)
A chart is the cheapest fix for the #1 reason.

What the apps cost

Kiwi Sizing free (3), then \$8-\$27/mo
MP Size Chart similar. Both add a JS widget.

Built for many charts + AI recommender
For one static chart, that is a scope mismatch.

Step 1: the metaobject

Settings > Custom data > Metaobjects
New definition 'Size chart'.

Fields: heading, table, notes
'table' = multi-line text holding an HTML table.

Step 2: the product link

Custom data > Products > Add definition
Metafield custom.size_chart.

Type = Metaobject reference
Attach ONE chart to MANY products. Reuse.

Step 3: the table HTML

Paste a <table> into the 'table' field
thead + tbody, Size / Chest / Waist / Length.

A real table = accessible + responsive
Edit the numbers per garment type.

The snippet

snippets/size-chart.liquid
Button + modal, renders only if a chart is set.

{% render 'size-chart' %} by the buy buttons
On a DUPLICATE theme, not live.

Accessible modal (the key bit)

role=dialog, aria-modal, aria-labelledby
Announced as a named dialog.

Focus in + trapped, Esc closes, focus returns
The WAI-ARIA dialog pattern. ~30 lines JS.

Keep it fast

Data from Liquid = no fetch, no app SDK
JS runs on click, not on load.

Modal starts hidden = no flash, no CLS
A rounding error in your Core Web Vitals.

When an app IS worth it

Dozens of charts, AI size recommender
Multi-language, per-variant, analytics.

For one table on a few products, it is not
That is what this snippet is for.