

Cost per message in GBP on the WhatsApp Business Platform, effective October 1, 2025

We charge on a per-message basis on the WhatsApp Business Platform. Learn more here:

<https://developers.facebook.com/docs/whatsapp/pricing>

Marketing rates apply across Cloud API and Marketing Messages Lite API. Learn more here:

<https://developers.facebook.com/docs/whatsapp/pricing>

Some markets are mapped to a "Rest of" region or "Other." Learn more here:

<https://developers.facebook.com/docs/whatsapp/pricing#country-calling-codes>

In some markets, we have authentication-international rates. Learn more here:

<https://developers.facebook.com/docs/whatsapp/pricing/authentication-international-rates>

Market	Currency	Marketing	Utility	Authentication	Authentication-International	Service
Argentina	£	0.0445	0.0188	0.0188	n/a	n/a
Brazil	£	0.0451	0.0049	0.0049	n/a	n/a
Chile	£	0.0641	0.0144	0.0144	n/a	n/a
Colombia	£	0.0090	0.0004	0.0004	n/a	n/a
Egypt	£	0.0774	0.0026	0.0026	0.0469	n/a
France	£	0.1033	0.0216	0.0216	n/a	n/a
Germany	£	0.0985	0.0397	0.0397	n/a	n/a
India	£	0.0078	0.0010	0.0010	0.0202	n/a
Indonesia	£	0.0297	0.0180	0.0180	0.0979	n/a
Israel	£	0.0254	0.0038	0.0038	n/a	n/a
Italy	£	0.0498	0.0216	0.0216	n/a	n/a
Malaysia	£	0.0620	0.0101	0.0101	0.0302	n/a
Mexico	£	0.0221	0.0062	0.0062	n/a	n/a
Netherlands	£	0.1152	0.0361	0.0361	n/a	n/a
Nigeria	£	0.0372	0.0048	0.0048	0.0541	n/a
Pakistan	£	0.0341	0.0039	0.0039	0.0541	n/a
Peru	£	0.0507	0.0144	0.0144	n/a	n/a
Russia	£	0.0578	0.0288	0.0288	n/a	n/a
Saudi Arabia	£	0.0327	0.0077	0.0077	0.0431	n/a
South Africa	£	0.0273	0.0055	0.0055	0.0144	n/a
Spain	£	0.0443	0.0144	0.0144	n/a	n/a
Turkey	£	0.0078	0.0038	0.0038	n/a	n/a
United Arab Emirates	£	0.0360	0.0113	0.0113	0.0367	n/a
United Kingdom	£	0.0382	0.0159	0.0159	n/a	n/a
North America	£	0.0180	0.0029	0.0029	n/a	n/a
Rest of Africa	£	0.0162	0.0029	0.0029	n/a	n/a
Rest of Asia Pacific	£	0.0528	0.0082	0.0082	n/a	n/a
Rest of Central & Eastern Europe	£	0.0620	0.0152	0.0152	n/a	n/a
Rest of Latin America	£	0.0534	0.0081	0.0081	n/a	n/a
Rest of Middle East	£	0.0246	0.0065	0.0065	n/a	n/a
Rest of Western Europe	£	0.0427	0.0123	0.0123	n/a	n/a
Other	£	0.0435	0.0056	0.0056	n/a	n/a

Cost per message in GBP on the WhatsApp Business Platform, effective October 1, 2025 - Reflecting volume tiers for utility and authentication messages

Volume tiers apply only to utility and authentication messages. Learn more here: <https://developers.facebook.com/docs/whatsapp/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	£	0	100,000	List rate	0.0188	0%	0	120,000	List rate	0.0188	0%	n/a	n/a	n/a	n/a	n/a
	£	100,001	1,000,000	Tier rate	0.0179	-5%	120,001	400,000	Tier rate	0.0179	-5%	n/a	n/a	n/a	n/a	n/a
	£	1,000,001	4,500,000	Tier rate	0.0169	-10%	400,001	1,000,000	Tier rate	0.0169	-10%	n/a	n/a	n/a	n/a	n/a
	£	4,500,001	15,000,000	Tier rate	0.0160	-15%	1,000,001	5,000,000	Tier rate	0.0160	-15%	n/a	n/a	n/a	n/a	n/a
	£	15,000,001	30,000,000	Tier rate	0.0150	-20%	5,000,001	10,000,000	Tier rate	0.0150	-20%	n/a	n/a	n/a	n/a	n/a
	£	30,000,001	--	Tier rate	0.0141	-25%	10,000,001	--	Tier rate	0.0141	-25%	n/a	n/a	n/a	n/a	n/a
Brazil	£	0	250,000	List rate	0.0049	0%	0	500,000	List rate	0.0049	0%	n/a	n/a	n/a	n/a	n/a
	£	250,001	2,000,000	Tier rate	0.0047	-5%	500,001	3,000,000	Tier rate	0.0047	-5%	n/a	n/a	n/a	n/a	n/a
	£	2,000,001	17,000,000	Tier rate	0.0044	-10%	3,000,001	5,250,000	Tier rate	0.0044	-10%	n/a	n/a	n/a	n/a	n/a
	£	17,000,001	35,000,000	Tier rate	0.0042	-15%	5,250,001	10,000,000	Tier rate	0.0042	-15%	n/a	n/a	n/a	n/a	n/a
	£	35,000,001	70,000,000	Tier rate	0.0039	-20%	10,000,001	20,000,000	Tier rate	0.0039	-20%	n/a	n/a	n/a	n/a	n/a
	£	70,000,001	--	Tier rate	0.0037	-25%	20,000,001	--	Tier rate	0.0037	-25%	n/a	n/a	n/a	n/a	n/a
Chile	£	0	100,000	List rate	0.0144	0%	0	120,000	List rate	0.0144	0%	n/a	n/a	n/a	n/a	n/a
	£	100,001	1,000,000	Tier rate	0.0137	-5%	120,001	400,000	Tier rate	0.0137	-5%	n/a	n/a	n/a	n/a	n/a
	£	1,000,001	4,500,000	Tier rate	0.0130	-10%	400,001	1,000,000	Tier rate	0.0130	-10%	n/a	n/a	n/a	n/a	n/a
	£	4,500,001	15,000,000	Tier rate	0.0122	-15%	1,000,001	5,000,000	Tier rate	0.0122	-15%	n/a	n/a	n/a	n/a	n/a
	£	15,000,001	30,000,000	Tier rate	0.0115	-20%	5,000,001	10,000,000	Tier rate	0.0115	-20%	n/a	n/a	n/a	n/a	n/a
	£	30,000,001	--	Tier rate	0.0108	-25%	10,000,001	--	Tier rate	0.0108	-25%	n/a	n/a	n/a	n/a	n/a
Colombia	£	0	100,000	List rate	0.0004	0%	0	120,000	List rate	0.0004	0%	n/a	n/a	n/a	n/a	n/a
	£	100,001	1,000,000	Tier rate	0.0004	-5%	120,001	400,000	Tier rate	0.0004	-5%	n/a	n/a	n/a	n/a	n/a
	£	1,000,001	4,500,000	Tier rate	0.0004	-10%	400,001	1,000,000	Tier rate	0.0004	-10%	n/a	n/a	n/a	n/a	n/a
	£	4,500,001	15,000,000	Tier rate	0.0003	-15%	1,000,001	5,000,000	Tier rate	0.0003	-15%	n/a	n/a	n/a	n/a	n/a
	£	15,000,001	30,000,000	Tier rate	0.0003	-20%	5,000,001	10,000,000	Tier rate	0.0003	-20%	n/a	n/a	n/a	n/a	n/a
	£	30,000,001	--	Tier rate	0.0003	-25%	10,000,001	--	Tier rate	0.0003	-25%	n/a	n/a	n/a	n/a	n/a
Egypt	£	0	100,000	List rate	0.0026	0%	0	300,000	List rate	0.0026	0%	0	300,000	List rate	0.0469	0%
	£	100,001	1,000,000	Tier rate	0.0025	-5%	300,001	2,000,000	Tier rate	0.0025	-5%	300,001	2,000,000	Tier rate	0.0446	-5%
	£	1,000,001	4,500,000	Tier rate	0.0023	-10%	2,000,001	10,000,000	Tier rate	0.0023	-10%	2,000,001	10,000,000	Tier rate	0.0422	-10%
	£	4,500,001	40,000,000	Tier rate	0.0022	-15%	10,000,001	20,000,000	Tier rate	0.0022	-15%	10,000,001	20,000,000	Tier rate	0.0399	-15%
	£	40,000,001	80,000,000	Tier rate	0.0021	-20%	20,000,001	40,000,000	Tier rate	0.0021	-20%	20,000,001	40,000,000	Tier rate	0.0375	-20%
	£	80,000,001	--	Tier rate	0.0020	-25%	40,000,001	--	Tier rate	0.0020	-25%	40,000,001	--	Tier rate	0.0352	-25%
France	£	0	100,000	List rate	0.0216	0%	0	300,000	List rate	0.0216	0%	n/a	n/a	n/a	n/a	n/a
	£	100,001	1,000,000	Tier rate	0.0205	-5%	300,001	2,000,000	Tier rate	0.0205	-5%	n/a	n/a	n/a	n/a	n/a
	£	1,000,001	4,500,000	Tier rate	0.0194	-10%	2,000,001	10,000,000	Tier rate	0.0194	-10%	n/a	n/a	n/a	n/a	n/a
	£	4,500,001	40,000,000	Tier rate	0.0184	-15%	10,000,001	20,000,000	Tier rate	0.0184	-15%	n/a	n/a	n/a	n/a	n/a
	£	40,000,001	80,000,000	Tier rate	0.0173	-20%	20,000,001	40,000,000	Tier rate	0.0173	-20%	n/a	n/a	n/a	n/a	n/a
	£	80,000,001	--	Tier rate	0.0162	-25%	40,000,001	--	Tier rate	0.0162	-25%	n/a	n/a	n/a	n/a	n/a
Germany	£	0	100,000	List rate	0.0397	0%	0	300,000	List rate	0.0397	0%	n/a	n/a	n/a	n/a	n/a
	£	100,001	1,000,000	Tier rate	0.0377	-5%	300,001	2,000,000	Tier rate	0.0377	-5%	n/a	n/a	n/a	n/a	n/a
	£	1,000,001	4,500,000	Tier rate	0.0357	-10%	2,000,001	10,000,000	Tier rate	0.0357	-10%	n/a	n/a	n/a	n/a	n/a
	£	4,500,001	40,000,000	Tier rate	0.0337	-15%	10,000,001	20,000,000	Tier rate	0.0337	-15%	n/a	n/a	n/a	n/a	n/a
	£	40,000,001	80,000,000	Tier rate	0.0318	-20%	20,000,001	40,000,000	Tier rate	0.0318	-20%	n/a	n/a	n/a	n/a	n/a
	£	80,000,001	--	Tier rate	0.0298	-25%	40,000,001	--	Tier rate	0.0298	-25%	n/a	n/a	n/a	n/a	n/a
India	£	0	25,000,000	List rate	0.0010	0%	0	750,000	List rate	0.0010	0%	0	750,000	List rate	0.0202	0%
	£	25,000,001	50,000,000	Tier rate	0.0009	-6%	750,001	15,000,000	Tier rate	0.0009	-6%	750,001	15,000,000	Tier rate	0.0190	-6%
	£	50,000,001	100,000,000	Tier rate	0.0009	-12%	15,000,001	20,000,000	Tier rate	0.0009	-12%	15,000,001	20,000,000	Tier rate	0.0178	-12%
	£	100,000,001	200,000,000	Tier rate	0.0008	-18%	20,000,001	50,000,000	Tier rate	0.0008	-18%	20,000,001	50,000,000	Tier rate	0.0166	-18%
	£	200,000,001	300,000,000	Tier rate	0.0008	-24%	50,000,001	100,000,000	Tier rate	0.0008	-24%	50,000,001	100,000,000	Tier rate	0.0154	-24%
	£	300,000,001	--	Tier rate	0.0007	-30%	100,000,001	--	Tier rate	0.0007	-30%	100,000,001	--	Tier rate	0.0141	-30%

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		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
Indonesia	£	0	750,000	List rate	0.0180	0%	0	750,000	List rate	0.0180	0%	0	750,000	List rate	0.0979	0%
	£	750,001	4,000,000	Tier rate	0.0171	-5%	750,001	2,000,000	Tier rate	0.0171	-5%	750,001	2,000,000	Tier rate	0.0930	-5%
	£	4,000,001	25,000,000	Tier rate	0.0162	-10%	2,000,001	6,000,000	Tier rate	0.0162	-10%	2,000,001	6,000,000	Tier rate	0.0881	-10%
	£	25,000,001	75,000,000	Tier rate	0.0153	-15%	6,000,001	30,000,000	Tier rate	0.0153	-15%	6,000,001	30,000,000	Tier rate	0.0832	-15%
	£	75,000,001	150,000,000	Tier rate	0.0144	-20%	30,000,001	60,000,000	Tier rate	0.0144	-20%	30,000,001	60,000,000	Tier rate	0.0783	-20%
£	150,000,001	--	Tier rate	0.0135	-25%	60,000,001	--	Tier rate	0.0135	-25%	60,000,001	--	Tier rate	0.0734	-25%	
Israel	£	0	100,000	List rate	0.0038	0%	0	300,000	List rate	0.0038	0%	n/a	n/a	n/a	n/a	n/a
	£	100,001	1,000,000	Tier rate	0.0036	-5%	300,001	2,000,000	Tier rate	0.0036	-5%	n/a	n/a	n/a	n/a	n/a
	£	1,000,001	4,500,000	Tier rate	0.0034	-10%	2,000,001	10,000,000	Tier rate	0.0034	-10%	n/a	n/a	n/a	n/a	n/a
	£	4,500,001	40,000,000	Tier rate	0.0032	-15%	10,000,001	20,000,000	Tier rate	0.0032	-15%	n/a	n/a	n/a	n/a	n/a
	£	40,000,001	80,000,000	Tier rate	0.0030	-20%	20,000,001	40,000,000	Tier rate	0.0030	-20%	n/a	n/a	n/a	n/a	n/a
£	80,000,001	--	Tier rate	0.0029	-25%	40,000,001	--	Tier rate	0.0029	-25%	n/a	n/a	n/a	n/a	n/a	
Italy	£	0	100,000	List rate	0.0216	0%	0	300,000	List rate	0.0216	0%	n/a	n/a	n/a	n/a	n/a
	£	100,001	1,000,000	Tier rate	0.0205	-5%	300,001	2,000,000	Tier rate	0.0205	-5%	n/a	n/a	n/a	n/a	n/a
	£	1,000,001	4,500,000	Tier rate	0.0194	-10%	2,000,001	10,000,000	Tier rate	0.0194	-10%	n/a	n/a	n/a	n/a	n/a
	£	4,500,001	40,000,000	Tier rate	0.0184	-15%	10,000,001	20,000,000	Tier rate	0.0184	-15%	n/a	n/a	n/a	n/a	n/a
	£	40,000,001	80,000,000	Tier rate	0.0173	-20%	20,000,001	40,000,000	Tier rate	0.0173	-20%	n/a	n/a	n/a	n/a	n/a
£	80,000,001	--	Tier rate	0.0162	-25%	40,000,001	--	Tier rate	0.0162	-25%	n/a	n/a	n/a	n/a	n/a	
Malaysia	£	0	150,000	List rate	0.0101	0%	0	100,000	List rate	0.0101	0%	0	100,000	List rate	0.0302	0%
	£	150,001	1,000,000	Tier rate	0.0096	-5%	100,001	300,000	Tier rate	0.0096	-5%	100,001	300,000	Tier rate	0.0287	-5%
	£	1,000,001	4,000,000	Tier rate	0.0091	-10%	300,001	1,000,000	Tier rate	0.0091	-10%	300,001	1,000,000	Tier rate	0.0272	-10%
	£	4,000,001	25,000,000	Tier rate	0.0086	-15%	1,000,001	10,000,000	Tier rate	0.0086	-15%	1,000,001	10,000,000	Tier rate	0.0257	-15%
	£	25,000,001	50,000,000	Tier rate	0.0081	-20%	10,000,001	20,000,000	Tier rate	0.0081	-20%	10,000,001	20,000,000	Tier rate	0.0242	-20%
£	50,000,001	--	Tier rate	0.0076	-25%	20,000,001	--	Tier rate	0.0076	-25%	20,000,001	--	Tier rate	0.0227	-25%	
Mexico	£	0	1,000,000	List rate	0.0062	0%	0	250,000	List rate	0.0062	0%	n/a	n/a	n/a	n/a	n/a
	£	1,000,001	5,000,000	Tier rate	0.0059	-5%	250,001	1,000,000	Tier rate	0.0059	-5%	n/a	n/a	n/a	n/a	n/a
	£	5,000,001	10,000,000	Tier rate	0.0056	-10%	1,000,001	3,000,000	Tier rate	0.0056	-10%	n/a	n/a	n/a	n/a	n/a
	£	10,000,001	20,000,000	Tier rate	0.0053	-15%	3,000,001	5,000,000	Tier rate	0.0053	-15%	n/a	n/a	n/a	n/a	n/a
	£	20,000,001	40,000,000	Tier rate	0.0050	-20%	5,000,001	10,000,000	Tier rate	0.0050	-20%	n/a	n/a	n/a	n/a	n/a
£	40,000,001	--	Tier rate	0.0047	-25%	10,000,001	--	Tier rate	0.0047	-25%	n/a	n/a	n/a	n/a	n/a	
Netherlands	£	0	100,000	List rate	0.0361	0%	0	300,000	List rate	0.0361	0%	n/a	n/a	n/a	n/a	n/a
	£	100,001	1,000,000	Tier rate	0.0343	-5%	300,001	2,000,000	Tier rate	0.0343	-5%	n/a	n/a	n/a	n/a	n/a
	£	1,000,001	4,500,000	Tier rate	0.0325	-10%	2,000,001	10,000,000	Tier rate	0.0325	-10%	n/a	n/a	n/a	n/a	n/a
	£	4,500,001	40,000,000	Tier rate	0.0307	-15%	10,000,001	20,000,000	Tier rate	0.0307	-15%	n/a	n/a	n/a	n/a	n/a
	£	40,000,001	80,000,000	Tier rate	0.0289	-20%	20,000,001	40,000,000	Tier rate	0.0289	-20%	n/a	n/a	n/a	n/a	n/a
£	80,000,001	--	Tier rate	0.0271	-25%	40,000,001	--	Tier rate	0.0271	-25%	n/a	n/a	n/a	n/a	n/a	
Nigeria	£	0	100,000	List rate	0.0048	0%	0	300,000	List rate	0.0048	0%	0	300,000	List rate	0.0541	0%
	£	100,001	1,000,000	Tier rate	0.0046	-5%	300,001	2,000,000	Tier rate	0.0046	-5%	300,001	2,000,000	Tier rate	0.0514	-5%
	£	1,000,001	4,500,000	Tier rate	0.0043	-10%	2,000,001	10,000,000	Tier rate	0.0043	-10%	2,000,001	10,000,000	Tier rate	0.0487	-10%
	£	4,500,001	40,000,000	Tier rate	0.0041	-15%	10,000,001	20,000,000	Tier rate	0.0041	-15%	10,000,001	20,000,000	Tier rate	0.0460	-15%
	£	40,000,001	80,000,000	Tier rate	0.0038	-20%	20,000,001	40,000,000	Tier rate	0.0038	-20%	20,000,001	40,000,000	Tier rate	0.0433	-20%
£	80,000,001	--	Tier rate	0.0036	-25%	40,000,001	--	Tier rate	0.0036	-25%	40,000,001	--	Tier rate	0.0406	-25%	
Pakistan	£	0	150,000	List rate	0.0039	0%	0	100,000	List rate	0.0039	0%	0	100,000	List rate	0.0541	0%
	£	150,001	1,000,000	Tier rate	0.0037	-5%	100,001	300,000	Tier rate	0.0037	-5%	100,001	300,000	Tier rate	0.0514	-5%
	£	1,000,001	4,000,000	Tier rate	0.0035	-10%	300,001	1,000,000	Tier rate	0.0035	-10%	300,001	1,000,000	Tier rate	0.0487	-10%
	£	4,000,001	25,000,000	Tier rate	0.0033	-15%	1,000,001	10,000,000	Tier rate	0.0033	-15%	1,000,001	10,000,000	Tier rate	0.0460	-15%
	£	25,000,001	50,000,000	Tier rate	0.0031	-20%	10,000,001	20,000,000	Tier rate	0.0031	-20%	10,000,001	20,000,000	Tier rate	0.0433	-20%
£	50,000,001	--	Tier rate	0.0029	-25%	20,000,001	--	Tier rate	0.0029	-25%	20,000,001	--	Tier rate	0.0406	-25%	

Cost per message in GBP on the WhatsApp Business Platform, effective October 1, 2025 - Reflecting volume tiers for utility and authentication messages

Volume tiers apply only to utility and authentication messages. Learn more here: <https://developers.facebook.com/docs/whatsapp/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
Peru	£	0	100,000	List rate	0.0144	0%	0	120,000	List rate	0.0144	0%	n/a	n/a	n/a	n/a	n/a
	£	100,001	1,000,000	Tier rate	0.0137	-5%	120,001	400,000	Tier rate	0.0137	-5%	n/a	n/a	n/a	n/a	n/a
	£	1,000,001	4,500,000	Tier rate	0.0130	-10%	400,001	1,000,000	Tier rate	0.0130	-10%	n/a	n/a	n/a	n/a	n/a
	£	4,500,001	15,000,000	Tier rate	0.0122	-15%	1,000,001	5,000,000	Tier rate	0.0122	-15%	n/a	n/a	n/a	n/a	n/a
	£	15,000,001	30,000,000	Tier rate	0.0115	-20%	5,000,001	10,000,000	Tier rate	0.0115	-20%	n/a	n/a	n/a	n/a	n/a
	£	30,000,001	--	Tier rate	0.0108	-25%	10,000,001	--	Tier rate	0.0108	-25%	n/a	n/a	n/a	n/a	n/a
Russia	£	0	100,000	List rate	0.0288	0%	0	300,000	List rate	0.0288	0%	n/a	n/a	n/a	n/a	n/a
	£	100,001	1,000,000	Tier rate	0.0274	-5%	300,001	2,000,000	Tier rate	0.0274	-5%	n/a	n/a	n/a	n/a	n/a
	£	1,000,001	4,500,000	Tier rate	0.0259	-10%	2,000,001	10,000,000	Tier rate	0.0259	-10%	n/a	n/a	n/a	n/a	n/a
	£	4,500,001	40,000,000	Tier rate	0.0245	-15%	10,000,001	20,000,000	Tier rate	0.0245	-15%	n/a	n/a	n/a	n/a	n/a
	£	40,000,001	80,000,000	Tier rate	0.0230	-20%	20,000,001	40,000,000	Tier rate	0.0230	-20%	n/a	n/a	n/a	n/a	n/a
	£	80,000,001	--	Tier rate	0.0216	-25%	40,000,001	--	Tier rate	0.0216	-25%	n/a	n/a	n/a	n/a	n/a
Saudi Arabia	£	0	100,000	List rate	0.0077	0%	0	300,000	List rate	0.0077	0%	0	300,000	List rate	0.0431	0%
	£	100,001	1,000,000	Tier rate	0.0073	-5%	300,001	2,000,000	Tier rate	0.0073	-5%	300,001	2,000,000	Tier rate	0.0409	-5%
	£	1,000,001	4,500,000	Tier rate	0.0069	-10%	2,000,001	10,000,000	Tier rate	0.0069	-10%	2,000,001	10,000,000	Tier rate	0.0388	-10%
	£	4,500,001	40,000,000	Tier rate	0.0065	-15%	10,000,001	20,000,000	Tier rate	0.0065	-15%	10,000,001	20,000,000	Tier rate	0.0366	-15%
	£	40,000,001	80,000,000	Tier rate	0.0062	-20%	20,000,001	40,000,000	Tier rate	0.0062	-20%	20,000,001	40,000,000	Tier rate	0.0345	-20%
	£	80,000,001	--	Tier rate	0.0058	-25%	40,000,001	--	Tier rate	0.0058	-25%	40,000,001	--	Tier rate	0.0323	-25%
South Africa	£	0	100,000	List rate	0.0055	0%	0	300,000	List rate	0.0055	0%	0	300,000	List rate	0.0144	0%
	£	100,001	1,000,000	Tier rate	0.0052	-5%	300,001	2,000,000	Tier rate	0.0052	-5%	300,001	2,000,000	Tier rate	0.0137	-5%
	£	1,000,001	4,500,000	Tier rate	0.0050	-10%	2,000,001	10,000,000	Tier rate	0.0050	-10%	2,000,001	10,000,000	Tier rate	0.0130	-10%
	£	4,500,001	40,000,000	Tier rate	0.0047	-15%	10,000,001	20,000,000	Tier rate	0.0047	-15%	10,000,001	20,000,000	Tier rate	0.0122	-15%
	£	40,000,001	80,000,000	Tier rate	0.0044	-20%	20,000,001	40,000,000	Tier rate	0.0044	-20%	20,000,001	40,000,000	Tier rate	0.0115	-20%
	£	80,000,001	--	Tier rate	0.0041	-25%	40,000,001	--	Tier rate	0.0041	-25%	40,000,001	--	Tier rate	0.0108	-25%
Spain	£	0	100,000	List rate	0.0144	0%	0	300,000	List rate	0.0144	0%	n/a	n/a	n/a	n/a	n/a
	£	100,001	1,000,000	Tier rate	0.0137	-5%	300,001	2,000,000	Tier rate	0.0137	-5%	n/a	n/a	n/a	n/a	n/a
	£	1,000,001	4,500,000	Tier rate	0.0130	-10%	2,000,001	10,000,000	Tier rate	0.0130	-10%	n/a	n/a	n/a	n/a	n/a
	£	4,500,001	40,000,000	Tier rate	0.0122	-15%	10,000,001	20,000,000	Tier rate	0.0122	-15%	n/a	n/a	n/a	n/a	n/a
	£	40,000,001	80,000,000	Tier rate	0.0115	-20%	20,000,001	40,000,000	Tier rate	0.0115	-20%	n/a	n/a	n/a	n/a	n/a
	£	80,000,001	--	Tier rate	0.0108	-25%	40,000,001	--	Tier rate	0.0108	-25%	n/a	n/a	n/a	n/a	n/a
Turkey	£	0	100,000	List rate	0.0038	0%	0	300,000	List rate	0.0038	0%	n/a	n/a	n/a	n/a	n/a
	£	100,001	1,000,000	Tier rate	0.0036	-5%	300,001	2,000,000	Tier rate	0.0036	-5%	n/a	n/a	n/a	n/a	n/a
	£	1,000,001	4,500,000	Tier rate	0.0034	-10%	2,000,001	10,000,000	Tier rate	0.0034	-10%	n/a	n/a	n/a	n/a	n/a
	£	4,500,001	40,000,000	Tier rate	0.0032	-15%	10,000,001	20,000,000	Tier rate	0.0032	-15%	n/a	n/a	n/a	n/a	n/a
	£	40,000,001	80,000,000	Tier rate	0.0030	-20%	20,000,001	40,000,000	Tier rate	0.0030	-20%	n/a	n/a	n/a	n/a	n/a
	£	80,000,001	--	Tier rate	0.0029	-25%	40,000,001	--	Tier rate	0.0029	-25%	n/a	n/a	n/a	n/a	n/a
United Arab Emirates	£	0	100,000	List rate	0.0113	0%	0	300,000	List rate	0.0113	0%	0	300,000	List rate	0.0367	0%
	£	100,001	1,000,000	Tier rate	0.0107	-5%	300,001	2,000,000	Tier rate	0.0107	-5%	300,001	2,000,000	Tier rate	0.0349	-5%
	£	1,000,001	4,500,000	Tier rate	0.0102	-10%	2,000,001	10,000,000	Tier rate	0.0102	-10%	2,000,001	10,000,000	Tier rate	0.0330	-10%
	£	4,500,001	40,000,000	Tier rate	0.0096	-15%	10,000,001	20,000,000	Tier rate	0.0096	-15%	10,000,001	20,000,000	Tier rate	0.0312	-15%
	£	40,000,001	80,000,000	Tier rate	0.0090	-20%	20,000,001	40,000,000	Tier rate	0.0090	-20%	20,000,001	40,000,000	Tier rate	0.0294	-20%
	£	80,000,001	--	Tier rate	0.0085	-25%	40,000,001	--	Tier rate	0.0085	-25%	40,000,001	--	Tier rate	0.0275	-25%
United Kingdom	£	0	100,000	List rate	0.0159	0%	0	300,000	List rate	0.0159	0%	n/a	n/a	n/a	n/a	n/a
	£	100,001	1,000,000	Tier rate	0.0151	-5%	300,001	2,000,000	Tier rate	0.0151	-5%	n/a	n/a	n/a	n/a	n/a
	£	1,000,001	4,500,000	Tier rate	0.0143	-10%	2,000,001	10,000,000	Tier rate	0.0143	-10%	n/a	n/a	n/a	n/a	n/a
	£	4,500,001	40,000,000	Tier rate	0.0135	-15%	10,000,001	20,000,000	Tier rate	0.0135	-15%	n/a	n/a	n/a	n/a	n/a
	£	40,000,001	80,000,000	Tier rate	0.0127	-20%	20,000,001	40,000,000	Tier rate	0.0127	-20%	n/a	n/a	n/a	n/a	n/a
	£	80,000,001	--	Tier rate	0.0119	-25%	40,000,001	--	Tier rate	0.0119	-25%	n/a	n/a	n/a	n/a	n/a

Cost per message in GBP on the WhatsApp Business Platform, effective October 1, 2025 - Reflecting volume tiers for utility and authentication messages

Volume tiers apply only to utility and authentication messages. Learn more here: <https://developers.facebook.com/docs/whatsapp/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
North America	£	0	80,000	List rate	0.0029	0%	0	100,000	List rate	0.0029	0%	n/a	n/a	n/a	n/a	n/a
	£	80,001	750,000	Tier rate	0.0028	-5%	100,001	500,000	Tier rate	0.0028	-5%	n/a	n/a	n/a	n/a	n/a
	£	750,001	2,250,000	Tier rate	0.0026	-10%	500,001	2,000,000	Tier rate	0.0026	-10%	n/a	n/a	n/a	n/a	n/a
	£	2,250,001	3,000,000	Tier rate	0.0025	-15%	2,000,001	5,000,000	Tier rate	0.0025	-15%	n/a	n/a	n/a	n/a	n/a
	£	3,000,001	6,000,000	Tier rate	0.0023	-20%	5,000,001	10,000,000	Tier rate	0.0023	-20%	n/a	n/a	n/a	n/a	n/a
	£	6,000,001	--	Tier rate	0.0022	-25%	10,000,001	--	Tier rate	0.0022	-25%	n/a	n/a	n/a	n/a	n/a
Rest of Africa	£	0	100,000	List rate	0.0029	0%	0	300,000	List rate	0.0029	0%	n/a	n/a	n/a	n/a	n/a
	£	100,001	1,000,000	Tier rate	0.0028	-5%	300,001	2,000,000	Tier rate	0.0028	-5%	n/a	n/a	n/a	n/a	n/a
	£	1,000,001	4,500,000	Tier rate	0.0026	-10%	2,000,001	10,000,000	Tier rate	0.0026	-10%	n/a	n/a	n/a	n/a	n/a
	£	4,500,001	40,000,000	Tier rate	0.0025	-15%	10,000,001	20,000,000	Tier rate	0.0025	-15%	n/a	n/a	n/a	n/a	n/a
	£	40,000,001	80,000,000	Tier rate	0.0023	-20%	20,000,001	40,000,000	Tier rate	0.0023	-20%	n/a	n/a	n/a	n/a	n/a
	£	80,000,001	--	Tier rate	0.0022	-25%	40,000,001	--	Tier rate	0.0022	-25%	n/a	n/a	n/a	n/a	n/a
Rest of Asia Pacific	£	0	150,000	List rate	0.0082	0%	0	100,000	List rate	0.0082	0%	n/a	n/a	n/a	n/a	n/a
	£	150,001	1,000,000	Tier rate	0.0078	-5%	100,001	300,000	Tier rate	0.0078	-5%	n/a	n/a	n/a	n/a	n/a
	£	1,000,001	4,000,000	Tier rate	0.0074	-10%	300,001	1,000,000	Tier rate	0.0074	-10%	n/a	n/a	n/a	n/a	n/a
	£	4,000,001	25,000,000	Tier rate	0.0070	-15%	1,000,001	10,000,000	Tier rate	0.0070	-15%	n/a	n/a	n/a	n/a	n/a
	£	25,000,001	50,000,000	Tier rate	0.0066	-20%	10,000,001	20,000,000	Tier rate	0.0066	-20%	n/a	n/a	n/a	n/a	n/a
	£	50,000,001	--	Tier rate	0.0062	-25%	20,000,001	--	Tier rate	0.0062	-25%	n/a	n/a	n/a	n/a	n/a
Rest of Central & Eastern Europe	£	0	100,000	List rate	0.0152	0%	0	300,000	List rate	0.0152	0%	n/a	n/a	n/a	n/a	n/a
	£	100,001	1,000,000	Tier rate	0.0144	-5%	300,001	2,000,000	Tier rate	0.0144	-5%	n/a	n/a	n/a	n/a	n/a
	£	1,000,001	4,500,000	Tier rate	0.0137	-10%	2,000,001	10,000,000	Tier rate	0.0137	-10%	n/a	n/a	n/a	n/a	n/a
	£	4,500,001	40,000,000	Tier rate	0.0129	-15%	10,000,001	20,000,000	Tier rate	0.0129	-15%	n/a	n/a	n/a	n/a	n/a
	£	40,000,001	80,000,000	Tier rate	0.0122	-20%	20,000,001	40,000,000	Tier rate	0.0122	-20%	n/a	n/a	n/a	n/a	n/a
	£	80,000,001	--	Tier rate	0.0114	-25%	40,000,001	--	Tier rate	0.0114	-25%	n/a	n/a	n/a	n/a	n/a
Rest of Latin America	£	0	100,000	List rate	0.0081	0%	0	120,000	List rate	0.0081	0%	n/a	n/a	n/a	n/a	n/a
	£	100,001	1,000,000	Tier rate	0.0077	-5%	120,001	400,000	Tier rate	0.0077	-5%	n/a	n/a	n/a	n/a	n/a
	£	1,000,001	4,500,000	Tier rate	0.0073	-10%	400,001	1,000,000	Tier rate	0.0073	-10%	n/a	n/a	n/a	n/a	n/a
	£	4,500,001	15,000,000	Tier rate	0.0069	-15%	1,000,001	5,000,000	Tier rate	0.0069	-15%	n/a	n/a	n/a	n/a	n/a
	£	15,000,001	30,000,000	Tier rate	0.0065	-20%	5,000,001	10,000,000	Tier rate	0.0065	-20%	n/a	n/a	n/a	n/a	n/a
	£	30,000,001	--	Tier rate	0.0061	-25%	10,000,001	--	Tier rate	0.0061	-25%	n/a	n/a	n/a	n/a	n/a
Rest of Middle East	£	0	100,000	List rate	0.0065	0%	0	300,000	List rate	0.0065	0%	n/a	n/a	n/a	n/a	n/a
	£	100,001	1,000,000	Tier rate	0.0062	-5%	300,001	2,000,000	Tier rate	0.0062	-5%	n/a	n/a	n/a	n/a	n/a
	£	1,000,001	4,500,000	Tier rate	0.0059	-10%	2,000,001	10,000,000	Tier rate	0.0059	-10%	n/a	n/a	n/a	n/a	n/a
	£	4,500,001	40,000,000	Tier rate	0.0055	-15%	10,000,001	20,000,000	Tier rate	0.0055	-15%	n/a	n/a	n/a	n/a	n/a
	£	40,000,001	80,000,000	Tier rate	0.0052	-20%	20,000,001	40,000,000	Tier rate	0.0052	-20%	n/a	n/a	n/a	n/a	n/a
	£	80,000,001	--	Tier rate	0.0049	-25%	40,000,001	--	Tier rate	0.0049	-25%	n/a	n/a	n/a	n/a	n/a
Rest of Western Europe	£	0	100,000	List rate	0.0123	0%	0	300,000	List rate	0.0123	0%	n/a	n/a	n/a	n/a	n/a
	£	100,001	1,000,000	Tier rate	0.0117	-5%	300,001	2,000,000	Tier rate	0.0117	-5%	n/a	n/a	n/a	n/a	n/a
	£	1,000,001	4,500,000	Tier rate	0.0111	-10%	2,000,001	10,000,000	Tier rate	0.0111	-10%	n/a	n/a	n/a	n/a	n/a
	£	4,500,001	40,000,000	Tier rate	0.0105	-15%	10,000,001	20,000,000	Tier rate	0.0105	-15%	n/a	n/a	n/a	n/a	n/a
	£	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
	£	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
Other	£	0	80,000	List rate	0.0056	0%	0	100,000	List rate	0.0056	0%	n/a	n/a	n/a	n/a	n/a
	£	80,001	750,000	Tier rate	0.0053	-5%	100,001	500,000	Tier rate	0.0053	-5%	n/a	n/a	n/a	n/a	n/a
	£	750,001	2,250,000	Tier rate	0.0050	-10%	500,001	2,000,000	Tier rate	0.0050	-10%	n/a	n/a	n/a	n/a	n/a
	£	2,250,001	3,000,000	Tier rate	0.0048	-15%	2,000,001	5,000,000	Tier rate	0.0048	-15%	n/a	n/a	n/a	n/a	n/a
	£	3,000,001	6,000,000	Tier rate	0.0045	-20%	5,000,001	10,000,000	Tier rate	0.0045	-20%	n/a	n/a	n/a	n/a	n/a
	£	6,000,001	--	Tier rate	0.0042	-25%	10,000,001	--	Tier rate	0.0042	-25%	n/a	n/a	n/a	n/a	n/a