

Cost per message in USD on the WhatsApp Business Platform, effective October 1, 2026

This is not our current rate card. This reflects future updates to rates. Please refer here for our current rates: <https://developers.facebook.com/docs/whatsapp/pricing#rate-cards>

Effective October 1, 2026 - Rates below will apply. Learn more here: <https://developers.facebook.com/docs/whatsapp/pricing#updates-to-rate-cards>

Market	Currency	Marketing	Utility	Authentication	Authentication- International	Service
Argentina	USD	0.0618	0.0260	0.0260	n/a	0.0260
Bangladesh	USD	0.0732	0.0037	0.0037	0.0960	0.0037
Brazil	USD	0.0625	0.0068	0.0068	n/a	0.0068
Chile	USD	0.0889	0.0200	0.0200	n/a	0.0200
Colombia	USD	0.0125	0.0008	0.0008	n/a	0.0008
Egypt	USD	0.0644	0.0036	0.0036	0.0650	0.0036
France	USD	0.0859	0.0300	0.0300	n/a	0.0300
Germany	USD	0.1365	0.0550	0.0550	n/a	0.0550
Hong Kong	USD	0.0732	0.0260	0.0260	n/a	0.0260
Hungary	USD	0.0860	0.0350	0.0350	n/a	0.0350
India	USD	0.0118	0.0014	0.0014	0.0304	0.0014
Indonesia	USD	0.0411	0.0250	0.0250	0.1360	0.0250
Iraq	USD	0.0341	0.0079	0.0079	0.1280	0.0079
Israel	USD	0.0353	0.0053	0.0053	n/a	0.0053
Italy	USD	0.0795	0.0300	0.0300	n/a	0.0300
Kazakhstan	USD	0.0604	0.0180	0.0180	0.1600	0.0180
Kuwait	USD	0.0792	0.0440	0.0440	0.1200	0.0440
Malaysia	USD	0.0860	0.0140	0.0140	0.0418	0.0140
Mexico	USD	0.0397	0.0085	0.0085	n/a	0.0085
Morocco	USD	0.0414	0.0230	0.0230	0.0811	0.0230
Netherlands	USD	0.1597	0.0500	0.0500	n/a	0.0500
Nepal	USD	0.0732	0.0034	0.0034	0.1120	0.0034
Nigeria	USD	0.0516	0.0067	0.0067	0.0750	0.0067
Oman	USD	0.0341	0.0247	0.0247	0.0600	0.0247
Pakistan	USD	0.0473	0.0150	0.0150	0.0750	0.0150
Peru	USD	0.0703	0.0300	0.0300	n/a	0.0300
Poland	USD	0.0366	0.0122	0.0122	n/a	0.0122
Qatar	USD	0.0341	0.0120	0.0120	n/a	0.0120
Romania	USD	0.0860	0.0290	0.0290	n/a	0.0290
Russia	USD	0.0802	0.0400	0.0400	n/a	0.0400
Saudi Arabia	USD	0.0576	0.0107	0.0107	0.0598	0.0107
Singapore	USD	0.0732	0.0160	0.0160	n/a	0.0160
South Africa	USD	0.0379	0.0095	0.0095	0.0200	0.0095
Spain	USD	0.0707	0.0200	0.0200	n/a	0.0200
Sri Lanka	USD	0.0732	0.0020	0.0020	0.1440	0.0020
Turkey	USD	0.0109	0.0009	0.0009	n/a	0.0009
Ukraine	USD	0.0860	0.0298	0.0298	0.0746	0.0298
United Arab Emirates	USD	0.0576	0.0157	0.0157	0.0510	0.0157
United Kingdom	USD	0.0635	0.0220	0.0220	n/a	0.0220
North America	USD	0.0250	0.0034	0.0034	n/a	0.0034
Rest of Africa	USD	0.0225	0.0040	0.0040	n/a	0.0040
Rest of Asia Pacific	USD	0.0842	0.0113	0.0113	n/a	0.0113
Rest of Central & Eastern Europe	USD	0.0860	0.0212	0.0212	n/a	0.0212
Rest of Latin America	USD	0.0740	0.0113	0.0113	n/a	0.0113
Rest of Middle East	USD	0.0392	0.0091	0.0091	n/a	0.0091
Rest of Western Europe	USD	0.0592	0.0171	0.0171	n/a	0.0171
Other	USD	0.0604	0.0077	0.0077	n/a	0.0077

Cost per message in USD on the WhatsApp Business Platform, effective October 1, 2026 - Reflecting volume tiers for utility and authentication messages

This is not our current rate card. This reflects future updates to rates. Please refer here for our current rates: <https://developers.facebook.com/docs/whatsapp/pricing/rate-cards>

Please refer here for more detail on our volume tiers, effective as of July 1, 2025: <https://developers.facebook.com/docs/whatsapp/pricing/updates-to-pricing#volume-tiers>

Market (per rate card)	Currency	Utility					Authentication					Authentication-International				
		Messages (per month)		What we charge			Messages (per month)		What we charge			Messages (per month)		What we charge		
		From	To	Rate type	Rate	vs. List rate	From	To	Rate type	Rate	vs. List rate	From	To	Rate type	Rate	vs. List rate
Argentina	USD	0	100,000	List rate	0.0260	0%	0	120,000	List rate	0.0260	0%	n/a	n/a	List rate	n/a	n/a
	USD	100,001	1,000,000	Tier rate	0.0247	-5%	120,001	400,000	Tier rate	0.0247	-5%	n/a	n/a	Tier rate	n/a	n/a
	USD	1,000,001	4,500,000	Tier rate	0.0234	-10%	400,001	1,000,000	Tier rate	0.0234	-10%	n/a	n/a	Tier rate	n/a	n/a
	USD	4,500,001	15,000,000	Tier rate	0.0221	-15%	1,000,001	5,000,000	Tier rate	0.0221	-15%	n/a	n/a	Tier rate	n/a	n/a
	USD	15,000,001	30,000,000	Tier rate	0.0208	-20%	5,000,001	10,000,000	Tier rate	0.0208	-20%	n/a	n/a	Tier rate	n/a	n/a
	USD	30,000,001	--	Tier rate	0.0195	-25%	10,000,001	--	Tier rate	0.0195	-25%	n/a	n/a	Tier rate	n/a	n/a
Bangladesh	USD	0	150,000	List rate	0.0037	0%	0	100,000	List rate	0.0037	0%	0	100,000	List rate	0.0960	0%
	USD	150,001	1,000,000	Tier rate	0.0035	-5%	100,001	300,000	Tier rate	0.0035	-5%	100,001	300,000	Tier rate	0.0912	-5%
	USD	1,000,001	4,000,000	Tier rate	0.0033	-10%	300,001	1,000,000	Tier rate	0.0033	-10%	300,001	1,000,000	Tier rate	0.0864	-10%
	USD	4,000,001	25,000,000	Tier rate	0.0031	-15%	1,000,001	10,000,000	Tier rate	0.0031	-15%	1,000,001	10,000,000	Tier rate	0.0816	-15%
	USD	25,000,001	50,000,000	Tier rate	0.0030	-20%	10,000,001	20,000,000	Tier rate	0.0030	-20%	10,000,001	20,000,000	Tier rate	0.0768	-20%
	USD	50,000,001	--	Tier rate	0.0028	-25%	20,000,001	--	Tier rate	0.0028	-25%	20,000,001	--	Tier rate	0.0720	-25%
Brazil	USD	0	250,000	List rate	0.0068	0%	0	500,000	List rate	0.0068	0%	n/a	n/a	n/a	n/a	n/a
	USD	250,001	2,000,000	Tier rate	0.0065	-5%	500,001	3,000,000	Tier rate	0.0065	-5%	n/a	n/a	Tier rate	n/a	n/a
	USD	2,000,001	17,000,000	Tier rate	0.0061	-10%	3,000,001	5,250,000	Tier rate	0.0061	-10%	n/a	n/a	Tier rate	n/a	n/a
	USD	17,000,001	35,000,000	Tier rate	0.0058	-15%	5,250,001	10,000,000	Tier rate	0.0058	-15%	n/a	n/a	Tier rate	n/a	n/a
	USD	35,000,001	70,000,000	Tier rate	0.0054	-20%	10,000,001	20,000,000	Tier rate	0.0054	-20%	n/a	n/a	Tier rate	n/a	n/a
	USD	70,000,001	--	Tier rate	0.0051	-25%	20,000,001	--	Tier rate	0.0051	-25%	n/a	n/a	Tier rate	n/a	n/a
Chile	USD	0	100,000	List rate	0.0200	0%	0	120,000	List rate	0.0200	0%	n/a	n/a	n/a	n/a	n/a
	USD	100,001	1,000,000	Tier rate	0.0190	-5%	120,001	400,000	Tier rate	0.0190	-5%	n/a	n/a	Tier rate	n/a	n/a
	USD	1,000,001	4,500,000	Tier rate	0.0180	-10%	400,001	1,000,000	Tier rate	0.0180	-10%	n/a	n/a	Tier rate	n/a	n/a
	USD	4,500,001	15,000,000	Tier rate	0.0170	-15%	1,000,001	5,000,000	Tier rate	0.0170	-15%	n/a	n/a	Tier rate	n/a	n/a
	USD	15,000,001	30,000,000	Tier rate	0.0160	-20%	5,000,001	10,000,000	Tier rate	0.0160	-20%	n/a	n/a	Tier rate	n/a	n/a
	USD	30,000,001	--	Tier rate	0.0150	-25%	10,000,001	--	Tier rate	0.0150	-25%	n/a	n/a	Tier rate	n/a	n/a
Colombia	USD	0	100,000	List rate	0.0008	0%	0	120,000	List rate	0.0008	0%	n/a	n/a	n/a	n/a	n/a
	USD	100,001	1,000,000	Tier rate	0.0008	-5%	120,001	400,000	Tier rate	0.0008	-5%	n/a	n/a	Tier rate	n/a	n/a
	USD	1,000,001	4,500,000	Tier rate	0.0007	-10%	400,001	1,000,000	Tier rate	0.0007	-10%	n/a	n/a	Tier rate	n/a	n/a
	USD	4,500,001	15,000,000	Tier rate	0.0007	-15%	1,000,001	5,000,000	Tier rate	0.0007	-15%	n/a	n/a	Tier rate	n/a	n/a
	USD	15,000,001	30,000,000	Tier rate	0.0006	-20%	5,000,001	10,000,000	Tier rate	0.0006	-20%	n/a	n/a	Tier rate	n/a	n/a
	USD	30,000,001	--	Tier rate	0.0006	-25%	10,000,001	--	Tier rate	0.0006	-25%	n/a	n/a	Tier rate	n/a	n/a
Egypt	USD	0	100,000	List rate	0.0036	0%	0	300,000	List rate	0.0036	0%	0	300,000	List rate	0.0650	0%
	USD	100,001	1,000,000	Tier rate	0.0034	-5%	300,001	2,000,000	Tier rate	0.0034	-5%	300,001	2,000,000	Tier rate	0.0618	-5%
	USD	1,000,001	4,500,000	Tier rate	0.0032	-10%	2,000,001	10,000,000	Tier rate	0.0032	-10%	2,000,001	10,000,000	Tier rate	0.0585	-10%
	USD	4,500,001	40,000,000	Tier rate	0.0031	-15%	10,000,001	20,000,000	Tier rate	0.0031	-15%	10,000,001	20,000,000	Tier rate	0.0553	-15%
	USD	40,000,001	80,000,000	Tier rate	0.0029	-20%	20,000,001	40,000,000	Tier rate	0.0029	-20%	20,000,001	40,000,000	Tier rate	0.0520	-20%
	USD	80,000,001	--	Tier rate	0.0027	-25%	40,000,001	--	Tier rate	0.0027	-25%	40,000,001	--	Tier rate	0.0488	-25%
France	USD	0	100,000	List rate	0.0300	0%	0	300,000	List rate	0.0300	0%	n/a	n/a	n/a	n/a	n/a
	USD	100,001	1,000,000	Tier rate	0.0285	-5%	300,001	2,000,000	Tier rate	0.0285	-5%	n/a	n/a	Tier rate	n/a	n/a
	USD	1,000,001	4,500,000	Tier rate	0.0270	-10%	2,000,001	10,000,000	Tier rate	0.0270	-10%	n/a	n/a	Tier rate	n/a	n/a
	USD	4,500,001	40,000,000	Tier rate	0.0255	-15%	10,000,001	20,000,000	Tier rate	0.0255	-15%	n/a	n/a	Tier rate	n/a	n/a
	USD	40,000,001	80,000,000	Tier rate	0.0240	-20%	20,000,001	40,000,000	Tier rate	0.0240	-20%	n/a	n/a	Tier rate	n/a	n/a
	USD	80,000,001	--	Tier rate	0.0225	-25%	40,000,001	--	Tier rate	0.0225	-25%	n/a	n/a	Tier rate	n/a	n/a
Germany	USD	0	100,000	List rate	0.0550	0%	0	300,000	List rate	0.0550	0%	n/a	n/a	n/a	n/a	n/a
	USD	100,001	1,000,000	Tier rate	0.0523	-5%	300,001	2,000,000	Tier rate	0.0523	-5%	n/a	n/a	Tier rate	n/a	n/a
	USD	1,000,001	4,500,000	Tier rate	0.0495	-10%	2,000,001	10,000,000	Tier rate	0.0495	-10%	n/a	n/a	Tier rate	n/a	n/a
	USD	4,500,001	40,000,000	Tier rate	0.0468	-15%	10,000,001	20,000,000	Tier rate	0.0468	-15%	n/a	n/a	Tier rate	n/a	n/a
	USD	40,000,001	80,000,000	Tier rate	0.0440	-20%	20,000,001	40,000,000	Tier rate	0.0440	-20%	n/a	n/a	Tier rate	n/a	n/a
	USD	80,000,001	--	Tier rate	0.0413	-25%	40,000,001	--	Tier rate	0.0413	-25%	n/a	n/a	Tier rate	n/a	n/a

Cost per message in USD on the WhatsApp Business Platform, effective October 1, 2026 - Reflecting volume tiers for utility and authentication messages

This is not our current rate card. This reflects future updates to rates. Please refer here for our current rates: <https://developers.facebook.com/docs/whatsapp/pricing#rate-cards>

Please refer here for more detail on our volume tiers, effective as of July 1, 2025: <https://developers.facebook.com/docs/whatsapp/pricing/updates-to-pricing#volume-tiers>

Market (per rate card)	Currency	Utility				Authentication				Authentication-International						
		Messages (per month)		What we charge		Messages (per month)		What we charge		Messages (per month)		What we charge				
		From	To	Rate type	Rate	vs. List rate	From	To	Rate type	Rate	vs. List rate	From	To	Rate type	Rate	vs. List rate
Hong Kong	USD	0	150,000	List rate	0.0260	0%	0	100,000	List rate	0.0260	0%	n/a	n/a	n/a	n/a	n/a
	USD	150,001	1,000,000	Tier rate	0.0247	-5%	100,001	300,000	Tier rate	0.0247	-5%	n/a	n/a	n/a	n/a	n/a
	USD	1,000,001	4,000,000	Tier rate	0.0234	-10%	300,001	1,000,000	Tier rate	0.0234	-10%	n/a	n/a	n/a	n/a	n/a
	USD	4,000,001	25,000,000	Tier rate	0.0221	-15%	1,000,001	10,000,000	Tier rate	0.0221	-15%	n/a	n/a	n/a	n/a	n/a
	USD	25,000,001	50,000,000	Tier rate	0.0208	-20%	10,000,001	20,000,000	Tier rate	0.0208	-20%	n/a	n/a	n/a	n/a	n/a
	USD	50,000,001	--	Tier rate	0.0195	-25%	20,000,001	--	Tier rate	0.0195	-25%	n/a	n/a	n/a	n/a	n/a
Hungary	USD	0	100,000	List rate	0.0350	0%	0	300,000	List rate	0.0350	0%	n/a	n/a	n/a	n/a	n/a
	USD	100,001	1,000,000	Tier rate	0.0333	-5%	300,001	2,000,000	Tier rate	0.0333	-5%	n/a	n/a	n/a	n/a	n/a
	USD	1,000,001	4,500,000	Tier rate	0.0315	-10%	2,000,001	10,000,000	Tier rate	0.0315	-10%	n/a	n/a	n/a	n/a	n/a
	USD	4,500,001	40,000,000	Tier rate	0.0298	-15%	10,000,001	20,000,000	Tier rate	0.0298	-15%	n/a	n/a	n/a	n/a	n/a
	USD	40,000,001	80,000,000	Tier rate	0.0280	-20%	20,000,001	40,000,000	Tier rate	0.0280	-20%	n/a	n/a	n/a	n/a	n/a
	USD	80,000,001	--	Tier rate	0.0263	-25%	40,000,001	--	Tier rate	0.0263	-25%	n/a	n/a	n/a	n/a	n/a
India	USD	0	25,000,000	List rate	0.0014	0%	0	750,000	List rate	0.0014	0%	0	750,000	List rate	0.0304	0%
	USD	25,000,001	50,000,000	Tier rate	0.0013	-6%	750,001	15,000,000	Tier rate	0.0013	-6%	750,001	15,000,000	Tier rate	0.0286	-6%
	USD	50,000,001	100,000,000	Tier rate	0.0012	-12%	15,000,001	20,000,000	Tier rate	0.0012	-12%	15,000,001	20,000,000	Tier rate	0.0268	-12%
	USD	100,000,001	200,000,000	Tier rate	0.0011	-18%	20,000,001	50,000,000	Tier rate	0.0011	-18%	20,000,001	50,000,000	Tier rate	0.0249	-18%
	USD	200,000,001	300,000,000	Tier rate	0.0011	-24%	50,000,001	100,000,000	Tier rate	0.0011	-24%	50,000,001	100,000,000	Tier rate	0.0231	-24%
	USD	300,000,001	--	Tier rate	0.0010	-30%	100,000,001	--	Tier rate	0.0010	-30%	100,000,001	--	Tier rate	0.0213	-30%
Indonesia	USD	0	750,000	List rate	0.0250	0%	0	750,000	List rate	0.0250	0%	0	750,000	List rate	0.1360	0%
	USD	750,001	4,000,000	Tier rate	0.0238	-5%	750,001	2,000,000	Tier rate	0.0238	-5%	750,001	2,000,000	Tier rate	0.1292	-5%
	USD	4,000,001	25,000,000	Tier rate	0.0225	-10%	2,000,001	6,000,000	Tier rate	0.0225	-10%	2,000,001	6,000,000	Tier rate	0.1224	-10%
	USD	25,000,001	75,000,000	Tier rate	0.0213	-15%	6,000,001	30,000,000	Tier rate	0.0213	-15%	6,000,001	30,000,000	Tier rate	0.1156	-15%
	USD	75,000,001	150,000,000	Tier rate	0.0200	-20%	30,000,001	60,000,000	Tier rate	0.0200	-20%	30,000,001	60,000,000	Tier rate	0.1088	-20%
	USD	150,000,001	--	Tier rate	0.0188	-25%	60,000,001	--	Tier rate	0.0188	-25%	60,000,001	--	Tier rate	0.1020	-25%
Iraq	USD	0	100,000	List rate	0.0079	0%	0	300,000	List rate	0.0079	0%	0	300,000	List rate	0.1280	0%
	USD	100,001	1,000,000	Tier rate	0.0075	-5%	300,001	2,000,000	Tier rate	0.0075	-5%	300,001	2,000,000	Tier rate	0.1216	-5%
	USD	1,000,001	4,500,000	Tier rate	0.0071	-10%	2,000,001	10,000,000	Tier rate	0.0071	-10%	2,000,001	10,000,000	Tier rate	0.1152	-10%
	USD	4,500,001	40,000,000	Tier rate	0.0067	-15%	10,000,001	20,000,000	Tier rate	0.0067	-15%	10,000,001	20,000,000	Tier rate	0.1088	-15%
	USD	40,000,001	80,000,000	Tier rate	0.0063	-20%	20,000,001	40,000,000	Tier rate	0.0063	-20%	20,000,001	40,000,000	Tier rate	0.1024	-20%
	USD	80,000,001	--	Tier rate	0.0059	-25%	40,000,001	--	Tier rate	0.0059	-25%	40,000,001	--	Tier rate	0.0960	-25%
Israel	USD	0	100,000	List rate	0.0053	0%	0	300,000	List rate	0.0053	0%	n/a	n/a	n/a	n/a	n/a
	USD	100,001	1,000,000	Tier rate	0.0050	-5%	300,001	2,000,000	Tier rate	0.0050	-5%	n/a	n/a	n/a	n/a	n/a
	USD	1,000,001	4,500,000	Tier rate	0.0048	-10%	2,000,001	10,000,000	Tier rate	0.0048	-10%	n/a	n/a	n/a	n/a	n/a
	USD	4,500,001	40,000,000	Tier rate	0.0045	-15%	10,000,001	20,000,000	Tier rate	0.0045	-15%	n/a	n/a	n/a	n/a	n/a
	USD	40,000,001	80,000,000	Tier rate	0.0042	-20%	20,000,001	40,000,000	Tier rate	0.0042	-20%	n/a	n/a	n/a	n/a	n/a
	USD	80,000,001	--	Tier rate	0.0040	-25%	40,000,001	--	Tier rate	0.0040	-25%	n/a	n/a	n/a	n/a	n/a
Italy	USD	0	100,000	List rate	0.0300	0%	0	300,000	List rate	0.0300	0%	n/a	n/a	n/a	n/a	n/a
	USD	100,001	1,000,000	Tier rate	0.0285	-5%	300,001	2,000,000	Tier rate	0.0285	-5%	n/a	n/a	n/a	n/a	n/a
	USD	1,000,001	4,500,000	Tier rate	0.0270	-10%	2,000,001	10,000,000	Tier rate	0.0270	-10%	n/a	n/a	n/a	n/a	n/a
	USD	4,500,001	40,000,000	Tier rate	0.0255	-15%	10,000,001	20,000,000	Tier rate	0.0255	-15%	n/a	n/a	n/a	n/a	n/a
	USD	40,000,001	80,000,000	Tier rate	0.0240	-20%	20,000,001	40,000,000	Tier rate	0.0240	-20%	n/a	n/a	n/a	n/a	n/a
	USD	80,000,001	--	Tier rate	0.0225	-25%	40,000,001	--	Tier rate	0.0225	-25%	n/a	n/a	n/a	n/a	n/a
Kazakhstan	USD	0	80,000	List rate	0.0180	0%	0	100,000	List rate	0.0180	0%	0	100,000	List rate	0.1600	0%
	USD	80,001	750,000	Tier rate	0.0171	-5%	100,001	500,000	Tier rate	0.0171	-5%	100,001	500,000	Tier rate	0.1520	-5%
	USD	750,001	2,250,000	Tier rate	0.0162	-10%	500,001	2,000,000	Tier rate	0.0162	-10%	500,001	2,000,000	Tier rate	0.1440	-10%
	USD	2,250,001	3,000,000	Tier rate	0.0153	-15%	2,000,001	5,000,000	Tier rate	0.0153	-15%	2,000,001	5,000,000	Tier rate	0.1360	-15%
	USD	3,000,001	6,000,000	Tier rate	0.0144	-20%	5,000,001	10,000,000	Tier rate	0.0144	-20%	5,000,001	10,000,000	Tier rate	0.1280	-20%
	USD	6,000,001	--	Tier rate	0.0135	-25%	10,000,001	--	Tier rate	0.0135	-25%	10,000,001	--	Tier rate	0.1200	-25%

Cost per message in USD on the WhatsApp Business Platform, effective October 1, 2026 - Reflecting volume tiers for utility and authentication messages

This is not our current rate card. This reflects future updates to rates. Please refer here for our current rates: <https://developers.facebook.com/docs/whatsapp/pricing/rate-cards>

Please refer here for more detail on our volume tiers, effective as of July 1, 2025: <https://developers.facebook.com/docs/whatsapp/pricing/updates-to-pricing#volume-tiers>

Market (per rate card)	Currency	Utility					Authentication					Authentication-International							
		Messages (per month)			What we charge			Messages (per month)			What we charge			Messages (per month)			What we charge		
		From	To		Rate type	Rate	vs. List rate	From	To		Rate type	Rate	vs. List rate	From	To		Rate type	Rate	vs. List rate
Kuwait	USD	0	100,000		List rate	0.0440	0%	0	300,000		List rate	0.0440	0%	0	300,000		List rate	0.1200	0%
	USD	100,001	1,000,000		Tier rate	0.0418	-5%	300,001	2,000,000		Tier rate	0.0418	-5%	300,001	2,000,000		Tier rate	0.1140	-5%
	USD	1,000,001	4,500,000		Tier rate	0.0396	-10%	2,000,001	10,000,000		Tier rate	0.0396	-10%	2,000,001	10,000,000		Tier rate	0.1080	-10%
	USD	4,500,001	40,000,000		Tier rate	0.0374	-15%	10,000,001	20,000,000		Tier rate	0.0374	-15%	10,000,001	20,000,000		Tier rate	0.1020	-15%
	USD	40,000,001	80,000,000		Tier rate	0.0352	-20%	20,000,001	40,000,000		Tier rate	0.0352	-20%	20,000,001	40,000,000		Tier rate	0.0960	-20%
	USD	80,000,001	--		Tier rate	0.0330	-25%	40,000,001	--		Tier rate	0.0330	-25%	40,000,001	--		Tier rate	0.0900	-25%
Malaysia	USD	0	150,000		List rate	0.0140	0%	0	100,000		List rate	0.0140	0%	0	100,000		List rate	0.0418	0%
	USD	150,001	1,000,000		Tier rate	0.0133	-5%	100,001	300,000		Tier rate	0.0133	-5%	100,001	300,000		Tier rate	0.0397	-5%
	USD	1,000,001	4,000,000		Tier rate	0.0126	-10%	300,001	1,000,000		Tier rate	0.0126	-10%	300,001	1,000,000		Tier rate	0.0376	-10%
	USD	4,000,001	25,000,000		Tier rate	0.0119	-15%	1,000,001	10,000,000		Tier rate	0.0119	-15%	1,000,001	10,000,000		Tier rate	0.0355	-15%
	USD	25,000,001	50,000,000		Tier rate	0.0112	-20%	10,000,001	20,000,000		Tier rate	0.0112	-20%	10,000,001	20,000,000		Tier rate	0.0334	-20%
	USD	50,000,001	--		Tier rate	0.0105	-25%	20,000,001	--		Tier rate	0.0105	-25%	20,000,001	--		Tier rate	0.0314	-25%
Mexico	USD	0	1,000,000		List rate	0.0085	0%	0	250,000		List rate	0.0085	0%	n/a	n/a		n/a	n/a	n/a
	USD	1,000,001	5,000,000		Tier rate	0.0081	-5%	250,001	1,000,000		Tier rate	0.0081	-5%	n/a	n/a		n/a	n/a	n/a
	USD	5,000,001	10,000,000		Tier rate	0.0077	-10%	1,000,001	3,000,000		Tier rate	0.0077	-10%	n/a	n/a		n/a	n/a	n/a
	USD	10,000,001	20,000,000		Tier rate	0.0072	-15%	3,000,001	5,000,000		Tier rate	0.0072	-15%	n/a	n/a		n/a	n/a	n/a
	USD	20,000,001	40,000,000		Tier rate	0.0068	-20%	5,000,001	10,000,000		Tier rate	0.0068	-20%	n/a	n/a		n/a	n/a	n/a
	USD	40,000,001	--		Tier rate	0.0064	-25%	10,000,001	--		Tier rate	0.0064	-25%	n/a	n/a		n/a	n/a	n/a
Morocco	USD	0	100,000		List rate	0.0230	0%	0	300,000		List rate	0.0230	0%	0	300,000		List rate	0.0811	0%
	USD	100,001	1,000,000		Tier rate	0.0219	-5%	300,001	2,000,000		Tier rate	0.0219	-5%	300,001	2,000,000		Tier rate	0.0770	-5%
	USD	1,000,001	4,500,000		Tier rate	0.0207	-10%	2,000,001	10,000,000		Tier rate	0.0207	-10%	2,000,001	10,000,000		Tier rate	0.0730	-10%
	USD	4,500,001	40,000,000		Tier rate	0.0196	-15%	10,000,001	20,000,000		Tier rate	0.0196	-15%	10,000,001	20,000,000		Tier rate	0.0689	-15%
	USD	40,000,001	80,000,000		Tier rate	0.0184	-20%	20,000,001	40,000,000		Tier rate	0.0184	-20%	20,000,001	40,000,000		Tier rate	0.0649	-20%
	USD	80,000,001	--		Tier rate	0.0173	-25%	40,000,001	--		Tier rate	0.0173	-25%	40,000,001	--		Tier rate	0.0608	-25%
Netherlands	USD	0	100,000		List rate	0.0500	0%	0	300,000		List rate	0.0500	0%	n/a	n/a		n/a	n/a	n/a
	USD	100,001	1,000,000		Tier rate	0.0475	-5%	300,001	2,000,000		Tier rate	0.0475	-5%	n/a	n/a		n/a	n/a	n/a
	USD	1,000,001	4,500,000		Tier rate	0.0450	-10%	2,000,001	10,000,000		Tier rate	0.0450	-10%	n/a	n/a		n/a	n/a	n/a
	USD	4,500,001	40,000,000		Tier rate	0.0425	-15%	10,000,001	20,000,000		Tier rate	0.0425	-15%	n/a	n/a		n/a	n/a	n/a
	USD	40,000,001	80,000,000		Tier rate	0.0400	-20%	20,000,001	40,000,000		Tier rate	0.0400	-20%	n/a	n/a		n/a	n/a	n/a
	USD	80,000,001	--		Tier rate	0.0375	-25%	40,000,001	--		Tier rate	0.0375	-25%	n/a	n/a		n/a	n/a	n/a
Nepal	USD	0	150,000		List rate	0.0034	0%	0	100,000		List rate	0.0034	0%	0	100,000		List rate	0.1120	0%
	USD	150,001	1,000,000		Tier rate	0.0032	-5%	100,001	300,000		Tier rate	0.0032	-5%	100,001	300,000		Tier rate	0.1064	-5%
	USD	1,000,001	4,000,000		Tier rate	0.0031	-10%	300,001	1,000,000		Tier rate	0.0031	-10%	300,001	1,000,000		Tier rate	0.1008	-10%
	USD	4,000,001	25,000,000		Tier rate	0.0029	-15%	1,000,001	10,000,000		Tier rate	0.0029	-15%	1,000,001	10,000,000		Tier rate	0.0952	-15%
	USD	25,000,001	50,000,000		Tier rate	0.0027	-20%	10,000,001	20,000,000		Tier rate	0.0027	-20%	10,000,001	20,000,000		Tier rate	0.0896	-20%
	USD	50,000,001	--		Tier rate	0.0026	-25%	20,000,001	--		Tier rate	0.0026	-25%	20,000,001	--		Tier rate	0.0840	-25%
Nigeria	USD	0	100,000		List rate	0.0067	0%	0	300,000		List rate	0.0067	0%	0	300,000		List rate	0.0750	0%
	USD	100,001	1,000,000		Tier rate	0.0064	-5%	300,001	2,000,000		Tier rate	0.0064	-5%	300,001	2,000,000		Tier rate	0.0713	-5%
	USD	1,000,001	4,500,000		Tier rate	0.0060	-10%	2,000,001	10,000,000		Tier rate	0.0060	-10%	2,000,001	10,000,000		Tier rate	0.0675	-10%
	USD	4,500,001	40,000,000		Tier rate	0.0057	-15%	10,000,001	20,000,000		Tier rate	0.0057	-15%	10,000,001	20,000,000		Tier rate	0.0638	-15%
	USD	40,000,001	80,000,000		Tier rate	0.0054	-20%	20,000,001	40,000,000		Tier rate	0.0054	-20%	20,000,001	40,000,000		Tier rate	0.0600	-20%
	USD	80,000,001	--		Tier rate	0.0050	-25%	40,000,001	--		Tier rate	0.0050	-25%	40,000,001	--		Tier rate	0.0563	-25%
Oman	USD	0	100,000		List rate	0.0247	0%	0	300,000		List rate	0.0247	0%	0	300,000		List rate	0.0600	0%
	USD	100,001	1,000,000		Tier rate	0.0235	-5%	300,001	2,000,000		Tier rate	0.0235	-5%	300,001	2,000,000		Tier rate	0.0570	-5%
	USD	1,000,001	4,500,000		Tier rate	0.0222	-10%	2,000,001	10,000,000		Tier rate	0.0222	-10%	2,000,001	10,000,000		Tier rate	0.0540	-10%
	USD	4,500,001	40,000,000		Tier rate	0.0210	-15%	10,000,001	20,000,000		Tier rate	0.0210	-15%	10,000,001	20,000,000		Tier rate	0.0510	-15%
	USD	40,000,001	80,000,000		Tier rate	0.0198	-20%	20,000,001	40,000,000		Tier rate	0.0198	-20%	20,000,001	40,000,000		Tier rate	0.0480	-20%
	USD	80,000,001	--		Tier rate	0.0185	-25%	40,000,001	--		Tier rate	0.0185	-25%	40,000,001	--		Tier rate	0.0450	-25%

Cost per message in USD on the WhatsApp Business Platform, effective October 1, 2026 - Reflecting volume tiers for utility and authentication messages

This is not our current rate card. This reflects future updates to rates. Please refer here for our current rates: <https://developers.facebook.com/docs/whatsapp/pricing#rate-cards>

Please refer here for more detail on our volume tiers, effective as of July 1, 2025: <https://developers.facebook.com/docs/whatsapp/pricing/updates-to-pricing#volume-tiers>

Market (per rate card)	Currency	Utility					Authentication					Authentication-International							
		Messages (per month)			What we charge			Messages (per month)			What we charge			Messages (per month)			What we charge		
		From	To		Rate type	Rate	vs. List rate	From	To		Rate type	Rate	vs. List rate	From	To		Rate type	Rate	vs. List rate
Pakistan	USD	0	150,000		List rate	0.0150	0%	0	100,000		List rate	0.0150	0%	0	100,000		List rate	0.0750	0%
	USD	150,001	1,000,000		Tier rate	0.0143	-5%	100,001	300,000		Tier rate	0.0143	-5%	100,001	300,000		Tier rate	0.0713	-5%
	USD	1,000,001	4,000,000		Tier rate	0.0135	-10%	300,001	1,000,000		Tier rate	0.0135	-10%	300,001	1,000,000		Tier rate	0.0675	-10%
	USD	4,000,001	25,000,000		Tier rate	0.0128	-15%	1,000,001	10,000,000		Tier rate	0.0128	-15%	1,000,001	10,000,000		Tier rate	0.0638	-15%
	USD	25,000,001	50,000,000		Tier rate	0.0120	-20%	10,000,001	20,000,000		Tier rate	0.0120	-20%	10,000,001	20,000,000		Tier rate	0.0600	-20%
	USD	50,000,001	--		Tier rate	0.0113	-25%	20,000,001	--		Tier rate	0.0113	-25%	20,000,001	--		Tier rate	0.0563	-25%
Peru	USD	0	100,000		List rate	0.0300	0%	0	120,000		List rate	0.0300	0%	n/a	n/a		n/a	n/a	n/a
	USD	100,001	1,000,000		Tier rate	0.0285	-5%	120,001	400,000		Tier rate	0.0285	-5%	n/a	n/a		n/a	n/a	n/a
	USD	1,000,001	4,500,000		Tier rate	0.0270	-10%	400,001	1,000,000		Tier rate	0.0270	-10%	n/a	n/a		n/a	n/a	n/a
	USD	4,500,001	15,000,000		Tier rate	0.0255	-15%	1,000,001	5,000,000		Tier rate	0.0255	-15%	n/a	n/a		n/a	n/a	n/a
	USD	15,000,001	30,000,000		Tier rate	0.0240	-20%	5,000,001	10,000,000		Tier rate	0.0240	-20%	n/a	n/a		n/a	n/a	n/a
	USD	30,000,001	--		Tier rate	0.0225	-25%	10,000,001	--		Tier rate	0.0225	-25%	n/a	n/a		n/a	n/a	n/a
Poland	USD	0	100,000		List rate	0.0122	0%	0	300,000		List rate	0.0122	0%	n/a	n/a		n/a	n/a	n/a
	USD	100,001	1,000,000		Tier rate	0.0116	-5%	300,001	2,000,000		Tier rate	0.0116	-5%	n/a	n/a		n/a	n/a	n/a
	USD	1,000,001	4,500,000		Tier rate	0.0110	-10%	2,000,001	10,000,000		Tier rate	0.0110	-10%	n/a	n/a		n/a	n/a	n/a
	USD	4,500,001	40,000,000		Tier rate	0.0104	-15%	10,000,001	20,000,000		Tier rate	0.0104	-15%	n/a	n/a		n/a	n/a	n/a
	USD	40,000,001	80,000,000		Tier rate	0.0098	-20%	20,000,001	40,000,000		Tier rate	0.0098	-20%	n/a	n/a		n/a	n/a	n/a
	USD	80,000,001	--		Tier rate	0.0092	-25%	40,000,001	--		Tier rate	0.0092	-25%	n/a	n/a		n/a	n/a	n/a
Qatar	USD	0	100,000		List rate	0.0120	0%	0	300,000		List rate	0.0120	0%	n/a	n/a		n/a	n/a	n/a
	USD	100,001	1,000,000		Tier rate	0.0114	-5%	300,001	2,000,000		Tier rate	0.0114	-5%	n/a	n/a		n/a	n/a	n/a
	USD	1,000,001	4,500,000		Tier rate	0.0108	-10%	2,000,001	10,000,000		Tier rate	0.0108	-10%	n/a	n/a		n/a	n/a	n/a
	USD	4,500,001	40,000,000		Tier rate	0.0102	-15%	10,000,001	20,000,000		Tier rate	0.0102	-15%	n/a	n/a		n/a	n/a	n/a
	USD	40,000,001	80,000,000		Tier rate	0.0096	-20%	20,000,001	40,000,000		Tier rate	0.0096	-20%	n/a	n/a		n/a	n/a	n/a
	USD	80,000,001	--		Tier rate	0.0090	-25%	40,000,001	--		Tier rate	0.0090	-25%	n/a	n/a		n/a	n/a	n/a
Romania	USD	0	100,000		List rate	0.0290	0%	0	300,000		List rate	0.0290	0%	n/a	n/a		n/a	n/a	n/a
	USD	100,001	1,000,000		Tier rate	0.0276	-5%	300,001	2,000,000		Tier rate	0.0276	-5%	n/a	n/a		n/a	n/a	n/a
	USD	1,000,001	4,500,000		Tier rate	0.0261	-10%	2,000,001	10,000,000		Tier rate	0.0261	-10%	n/a	n/a		n/a	n/a	n/a
	USD	4,500,001	40,000,000		Tier rate	0.0247	-15%	10,000,001	20,000,000		Tier rate	0.0247	-15%	n/a	n/a		n/a	n/a	n/a
	USD	40,000,001	80,000,000		Tier rate	0.0232	-20%	20,000,001	40,000,000		Tier rate	0.0232	-20%	n/a	n/a		n/a	n/a	n/a
	USD	80,000,001	--		Tier rate	0.0218	-25%	40,000,001	--		Tier rate	0.0218	-25%	n/a	n/a		n/a	n/a	n/a
Russia	USD	0	100,000		List rate	0.0400	0%	0	300,000		List rate	0.0400	0%	n/a	n/a		n/a	n/a	n/a
	USD	100,001	1,000,000		Tier rate	0.0380	-5%	300,001	2,000,000		Tier rate	0.0380	-5%	n/a	n/a		n/a	n/a	n/a
	USD	1,000,001	4,500,000		Tier rate	0.0360	-10%	2,000,001	10,000,000		Tier rate	0.0360	-10%	n/a	n/a		n/a	n/a	n/a
	USD	4,500,001	40,000,000		Tier rate	0.0340	-15%	10,000,001	20,000,000		Tier rate	0.0340	-15%	n/a	n/a		n/a	n/a	n/a
	USD	40,000,001	80,000,000		Tier rate	0.0320	-20%	20,000,001	40,000,000		Tier rate	0.0320	-20%	n/a	n/a		n/a	n/a	n/a
	USD	80,000,001	--		Tier rate	0.0300	-25%	40,000,001	--		Tier rate	0.0300	-25%	n/a	n/a		n/a	n/a	n/a
Saudi Arabia	USD	0	100,000		List rate	0.0107	0%	0	300,000		List rate	0.0107	0%	0	300,000		List rate	0.0598	0%
	USD	100,001	1,000,000		Tier rate	0.0102	-5%	300,001	2,000,000		Tier rate	0.0102	-5%	300,001	2,000,000		Tier rate	0.0568	-5%
	USD	1,000,001	4,500,000		Tier rate	0.0096	-10%	2,000,001	10,000,000		Tier rate	0.0096	-10%	2,000,001	10,000,000		Tier rate	0.0538	-10%
	USD	4,500,001	40,000,000		Tier rate	0.0091	-15%	10,000,001	20,000,000		Tier rate	0.0091	-15%	10,000,001	20,000,000		Tier rate	0.0508	-15%
	USD	40,000,001	80,000,000		Tier rate	0.0086	-20%	20,000,001	40,000,000		Tier rate	0.0086	-20%	20,000,001	40,000,000		Tier rate	0.0478	-20%
	USD	80,000,001	--		Tier rate	0.0080	-25%	40,000,001	--		Tier rate	0.0080	-25%	40,000,001	--		Tier rate	0.0449	-25%
Singapore	USD	0	150,000		List rate	0.0160	0%	0	100,000		List rate	0.0160	0%	n/a	n/a		n/a	n/a	n/a
	USD	150,001	1,000,000		Tier rate	0.0152	-5%	100,001	300,000		Tier rate	0.0152	-5%	n/a	n/a		n/a	n/a	n/a
	USD	1,000,001	4,000,000		Tier rate	0.0144	-10%	300,001	1,000,000		Tier rate	0.0144	-10%	n/a	n/a		n/a	n/a	n/a
	USD	4,000,001	25,000,000		Tier rate	0.0136	-15%	1,000,001	10,000,000		Tier rate	0.0136	-15%	n/a	n/a		n/a	n/a	n/a
	USD	25,000,001	50,000,000		Tier rate	0.0128	-20%	10,000,001	20,000,000		Tier rate	0.0128	-20%	n/a	n/a		n/a	n/a	n/a
	USD	50,000,001	--		Tier rate	0.0120	-25%	20,000,001	--		Tier rate	0.0120	-25%	n/a	n/a		n/a	n/a	n/a

Cost per message in USD on the WhatsApp Business Platform, effective October 1, 2026 - Reflecting volume tiers for utility and authentication messages

This is not our current rate card. This reflects future updates to rates. Please refer here for our current rates: <https://developers.facebook.com/docs/whatsapp/pricing#rate-cards>

Please refer here for more detail on our volume tiers, effective as of July 1, 2025: <https://developers.facebook.com/docs/whatsapp/pricing/updates-to-pricing#volume-tiers>

Market (per rate card)	Currency	Utility				Authentication				Authentication-International						
		Messages (per month)		What we charge		Messages (per month)		What we charge		Messages (per month)		What we charge				
		From	To	Rate type	Rate	vs. List rate	From	To	Rate type	Rate	vs. List rate	From	To	Rate type	Rate	vs. List rate
South Africa	USD	0	100,000	List rate	0.0095	0%	0	300,000	List rate	0.0095	0%	0	300,000	List rate	0.0200	0%
	USD	100,001	1,000,000	Tier rate	0.0090	-5%	300,001	2,000,000	Tier rate	0.0090	-5%	300,001	2,000,000	Tier rate	0.0190	-5%
	USD	1,000,001	4,500,000	Tier rate	0.0086	-10%	2,000,001	10,000,000	Tier rate	0.0086	-10%	2,000,001	10,000,000	Tier rate	0.0180	-10%
	USD	4,500,001	40,000,000	Tier rate	0.0081	-15%	10,000,001	20,000,000	Tier rate	0.0081	-15%	10,000,001	20,000,000	Tier rate	0.0170	-15%
	USD	40,000,001	80,000,000	Tier rate	0.0076	-20%	20,000,001	40,000,000	Tier rate	0.0076	-20%	20,000,001	40,000,000	Tier rate	0.0160	-20%
	USD	80,000,001	--	Tier rate	0.0071	-25%	40,000,001	--	Tier rate	0.0071	-25%	40,000,001	--	Tier rate	0.0150	-25%
Spain	USD	0	100,000	List rate	0.0200	0%	0	300,000	List rate	0.0200	0%	n/a	n/a	n/a	n/a	n/a
	USD	100,001	1,000,000	Tier rate	0.0190	-5%	300,001	2,000,000	Tier rate	0.0190	-5%	n/a	n/a	n/a	n/a	n/a
	USD	1,000,001	4,500,000	Tier rate	0.0180	-10%	2,000,001	10,000,000	Tier rate	0.0180	-10%	n/a	n/a	n/a	n/a	n/a
	USD	4,500,001	40,000,000	Tier rate	0.0170	-15%	10,000,001	20,000,000	Tier rate	0.0170	-15%	n/a	n/a	n/a	n/a	n/a
	USD	40,000,001	80,000,000	Tier rate	0.0160	-20%	20,000,001	40,000,000	Tier rate	0.0160	-20%	n/a	n/a	n/a	n/a	n/a
	USD	80,000,001	--	Tier rate	0.0150	-25%	40,000,001	--	Tier rate	0.0150	-25%	n/a	n/a	n/a	n/a	n/a
Sri Lanka	USD	0	150,000	List rate	0.0020	0%	0	100,000	List rate	0.0020	0%	0	100,000	List rate	0.1440	0%
	USD	150,001	1,000,000	Tier rate	0.0019	-5%	100,001	300,000	Tier rate	0.0019	-5%	100,001	300,000	Tier rate	0.1368	-5%
	USD	1,000,001	4,000,000	Tier rate	0.0018	-10%	300,001	1,000,000	Tier rate	0.0018	-10%	300,001	1,000,000	Tier rate	0.1296	-10%
	USD	4,000,001	25,000,000	Tier rate	0.0017	-15%	1,000,001	10,000,000	Tier rate	0.0017	-15%	1,000,001	10,000,000	Tier rate	0.1224	-15%
	USD	25,000,001	50,000,000	Tier rate	0.0016	-20%	10,000,001	20,000,000	Tier rate	0.0016	-20%	10,000,001	20,000,000	Tier rate	0.1152	-20%
	USD	50,000,001	--	Tier rate	0.0015	-25%	20,000,001	--	Tier rate	0.0015	-25%	20,000,001	--	Tier rate	0.1080	-25%
Turkey	USD	0	100,000	List rate	0.0009	0%	0	300,000	List rate	0.0009	0%	n/a	n/a	n/a	n/a	n/a
	USD	100,001	1,000,000	Tier rate	0.0009	-5%	300,001	2,000,000	Tier rate	0.0009	-5%	n/a	n/a	n/a	n/a	n/a
	USD	1,000,001	4,500,000	Tier rate	0.0008	-10%	2,000,001	10,000,000	Tier rate	0.0008	-10%	n/a	n/a	n/a	n/a	n/a
	USD	4,500,001	40,000,000	Tier rate	0.0008	-15%	10,000,001	20,000,000	Tier rate	0.0008	-15%	n/a	n/a	n/a	n/a	n/a
	USD	40,000,001	80,000,000	Tier rate	0.0007	-20%	20,000,001	40,000,000	Tier rate	0.0007	-20%	n/a	n/a	n/a	n/a	n/a
	USD	80,000,001	--	Tier rate	0.0007	-25%	40,000,001	--	Tier rate	0.0007	-25%	n/a	n/a	n/a	n/a	n/a
Ukraine	USD	0	100,000	List rate	0.0298	0%	0	300,000	List rate	0.0298	0%	0	300,000	List rate	0.0746	0%
	USD	100,001	1,000,000	Tier rate	0.0283	-5%	300,001	2,000,000	Tier rate	0.0283	-5%	300,001	2,000,000	Tier rate	0.0709	-5%
	USD	1,000,001	4,500,000	Tier rate	0.0268	-10%	2,000,001	10,000,000	Tier rate	0.0268	-10%	2,000,001	10,000,000	Tier rate	0.0671	-10%
	USD	4,500,001	40,000,000	Tier rate	0.0253	-15%	10,000,001	20,000,000	Tier rate	0.0253	-15%	10,000,001	20,000,000	Tier rate	0.0634	-15%
	USD	40,000,001	80,000,000	Tier rate	0.0238	-20%	20,000,001	40,000,000	Tier rate	0.0238	-20%	20,000,001	40,000,000	Tier rate	0.0597	-20%
	USD	80,000,001	--	Tier rate	0.0224	-25%	40,000,001	--	Tier rate	0.0224	-25%	40,000,001	--	Tier rate	0.0560	-25%
United Arab Emirates	USD	0	100,000	List rate	0.0157	0%	0	300,000	List rate	0.0157	0%	0	300,000	List rate	0.0510	0%
	USD	100,001	1,000,000	Tier rate	0.0149	-5%	300,001	2,000,000	Tier rate	0.0149	-5%	300,001	2,000,000	Tier rate	0.0485	-5%
	USD	1,000,001	4,500,000	Tier rate	0.0141	-10%	2,000,001	10,000,000	Tier rate	0.0141	-10%	2,000,001	10,000,000	Tier rate	0.0459	-10%
	USD	4,500,001	40,000,000	Tier rate	0.0133	-15%	10,000,001	20,000,000	Tier rate	0.0133	-15%	10,000,001	20,000,000	Tier rate	0.0434	-15%
	USD	40,000,001	80,000,000	Tier rate	0.0126	-20%	20,000,001	40,000,000	Tier rate	0.0126	-20%	20,000,001	40,000,000	Tier rate	0.0408	-20%
	USD	80,000,001	--	Tier rate	0.0118	-25%	40,000,001	--	Tier rate	0.0118	-25%	40,000,001	--	Tier rate	0.0383	-25%
United Kingdom	USD	0	100,000	List rate	0.0220	0%	0	300,000	List rate	0.0220	0%	n/a	n/a	n/a	n/a	n/a
	USD	100,001	1,000,000	Tier rate	0.0209	-5%	300,001	2,000,000	Tier rate	0.0209	-5%	n/a	n/a	n/a	n/a	n/a
	USD	1,000,001	4,500,000	Tier rate	0.0198	-10%	2,000,001	10,000,000	Tier rate	0.0198	-10%	n/a	n/a	n/a	n/a	n/a
	USD	4,500,001	40,000,000	Tier rate	0.0187	-15%	10,000,001	20,000,000	Tier rate	0.0187	-15%	n/a	n/a	n/a	n/a	n/a
	USD	40,000,001	80,000,000	Tier rate	0.0176	-20%	20,000,001	40,000,000	Tier rate	0.0176	-20%	n/a	n/a	n/a	n/a	n/a
	USD	80,000,001	--	Tier rate	0.0165	-25%	40,000,001	--	Tier rate	0.0165	-25%	n/a	n/a	n/a	n/a	n/a
North America	USD	0	80,000	List rate	0.0034	0%	0	100,000	List rate	0.0034	0%	n/a	n/a	n/a	n/a	n/a
	USD	80,001	750,000	Tier rate	0.0032	-5%	100,001	500,000	Tier rate	0.0032	-5%	n/a	n/a	n/a	n/a	n/a
	USD	750,001	2,250,000	Tier rate	0.0031	-10%	500,001	2,000,000	Tier rate	0.0031	-10%	n/a	n/a	n/a	n/a	n/a
	USD	2,250,001	3,000,000	Tier rate	0.0029	-15%	2,000,001	5,000,000	Tier rate	0.0029	-15%	n/a	n/a	n/a	n/a	n/a
	USD	3,000,001	6,000,000	Tier rate	0.0027	-20%	5,000,001	10,000,000	Tier rate	0.0027	-20%	n/a	n/a	n/a	n/a	n/a
	USD	6,000,001	--	Tier rate	0.0026	-25%	10,000,001	--	Tier rate	0.0026	-25%	n/a	n/a	n/a	n/a	n/a

Cost per message in USD on the WhatsApp Business Platform, effective October 1, 2026 - Reflecting volume tiers for utility and authentication messages

This is not our current rate card. This reflects future updates to rates. Please refer here for our current rates: <https://developers.facebook.com/docs/whatsapp/pricing/rate-cards>

Please refer here for more detail on our volume tiers, effective as of July 1, 2025: <https://developers.facebook.com/docs/whatsapp/pricing/updates-to-pricing#volume-tiers>

Market (per rate card)	Currency	Utility				Authentication				Authentication-International						
		Messages (per month)		What we charge		Messages (per month)		What we charge		Messages (per month)		What we charge				
		From	To	Rate type	Rate	vs. List rate	From	To	Rate type	Rate	vs. List rate	From	To	Rate type	Rate	vs. List rate
Rest of Africa	USD	0	100,000	List rate	0.0040	0%	0	300,000	List rate	0.0040	0%	n/a	n/a	n/a	n/a	n/a
	USD	100,001	1,000,000	Tier rate	0.0038	-5%	300,001	2,000,000	Tier rate	0.0038	-5%	n/a	n/a	n/a	n/a	n/a
	USD	1,000,001	4,500,000	Tier rate	0.0036	-10%	2,000,001	10,000,000	Tier rate	0.0036	-10%	n/a	n/a	n/a	n/a	n/a
	USD	4,500,001	40,000,000	Tier rate	0.0034	-15%	10,000,001	20,000,000	Tier rate	0.0034	-15%	n/a	n/a	n/a	n/a	n/a
	USD	40,000,001	80,000,000	Tier rate	0.0032	-20%	20,000,001	40,000,000	Tier rate	0.0032	-20%	n/a	n/a	n/a	n/a	n/a
	USD	80,000,001	--	Tier rate	0.0030	-25%	40,000,001	--	Tier rate	0.0030	-25%	n/a	n/a	n/a	n/a	n/a
Rest of Asia Pacific	USD	0	150,000	List rate	0.0113	0%	0	100,000	List rate	0.0113	0%	n/a	n/a	n/a	n/a	n/a
	USD	150,001	1,000,000	Tier rate	0.0107	-5%	100,001	300,000	Tier rate	0.0107	-5%	n/a	n/a	n/a	n/a	n/a
	USD	1,000,001	4,000,000	Tier rate	0.0102	-10%	300,001	1,000,000	Tier rate	0.0102	-10%	n/a	n/a	n/a	n/a	n/a
	USD	4,000,001	25,000,000	Tier rate	0.0096	-15%	1,000,001	10,000,000	Tier rate	0.0096	-15%	n/a	n/a	n/a	n/a	n/a
	USD	25,000,001	50,000,000	Tier rate	0.0090	-20%	10,000,001	20,000,000	Tier rate	0.0090	-20%	n/a	n/a	n/a	n/a	n/a
	USD	50,000,001	--	Tier rate	0.0085	-25%	20,000,001	--	Tier rate	0.0085	-25%	n/a	n/a	n/a	n/a	n/a
Rest of Central & Eastern Europe	USD	0	100,000	List rate	0.0212	0%	0	300,000	List rate	0.0212	0%	n/a	n/a	n/a	n/a	n/a
	USD	100,001	1,000,000	Tier rate	0.0201	-5%	300,001	2,000,000	Tier rate	0.0201	-5%	n/a	n/a	n/a	n/a	n/a
	USD	1,000,001	4,500,000	Tier rate	0.0191	-10%	2,000,001	10,000,000	Tier rate	0.0191	-10%	n/a	n/a	n/a	n/a	n/a
	USD	4,500,001	40,000,000	Tier rate	0.0180	-15%	10,000,001	20,000,000	Tier rate	0.0180	-15%	n/a	n/a	n/a	n/a	n/a
	USD	40,000,001	80,000,000	Tier rate	0.0170	-20%	20,000,001	40,000,000	Tier rate	0.0170	-20%	n/a	n/a	n/a	n/a	n/a
	USD	80,000,001	--	Tier rate	0.0159	-25%	40,000,001	--	Tier rate	0.0159	-25%	n/a	n/a	n/a	n/a	n/a
Rest of Latin America	USD	0	100,000	List rate	0.0113	0%	0	120,000	List rate	0.0113	0%	n/a	n/a	n/a	n/a	n/a
	USD	100,001	1,000,000	Tier rate	0.0107	-5%	120,001	400,000	Tier rate	0.0107	-5%	n/a	n/a	n/a	n/a	n/a
	USD	1,000,001	4,500,000	Tier rate	0.0102	-10%	400,001	1,000,000	Tier rate	0.0102	-10%	n/a	n/a	n/a	n/a	n/a
	USD	4,500,001	15,000,000	Tier rate	0.0096	-15%	1,000,001	5,000,000	Tier rate	0.0096	-15%	n/a	n/a	n/a	n/a	n/a
	USD	15,000,001	30,000,000	Tier rate	0.0090	-20%	5,000,001	10,000,000	Tier rate	0.0090	-20%	n/a	n/a	n/a	n/a	n/a
	USD	30,000,001	--	Tier rate	0.0085	-25%	10,000,001	--	Tier rate	0.0085	-25%	n/a	n/a	n/a	n/a	n/a
Rest of Middle East	USD	0	100,000	List rate	0.0091	0%	0	300,000	List rate	0.0091	0%	n/a	n/a	n/a	n/a	n/a
	USD	100,001	1,000,000	Tier rate	0.0086	-5%	300,001	2,000,000	Tier rate	0.0086	-5%	n/a	n/a	n/a	n/a	n/a
	USD	1,000,001	4,500,000	Tier rate	0.0082	-10%	2,000,001	10,000,000	Tier rate	0.0082	-10%	n/a	n/a	n/a	n/a	n/a
	USD	4,500,001	40,000,000	Tier rate	0.0077	-15%	10,000,001	20,000,000	Tier rate	0.0077	-15%	n/a	n/a	n/a	n/a	n/a
	USD	40,000,001	80,000,000	Tier rate	0.0073	-20%	20,000,001	40,000,000	Tier rate	0.0073	-20%	n/a	n/a	n/a	n/a	n/a
	USD	80,000,001	--	Tier rate	0.0068	-25%	40,000,001	--	Tier rate	0.0068	-25%	n/a	n/a	n/a	n/a	n/a
Rest of Western Europe	USD	0	100,000	List rate	0.0171	0%	0	300,000	List rate	0.0171	0%	n/a	n/a	n/a	n/a	n/a
	USD	100,001	1,000,000	Tier rate	0.0162	-5%	300,001	2,000,000	Tier rate	0.0162	-5%	n/a	n/a	n/a	n/a	n/a
	USD	1,000,001	4,500,000	Tier rate	0.0154	-10%	2,000,001	10,000,000	Tier rate	0.0154	-10%	n/a	n/a	n/a	n/a	n/a
	USD	4,500,001	40,000,000	Tier rate	0.0145	-15%	10,000,001	20,000,000	Tier rate	0.0145	-15%	n/a	n/a	n/a	n/a	n/a
	USD	40,000,001	80,000,000	Tier rate	0.0137	-20%	20,000,001	40,000,000	Tier rate	0.0137	-20%	n/a	n/a	n/a	n/a	n/a
	USD	80,000,001	--	Tier rate	0.0128	-25%	40,000,001	--	Tier rate	0.0128	-25%	n/a	n/a	n/a	n/a	n/a
Other	USD	0	80,000	List rate	0.0077	0%	0	100,000	List rate	0.0077	0%	n/a	n/a	n/a	n/a	n/a
	USD	80,001	750,000	Tier rate	0.0073	-5%	100,001	500,000	Tier rate	0.0073	-5%	n/a	n/a	n/a	n/a	n/a
	USD	750,001	2,250,000	Tier rate	0.0069	-10%	500,001	2,000,000	Tier rate	0.0069	-10%	n/a	n/a	n/a	n/a	n/a
	USD	2,250,001	3,000,000	Tier rate	0.0065	-15%	2,000,001	5,000,000	Tier rate	0.0065	-15%	n/a	n/a	n/a	n/a	n/a
	USD	3,000,001	6,000,000	Tier rate	0.0062	-20%	5,000,001	10,000,000	Tier rate	0.0062	-20%	n/a	n/a	n/a	n/a	n/a
	USD	6,000,001	--	Tier rate	0.0058	-25%	10,000,001	--	Tier rate	0.0058	-25%	n/a	n/a	n/a	n/a	n/a