

Cost per message in MXN on the WhatsApp Business Platform, effective January 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 January 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	MXN	1.1375	0.4786	0.4786	n/a	n/a
Brazil	MXN	1.1504	0.1252	0.1252	n/a	n/a
Chile	MXN	1.6363	0.3681	0.3681	n/a	n/a
Colombia	MXN	0.2301	0.0147	0.0147	n/a	n/a
Egypt	MXN	1.1853	0.0663	0.0663	1.1964	n/a
France	MXN	1.5811	0.5522	0.5522	n/a	n/a
Germany	MXN	2.5124	1.0123	1.0123	n/a	n/a
India	MXN	0.2172	0.0258	0.0258	0.5154	n/a
Indonesia	MXN	0.7565	0.4602	0.4602	2.5032	n/a
Israel	MXN	0.6497	0.0976	0.0976	n/a	n/a
Italy	MXN	1.2719	0.5522	0.5522	n/a	n/a
Malaysia	MXN	1.5829	0.2577	0.2577	0.7694	n/a
Mexico	MXN	0.5614	0.1565	0.1565	n/a	n/a
Netherlands	MXN	2.9394	0.9203	0.9203	n/a	n/a
Nigeria	MXN	0.9497	0.1233	0.1233	1.3805	n/a
Pakistan	MXN	0.8706	0.0994	0.0994	1.3805	n/a
Peru	MXN	1.2939	0.3681	0.3681	n/a	n/a
Russia	MXN	1.4762	0.7362	0.7362	n/a	n/a
Saudi Arabia	MXN	0.8375	0.1969	0.1969	1.1007	n/a
South Africa	MXN	0.6976	0.1399	0.1399	0.3681	n/a
Spain	MXN	1.1320	0.3681	0.3681	n/a	n/a
Turkey	MXN	0.2006	0.0976	0.0976	n/a	n/a
United Arab Emirates	MXN	0.9185	0.2890	0.2890	0.9387	n/a
United Kingdom	MXN	0.9737	0.4049	0.4049	n/a	n/a
North America	MXN	0.4602	0.0626	0.0626	n/a	n/a
Rest of Africa	MXN	0.4141	0.0736	0.0736	n/a	n/a
Rest of Asia Pacific	MXN	1.3473	0.2080	0.2080	n/a	n/a
Rest of Central & Eastern Europe	MXN	1.5829	0.3902	0.3902	n/a	n/a
Rest of Latin America	MXN	1.3620	0.2080	0.2080	n/a	n/a
Rest of Middle East	MXN	0.6276	0.1675	0.1675	n/a	n/a
Rest of Western Europe	MXN	1.0896	0.3147	0.3147	n/a	n/a
Other	MXN	1.1117	0.1417	0.1417	n/a	n/a

Cost per message in MXN on the WhatsApp Business Platform, effective January 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	MXN	0	100,000	List rate	0.4786	0%	0	120,000	List rate	0.4786	0%	n/a	n/a	n/a	n/a	n/a
	MXN	100,001	1,000,000	Tier rate	0.4547	-5%	120,001	400,000	Tier rate	0.4547	-5%	n/a	n/a	n/a	n/a	n/a
	MXN	1,000,001	4,500,000	Tier rate	0.4307	-10%	400,001	1,000,000	Tier rate	0.4307	-10%	n/a	n/a	n/a	n/a	n/a
	MXN	4,500,001	15,000,000	Tier rate	0.4068	-15%	1,000,001	5,000,000	Tier rate	0.4068	-15%	n/a	n/a	n/a	n/a	n/a
	MXN	15,000,001	30,000,000	Tier rate	0.3829	-20%	5,000,001	10,000,000	Tier rate	0.3829	-20%	n/a	n/a	n/a	n/a	n/a
	MXN	30,000,001	--	Tier rate	0.3590	-25%	10,000,001	--	Tier rate	0.3590	-25%	n/a	n/a	n/a	n/a	n/a
Brazil	MXN	0	250,000	List rate	0.1252	0%	0	500,000	List rate	0.1252	0%	n/a	n/a	n/a	n/a	n/a
	MXN	250,001	2,000,000	Tier rate	0.1189	-5%	500,001	3,000,000	Tier rate	0.1189	-5%	n/a	n/a	n/a	n/a	n/a
	MXN	2,000,001	17,000,000	Tier rate	0.1127	-10%	3,000,001	5,250,000	Tier rate	0.1127	-10%	n/a	n/a	n/a	n/a	n/a
	MXN	17,000,001	35,000,000	Tier rate	0.1064	-15%	5,250,001	10,000,000	Tier rate	0.1064	-15%	n/a	n/a	n/a	n/a	n/a
	MXN	35,000,001	70,000,000	Tier rate	0.1002	-20%	10,000,001	20,000,000	Tier rate	0.1002	-20%	n/a	n/a	n/a	n/a	n/a
	MXN	70,000,001	--	Tier rate	0.0939	-25%	20,000,001	--	Tier rate	0.0939	-25%	n/a	n/a	n/a	n/a	n/a
Chile	MXN	0	100,000	List rate	0.3681	0%	0	120,000	List rate	0.3681	0%	n/a	n/a	n/a	n/a	n/a
	MXN	100,001	1,000,000	Tier rate	0.3497	-5%	120,001	400,000	Tier rate	0.3497	-5%	n/a	n/a	n/a	n/a	n/a
	MXN	1,000,001	4,500,000	Tier rate	0.3313	-10%	400,001	1,000,000	Tier rate	0.3313	-10%	n/a	n/a	n/a	n/a	n/a
	MXN	4,500,001	15,000,000	Tier rate	0.3129	-15%	1,000,001	5,000,000	Tier rate	0.3129	-15%	n/a	n/a	n/a	n/a	n/a
	MXN	15,000,001	30,000,000	Tier rate	0.2945	-20%	5,000,001	10,000,000	Tier rate	0.2945	-20%	n/a	n/a	n/a	n/a	n/a
	MXN	30,000,001	--	Tier rate	0.2761	-25%	10,000,001	--	Tier rate	0.2761	-25%	n/a	n/a	n/a	n/a	n/a
Colombia	MXN	0	100,000	List rate	0.0147	0%	0	120,000	List rate	0.0147	0%	n/a	n/a	n/a	n/a	n/a
	MXN	100,001	1,000,000	Tier rate	0.0140	-5%	120,001	400,000	Tier rate	0.0140	-5%	n/a	n/a	n/a	n/a	n/a
	MXN	1,000,001	4,500,000	Tier rate	0.0132	-10%	400,001	1,000,000	Tier rate	0.0132	-10%	n/a	n/a	n/a	n/a	n/a
	MXN	4,500,001	15,000,000	Tier rate	0.0125	-15%	1,000,001	5,000,000	Tier rate	0.0125	-15%	n/a	n/a	n/a	n/a	n/a
	MXN	15,000,001	30,000,000	Tier rate	0.0118	-20%	5,000,001	10,000,000	Tier rate	0.0118	-20%	n/a	n/a	n/a	n/a	n/a
	MXN	30,000,001	--	Tier rate	0.0110	-25%	10,000,001	--	Tier rate	0.0110	-25%	n/a	n/a	n/a	n/a	n/a
Egypt	MXN	0	100,000	List rate	0.0663	0%	0	300,000	List rate	0.0663	0%	0	300,000	List rate	1.1964	0%
	MXN	100,001	1,000,000	Tier rate	0.0630	-5%	300,001	2,000,000	Tier rate	0.0630	-5%	300,001	2,000,000	Tier rate	1.1366	-5%
	MXN	1,000,001	4,500,000	Tier rate	0.0597	-10%	2,000,001	10,000,000	Tier rate	0.0597	-10%	2,000,001	10,000,000	Tier rate	1.0768	-10%
	MXN	4,500,001	40,000,000	Tier rate	0.0564	-15%	10,000,001	20,000,000	Tier rate	0.0564	-15%	10,000,001	20,000,000	Tier rate	1.0169	-15%
	MXN	40,000,001	80,000,000	Tier rate	0.0530	-20%	20,000,001	40,000,000	Tier rate	0.0530	-20%	20,000,001	40,000,000	Tier rate	0.9571	-20%
	MXN	80,000,001	--	Tier rate	0.0497	-25%	40,000,001	--	Tier rate	0.0497	-25%	40,000,001	--	Tier rate	0.8973	-25%
France	MXN	0	100,000	List rate	0.5522	0%	0	300,000	List rate	0.5522	0%	n/a	n/a	n/a	n/a	n/a
	MXN	100,001	1,000,000	Tier rate	0.5246	-5%	300,001	2,000,000	Tier rate	0.5246	-5%	n/a	n/a	n/a	n/a	n/a
	MXN	1,000,001	4,500,000	Tier rate	0.4970	-10%	2,000,001	10,000,000	Tier rate	0.4970	-10%	n/a	n/a	n/a	n/a	n/a
	MXN	4,500,001	40,000,000	Tier rate	0.4694	-15%	10,000,001	20,000,000	Tier rate	0.4694	-15%	n/a	n/a	n/a	n/a	n/a
	MXN	40,000,001	80,000,000	Tier rate	0.4418	-20%	20,000,001	40,000,000	Tier rate	0.4418	-20%	n/a	n/a	n/a	n/a	n/a
	MXN	80,000,001	--	Tier rate	0.4142	-25%	40,000,001	--	Tier rate	0.4142	-25%	n/a	n/a	n/a	n/a	n/a
Germany	MXN	0	100,000	List rate	1.0123	0%	0	300,000	List rate	1.0123	0%	n/a	n/a	n/a	n/a	n/a
	MXN	100,001	1,000,000	Tier rate	0.9617	-5%	300,001	2,000,000	Tier rate	0.9617	-5%	n/a	n/a	n/a	n/a	n/a
	MXN	1,000,001	4,500,000	Tier rate	0.9111	-10%	2,000,001	10,000,000	Tier rate	0.9111	-10%	n/a	n/a	n/a	n/a	n/a
	MXN	4,500,001	40,000,000	Tier rate	0.8605	-15%	10,000,001	20,000,000	Tier rate	0.8605	-15%	n/a	n/a	n/a	n/a	n/a
	MXN	40,000,001	80,000,000	Tier rate	0.8098	-20%	20,000,001	40,000,000	Tier rate	0.8098	-20%	n/a	n/a	n/a	n/a	n/a
	MXN	80,000,001	--	Tier rate	0.7592	-25%	40,000,001	--	Tier rate	0.7592	-25%	n/a	n/a	n/a	n/a	n/a
India	MXN	0	25,000,000	List rate	0.0258	0%	0	750,000	List rate	0.0258	0%	0	750,000	List rate	0.5154	0%
	MXN	25,000,001	50,000,000	Tier rate	0.0243	-6%	750,001	15,000,000	Tier rate	0.0243	-6%	750,001	15,000,000	Tier rate	0.4845	-6%
	MXN	50,000,001	100,000,000	Tier rate	0.0227	-12%	15,000,001	20,000,000	Tier rate	0.0227	-12%	15,000,001	20,000,000	Tier rate	0.4536	-12%
	MXN	100,000,001	200,000,000	Tier rate	0.0212	-18%	20,000,001	50,000,000	Tier rate	0.0212	-18%	20,000,001	50,000,000	Tier rate	0.4226	-18%
	MXN	200,000,001	300,000,000	Tier rate	0.0196	-24%	50,000,001	100,000,000	Tier rate	0.0196	-24%	50,000,001	100,000,000	Tier rate	0.3917	-24%
	MXN	300,000,001	--	Tier rate	0.0181	-30%	100,000,001	--	Tier rate	0.0181	-30%	100,000,001	--	Tier rate	0.3608	-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	MXN	0	750,000	List rate	0.4602	0%	0	750,000	List rate	0.4602	0%	0	750,000	List rate	2.5032	0%
	MXN	750,001	4,000,000	Tier rate	0.4372	-5%	750,001	2,000,000	Tier rate	0.4372	-5%	750,001	2,000,000	Tier rate	2.3780	-5%
	MXN	4,000,001	25,000,000	Tier rate	0.4142	-10%	2,000,001	6,000,000	Tier rate	0.4142	-10%	2,000,001	6,000,000	Tier rate	2.2529	-10%
	MXN	25,000,001	75,000,000	Tier rate	0.3912	-15%	6,000,001	30,000,000	Tier rate	0.3912	-15%	6,000,001	30,000,000	Tier rate	2.1277	-15%
	MXN	75,000,001	150,000,000	Tier rate	0.3682	-20%	30,000,001	60,000,000	Tier rate	0.3682	-20%	30,000,001	60,000,000	Tier rate	2.0026	-20%
	MXN	150,000,001	--	Tier rate	0.3452	-25%	60,000,001	--	Tier rate	0.3452	-25%	60,000,001	--	Tier rate	1.8774	-25%
Israel	MXN	0	100,000	List rate	0.0976	0%	0	300,000	List rate	0.0976	0%	n/a	n/a	n/a	n/a	n/a
	MXN	100,001	1,000,000	Tier rate	0.0927	-5%	300,001	2,000,000	Tier rate	0.0927	-5%	n/a	n/a	n/a	n/a	n/a
	MXN	1,000,001	4,500,000	Tier rate	0.0878	-10%	2,000,001	10,000,000	Tier rate	0.0878	-10%	n/a	n/a	n/a	n/a	n/a
	MXN	4,500,001	40,000,000	Tier rate	0.0830	-15%	10,000,001	20,000,000	Tier rate	0.0830	-15%	n/a	n/a	n/a	n/a	n/a
	MXN	40,000,001	80,000,000	Tier rate	0.0781	-20%	20,000,001	40,000,000	Tier rate	0.0781	-20%	n/a	n/a	n/a	n/a	n/a
	MXN	80,000,001	--	Tier rate	0.0732	-25%	40,000,001	--	Tier rate	0.0732	-25%	n/a	n/a	n/a	n/a	n/a
Italy	MXN	0	100,000	List rate	0.5522	0%	0	300,000	List rate	0.5522	0%	n/a	n/a	n/a	n/a	n/a
	MXN	100,001	1,000,000	Tier rate	0.5246	-5%	300,001	2,000,000	Tier rate	0.5246	-5%	n/a	n/a	n/a	n/a	n/a
	MXN	1,000,001	4,500,000	Tier rate	0.4970	-10%	2,000,001	10,000,000	Tier rate	0.4970	-10%	n/a	n/a	n/a	n/a	n/a
	MXN	4,500,001	40,000,000	Tier rate	0.4694	-15%	10,000,001	20,000,000	Tier rate	0.4694	-15%	n/a	n/a	n/a	n/a	n/a
	MXN	40,000,001	80,000,000	Tier rate	0.4418	-20%	20,000,001	40,000,000	Tier rate	0.4418	-20%	n/a	n/a	n/a	n/a	n/a
	MXN	80,000,001	--	Tier rate	0.4142	-25%	40,000,001	--	Tier rate	0.4142	-25%	n/a	n/a	n/a	n/a	n/a
Malaysia	MXN	0	150,000	List rate	0.2577	0%	0	100,000	List rate	0.2577	0%	0	100,000	List rate	0.7694	0%
	MXN	150,001	1,000,000	Tier rate	0.2448	-5%	100,001	300,000	Tier rate	0.2448	-5%	100,001	300,000	Tier rate	0.7309	-5%
	MXN	1,000,001	4,000,000	Tier rate	0.2319	-10%	300,001	1,000,000	Tier rate	0.2319	-10%	300,001	1,000,000	Tier rate	0.6925	-10%
	MXN	4,000,001	25,000,000	Tier rate	0.2190	-15%	1,000,001	10,000,000	Tier rate	0.2190	-15%	1,000,001	10,000,000	Tier rate	0.6540	-15%
	MXN	25,000,001	50,000,000	Tier rate	0.2062	-20%	10,000,001	20,000,000	Tier rate	0.2062	-20%	10,000,001	20,000,000	Tier rate	0.6155	-20%
	MXN	50,000,001	--	Tier rate	0.1933	-25%	20,000,001	--	Tier rate	0.1933	-25%	20,000,001	--	Tier rate	0.5771	-25%
Mexico	MXN	0	1,000,000	List rate	0.1565	0%	0	250,000	List rate	0.1565	0%	n/a	n/a	n/a	n/a	n/a
	MXN	1,000,001	5,000,000	Tier rate	0.1487	-5%	250,001	1,000,000	Tier rate	0.1487	-5%	n/a	n/a	n/a	n/a	n/a
	MXN	5,000,001	10,000,000	Tier rate	0.1409	-10%	1,000,001	3,000,000	Tier rate	0.1409	-10%	n/a	n/a	n/a	n/a	n/a
	MXN	10,000,001	20,000,000	Tier rate	0.1330	-15%	3,000,001	5,000,000	Tier rate	0.1330	-15%	n/a	n/a	n/a	n/a	n/a
	MXN	20,000,001	40,000,000	Tier rate	0.1252	-20%	5,000,001	10,000,000	Tier rate	0.1252	-20%	n/a	n/a	n/a	n/a	n/a
	MXN	40,000,001	--	Tier rate	0.1174	-25%	10,000,001	--	Tier rate	0.1174	-25%	n/a	n/a	n/a	n/a	n/a
Netherlands	MXN	0	100,000	List rate	0.9203	0%	0	300,000	List rate	0.9203	0%	n/a	n/a	n/a	n/a	n/a
	MXN	100,001	1,000,000	Tier rate	0.8743	-5%	300,001	2,000,000	Tier rate	0.8743	-5%	n/a	n/a	n/a	n/a	n/a
	MXN	1,000,001	4,500,000	Tier rate	0.8283	-10%	2,000,001	10,000,000	Tier rate	0.8283	-10%	n/a	n/a	n/a	n/a	n/a
	MXN	4,500,001	40,000,000	Tier rate	0.7823	-15%	10,000,001	20,000,000	Tier rate	0.7823	-15%	n/a	n/a	n/a	n/a	n/a
	MXN	40,000,001	80,000,000	Tier rate	0.7362	-20%	20,000,001	40,000,000	Tier rate	0.7362	-20%	n/a	n/a	n/a	n/a	n/a
	MXN	80,000,001	--	Tier rate	0.6902	-25%	40,000,001	--	Tier rate	0.6902	-25%	n/a	n/a	n/a	n/a	n/a
Nigeria	MXN	0	100,000	List rate	0.1233	0%	0	300,000	List rate	0.1233	0%	0	300,000	List rate	1.3805	0%
	MXN	100,001	1,000,000	Tier rate	0.1171	-5%	300,001	2,000,000	Tier rate	0.1171	-5%	300,001	2,000,000	Tier rate	1.3115	-5%
	MXN	1,000,001	4,500,000	Tier rate	0.1110	-10%	2,000,001	10,000,000	Tier rate	0.1110	-10%	2,000,001	10,000,000	Tier rate	1.2425	-10%
	MXN	4,500,001	40,000,000	Tier rate	0.1048	-15%	10,000,001	20,000,000	Tier rate	0.1048	-15%	10,000,001	20,000,000	Tier rate	1.1734	-15%
	MXN	40,000,001	80,000,000	Tier rate	0.0986	-20%	20,000,001	40,000,000	Tier rate	0.0986	-20%	20,000,001	40,000,000	Tier rate	1.1044	-20%
	MXN	80,000,001	--	Tier rate	0.0925	-25%	40,000,001	--	Tier rate	0.0925	-25%	40,000,001	--	Tier rate	1.0354	-25%
Pakistan	MXN	0	150,000	List rate	0.0994	0%	0	100,000	List rate	0.0994	0%	0	100,000	List rate	1.3805	0%
	MXN	150,001	1,000,000	Tier rate	0.0944	-5%	100,001	300,000	Tier rate	0.0944	-5%	100,001	300,000	Tier rate	1.3115	-5%
	MXN	1,000,001	4,000,000	Tier rate	0.0895	-10%	300,001	1,000,000	Tier rate	0.0895	-10%	300,001	1,000,000	Tier rate	1.2425	-10%
	MXN	4,000,001	25,000,000	Tier rate	0.0845	-15%	1,000,001	10,000,000	Tier rate	0.0845	-15%	1,000,001	10,000,000	Tier rate	1.1734	-15%
	MXN	25,000,001	50,000,000	Tier rate	0.0795	-20%	10,000,001	20,000,000	Tier rate	0.0795	-20%	10,000,001	20,000,000	Tier rate	1.1044	-20%
	MXN	50,000,001	--	Tier rate	0.0746	-25%	20,000,001	--	Tier rate	0.0746	-25%	20,000,001	--	Tier rate	1.0354	-25%

Cost per message in MXN on the WhatsApp Business Platform, effective January 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
Peru	MXN	0	100,000	List rate	0.3681	0%	0	120,000	List rate	0.3681	0%	n/a	n/a	n/a	n/a	n/a
	MXN	100,001	1,000,000	Tier rate	0.3497	-5%	120,001	400,000	Tier rate	0.3497	-5%	n/a	n/a	n/a	n/a	n/a
	MXN	1,000,001	4,500,000	Tier rate	0.3313	-10%	400,001	1,000,000	Tier rate	0.3313	-10%	n/a	n/a	n/a	n/a	n/a
	MXN	4,500,001	15,000,000	Tier rate	0.3129	-15%	1,000,001	5,000,000	Tier rate	0.3129	-15%	n/a	n/a	n/a	n/a	n/a
	MXN	15,000,001	30,000,000	Tier rate	0.2945	-20%	5,000,001	10,000,000	Tier rate	0.2945	-20%	n/a	n/a	n/a	n/a	n/a
	MXN	30,000,001	--	Tier rate	0.2761	-25%	10,000,001	--	Tier rate	0.2761	-25%	n/a	n/a	n/a	n/a	n/a
Russia	MXN	0	100,000	List rate	0.7362	0%	0	300,000	List rate	0.7362	0%	n/a	n/a	n/a	n/a	n/a
	MXN	100,001	1,000,000	Tier rate	0.6994	-5%	300,001	2,000,000	Tier rate	0.6994	-5%	n/a	n/a	n/a	n/a	n/a
	MXN	1,000,001	4,500,000	Tier rate	0.6626	-10%	2,000,001	10,000,000	Tier rate	0.6626	-10%	n/a	n/a	n/a	n/a	n/a
	MXN	4,500,001	40,000,000	Tier rate	0.6258	-15%	10,000,001	20,000,000	Tier rate	0.6258	-15%	n/a	n/a	n/a	n/a	n/a
	MXN	40,000,001	80,000,000	Tier rate	0.5890	-20%	20,000,001	40,000,000	Tier rate	0.5890	-20%	n/a	n/a	n/a	n/a	n/a
	MXN	80,000,001	--	Tier rate	0.5522	-25%	40,000,001	--	Tier rate	0.5522	-25%	n/a	n/a	n/a	n/a	n/a
Saudi Arabia	MXN	0	100,000	List rate	0.1969	0%	0	300,000	List rate	0.1969	0%	0	300,000	List rate	1.1007	0%
	MXN	100,001	1,000,000	Tier rate	0.1871	-5%	300,001	2,000,000	Tier rate	0.1871	-5%	300,001	2,000,000	Tier rate	1.0457	-5%
	MXN	1,000,001	4,500,000	Tier rate	0.1772	-10%	2,000,001	10,000,000	Tier rate	0.1772	-10%	2,000,001	10,000,000	Tier rate	0.9906	-10%
	MXN	4,500,001	40,000,000	Tier rate	0.1674	-15%	10,000,001	20,000,000	Tier rate	0.1674	-15%	10,000,001	20,000,000	Tier rate	0.9356	-15%
	MXN	40,000,001	80,000,000	Tier rate	0.1575	-20%	20,000,001	40,000,000	Tier rate	0.1575	-20%	20,000,001	40,000,000	Tier rate	0.8806	-20%
	MXN	80,000,001	--	Tier rate	0.1477	-25%	40,000,001	--	Tier rate	0.1477	-25%	40,000,001	--	Tier rate	0.8255	-25%
South Africa	MXN	0	100,000	List rate	0.1399	0%	0	300,000	List rate	0.1399	0%	0	300,000	List rate	0.3681	0%
	MXN	100,001	1,000,000	Tier rate	0.1329	-5%	300,001	2,000,000	Tier rate	0.1329	-5%	300,001	2,000,000	Tier rate	0.3497	-5%
	MXN	1,000,001	4,500,000	Tier rate	0.1259	-10%	2,000,001	10,000,000	Tier rate	0.1259	-10%	2,000,001	10,000,000	Tier rate	0.3313	-10%
	MXN	4,500,001	40,000,000	Tier rate	0.1189	-15%	10,000,001	20,000,000	Tier rate	0.1189	-15%	10,000,001	20,000,000	Tier rate	0.3129	-15%
	MXN	40,000,001	80,000,000	Tier rate	0.1119	-20%	20,000,001	40,000,000	Tier rate	0.1119	-20%	20,000,001	40,000,000	Tier rate	0.2945	-20%
	MXN	80,000,001	--	Tier rate	0.1049	-25%	40,000,001	--	Tier rate	0.1049	-25%	40,000,001	--	Tier rate	0.2761	-25%
Spain	MXN	0	100,000	List rate	0.3681	0%	0	300,000	List rate	0.3681	0%	n/a	n/a	n/a	n/a	n/a
	MXN	100,001	1,000,000	Tier rate	0.3497	-5%	300,001	2,000,000	Tier rate	0.3497	-5%	n/a	n/a	n/a	n/a	n/a
	MXN	1,000,001	4,500,000	Tier rate	0.3313	-10%	2,000,001	10,000,000	Tier rate	0.3313	-10%	n/a	n/a	n/a	n/a	n/a
	MXN	4,500,001	40,000,000	Tier rate	0.3129	-15%	10,000,001	20,000,000	Tier rate	0.3129	-15%	n/a	n/a	n/a	n/a	n/a
	MXN	40,000,001	80,000,000	Tier rate	0.2945	-20%	20,000,001	40,000,000	Tier rate	0.2945	-20%	n/a	n/a	n/a	n/a	n/a
	MXN	80,000,001	--	Tier rate	0.2761	-25%	40,000,001	--	Tier rate	0.2761	-25%	n/a	n/a	n/a	n/a	n/a
Turkey	MXN	0	100,000	List rate	0.0976	0%	0	300,000	List rate	0.0976	0%	n/a	n/a	n/a	n/a	n/a
	MXN	100,001	1,000,000	Tier rate	0.0927	-5%	300,001	2,000,000	Tier rate	0.0927	-5%	n/a	n/a	n/a	n/a	n/a
	MXN	1,000,001	4,500,000	Tier rate	0.0878	-10%	2,000,001	10,000,000	Tier rate	0.0878	-10%	n/a	n/a	n/a	n/a	n/a
	MXN	4,500,001	40,000,000	Tier rate	0.0830	-15%	10,000,001	20,000,000	Tier rate	0.0830	-15%	n/a	n/a	n/a	n/a	n/a
	MXN	40,000,001	80,000,000	Tier rate	0.0781	-20%	20,000,001	40,000,000	Tier rate	0.0781	-20%	n/a	n/a	n/a	n/a	n/a
	MXN	80,000,001	--	Tier rate	0.0732	-25%	40,000,001	--	Tier rate	0.0732	-25%	n/a	n/a	n/a	n/a	n/a
United Arab Emirates	MXN	0	100,000	List rate	0.2890	0%	0	300,000	List rate	0.2890	0%	0	300,000	List rate	0.9387	0%
	MXN	100,001	1,000,000	Tier rate	0.2746	-5%	300,001	2,000,000	Tier rate	0.2746	-5%	300,001	2,000,000	Tier rate	0.8918	-5%
	MXN	1,000,001	4,500,000	Tier rate	0.2601	-10%	2,000,001	10,000,000	Tier rate	0.2601	-10%	2,000,001	10,000,000	Tier rate	0.8448	-10%
	MXN	4,500,001	40,000,000	Tier rate	0.2457	-15%	10,000,001	20,000,000	Tier rate	0.2457	-15%	10,000,001	20,000,000	Tier rate	0.7979	-15%
	MXN	40,000,001	80,000,000	Tier rate	0.2312	-20%	20,000,001	40,000,000	Tier rate	0.2312	-20%	20,000,001	40,000,000	Tier rate	0.7510	-20%
	MXN	80,000,001	--	Tier rate	0.2168	-25%	40,000,001	--	Tier rate	0.2168	-25%	40,000,001	--	Tier rate	0.7040	-25%
United Kingdom	MXN	0	100,000	List rate	0.4049	0%	0	300,000	List rate	0.4049	0%	n/a	n/a	n/a	n/a	n/a
	MXN	100,001	1,000,000	Tier rate	0.3847	-5%	300,001	2,000,000	Tier rate	0.3847	-5%	n/a	n/a	n/a	n/a	n/a
	MXN	1,000,001	4,500,000	Tier rate	0.3644	-10%	2,000,001	10,000,000	Tier rate	0.3644	-10%	n/a	n/a	n/a	n/a	n/a
	MXN	4,500,001	40,000,000	Tier rate	0.3442	-15%	10,000,001	20,000,000	Tier rate	0.3442	-15%	n/a	n/a	n/a	n/a	n/a
	MXN	40,000,001	80,000,000	Tier rate	0.3239	-20%	20,000,001	40,000,000	Tier rate	0.3239	-20%	n/a	n/a	n/a	n/a	n/a
	MXN	80,000,001	--	Tier rate	0.3037	-25%	40,000,001	--	Tier rate	0.3037	-25%	n/a	n/a	n/a	n/a	n/a

Cost per message in MXN on the WhatsApp Business Platform, effective January 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
North America	MXN	0	80,000	List rate	0.0626	0%	0	100,000	List rate	0.0626	0%	n/a	n/a	n/a	n/a	n/a
	MXN	80,001	750,000	Tier rate	0.0595	-5%	100,001	500,000	Tier rate	0.0595	-5%	n/a	n/a	n/a	n/a	n/a
	MXN	750,001	2,250,000	Tier rate	0.0563	-10%	500,001	2,000,000	Tier rate	0.0563	-10%	n/a	n/a	n/a	n/a	n/a
	MXN	2,250,001	3,000,000	Tier rate	0.0532	-15%	2,000,001	5,000,000	Tier rate	0.0532	-15%	n/a	n/a	n/a	n/a	n/a
	MXN	3,000,001	6,000,000	Tier rate	0.0501	-20%	5,000,001	10,000,000	Tier rate	0.0501	-20%	n/a	n/a	n/a	n/a	n/a
MXN	6,000,001	--	Tier rate	0.0470	-25%	10,000,001	--	Tier rate	0.0470	-25%	n/a	n/a	n/a	n/a	n/a	
Rest of Africa	MXN	0	100,000	List rate	0.0736	0%	0	300,000	List rate	0.0736	0%	n/a	n/a	n/a	n/a	n/a
	MXN	100,001	1,000,000	Tier rate	0.0699	-5%	300,001	2,000,000	Tier rate	0.0699	-5%	n/a	n/a	n/a	n/a	n/a
	MXN	1,000,001	4,500,000	Tier rate	0.0662	-10%	2,000,001	10,000,000	Tier rate	0.0662	-10%	n/a	n/a	n/a	n/a	n/a
	MXN	4,500,001	40,000,000	Tier rate	0.0626	-15%	10,000,001	20,000,000	Tier rate	0.0626	-15%	n/a	n/a	n/a	n/a	n/a
	MXN	40,000,001	80,000,000	Tier rate	0.0589	-20%	20,000,001	40,000,000	Tier rate	0.0589	-20%	n/a	n/a	n/a	n/a	n/a
MXN	80,000,001	--	Tier rate	0.0552	-25%	40,000,001	--	Tier rate	0.0552	-25%	n/a	n/a	n/a	n/a	n/a	
Rest of Asia Pacific	MXN	0	150,000	List rate	0.2080	0%	0	100,000	List rate	0.2080	0%	n/a	n/a	n/a	n/a	n/a
	MXN	150,001	1,000,000	Tier rate	0.1976	-5%	100,001	300,000	Tier rate	0.1976	-5%	n/a	n/a	n/a	n/a	n/a
	MXN	1,000,001	4,000,000	Tier rate	0.1872	-10%	300,001	1,000,000	Tier rate	0.1872	-10%	n/a	n/a	n/a	n/a	n/a
	MXN	4,000,001	25,000,000	Tier rate	0.1768	-15%	1,000,001	10,000,000	Tier rate	0.1768	-15%	n/a	n/a	n/a	n/a	n/a
	MXN	25,000,001	50,000,000	Tier rate	0.1664	-20%	10,000,001	20,000,000	Tier rate	0.1664	-20%	n/a	n/a	n/a	n/a	n/a
MXN	50,000,001	--	Tier rate	0.1560	-25%	20,000,001	--	Tier rate	0.1560	-25%	n/a	n/a	n/a	n/a	n/a	
Rest of Central & Eastern Europe	MXN	0	100,000	List rate	0.3902	0%	0	300,000	List rate	0.3902	0%	n/a	n/a	n/a	n/a	n/a
	MXN	100,001	1,000,000	Tier rate	0.3707	-5%	300,001	2,000,000	Tier rate	0.3707	-5%	n/a	n/a	n/a	n/a	n/a
	MXN	1,000,001	4,500,000	Tier rate	0.3512	-10%	2,000,001	10,000,000	Tier rate	0.3512	-10%	n/a	n/a	n/a	n/a	n/a
	MXN	4,500,001	40,000,000	Tier rate	0.3317	-15%	10,000,001	20,000,000	Tier rate	0.3317	-15%	n/a	n/a	n/a	n/a	n/a
	MXN	40,000,001	80,000,000	Tier rate	0.3122	-20%	20,000,001	40,000,000	Tier rate	0.3122	-20%	n/a	n/a	n/a	n/a	n/a
MXN	80,000,001	--	Tier rate	0.2927	-25%	40,000,001	--	Tier rate	0.2927	-25%	n/a	n/a	n/a	n/a	n/a	
Rest of Latin America	MXN	0	100,000	List rate	0.2080	0%	0	120,000	List rate	0.2080	0%	n/a	n/a	n/a	n/a	n/a
	MXN	100,001	1,000,000	Tier rate	0.1976	-5%	120,001	400,000	Tier rate	0.1976	-5%	n/a	n/a	n/a	n/a	n/a
	MXN	1,000,001	4,500,000	Tier rate	0.1872	-10%	400,001	1,000,000	Tier rate	0.1872	-10%	n/a	n/a	n/a	n/a	n/a
	MXN	4,500,001	15,000,000	Tier rate	0.1768	-15%	1,000,001	5,000,000	Tier rate	0.1768	-15%	n/a	n/a	n/a	n/a	n/a
	MXN	15,000,001	30,000,000	Tier rate	0.1664	-20%	5,000,001	10,000,000	Tier rate	0.1664	-20%	n/a	n/a	n/a	n/a	n/a
MXN	30,000,001	--	Tier rate	0.1560	-25%	10,000,001	--	Tier rate	0.1560	-25%	n/a	n/a	n/a	n/a	n/a	
Rest of Middle East	MXN	0	100,000	List rate	0.1675	0%	0	300,000	List rate	0.1675	0%	n/a	n/a	n/a	n/a	n/a
	MXN	100,001	1,000,000	Tier rate	0.1591	-5%	300,001	2,000,000	Tier rate	0.1591	-5%	n/a	n/a	n/a	n/a	n/a
	MXN	1,000,001	4,500,000	Tier rate	0.1508	-10%	2,000,001	10,000,000	Tier rate	0.1508	-10%	n/a	n/a	n/a	n/a	n/a
	MXN	4,500,001	40,000,000	Tier rate	0.1424	-15%	10,000,001	20,000,000	Tier rate	0.1424	-15%	n/a	n/a	n/a	n/a	n/a
	MXN	40,000,001	80,000,000	Tier rate	0.1340	-20%	20,000,001	40,000,000	Tier rate	0.1340	-20%	n/a	n/a	n/a	n/a	n/a
MXN	80,000,001	--	Tier rate	0.1256	-25%	40,000,001	--	Tier rate	0.1256	-25%	n/a	n/a	n/a	n/a	n/a	
Rest of Western Europe	MXN	0	100,000	List rate	0.3147	0%	0	300,000	List rate	0.3147	0%	n/a	n/a	n/a	n/a	n/a
	MXN	100,001	1,000,000	Tier rate	0.2990	-5%	300,001	2,000,000	Tier rate	0.2990	-5%	n/a	n/a	n/a	n/a	n/a
	MXN	1,000,001	4,500,000	Tier rate	0.2832	-10%	2,000,001	10,000,000	Tier rate	0.2832	-10%	n/a	n/a	n/a	n/a	n/a
	MXN	4,500,001	40,000,000	Tier rate	0.2675	-15%	10,000,001	20,000,000	Tier rate	0.2675	-15%	n/a	n/a	n/a	n/a	n/a
	MXN	40,000,001	80,000,000	Tier rate	0.2518	-20%	20,000,001	40,000,000	Tier rate	0.2518	-20%	n/a	n/a	n/a	n/a	n/a
MXN	80,000,001	--	Tier rate	0.2360	-25%	40,000,001	--	Tier rate	0.2360	-25%	n/a	n/a	n/a	n/a	n/a	
Other	MXN	0	80,000	List rate	0.1417	0%	0	100,000	List rate	0.1417	0%	n/a	n/a	n/a	n/a	n/a
	MXN	80,001	750,000	Tier rate	0.1346	-5%	100,001	500,000	Tier rate	0.1346	-5%	n/a	n/a	n/a	n/a	n/a
	MXN	750,001	2,250,000	Tier rate	0.1275	-10%	500,001	2,000,000	Tier rate	0.1275	-10%	n/a	n/a	n/a	n/a	n/a
	MXN	2,250,001	3,000,000	Tier rate	0.1204	-15%	2,000,001	5,000,000	Tier rate	0.1204	-15%	n/a	n/a	n/a	n/a	n/a
	MXN	3,000,001	6,000,000	Tier rate	0.1134	-20%	5,000,001	10,000,000	Tier rate	0.1134	-20%	n/a	n/a	n/a	n/a	n/a
MXN	6,000,001	--	Tier rate	0.1063	-25%	10,000,001	--	Tier rate	0.1063	-25%	n/a	n/a	n/a	n/a	n/a	