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

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	Meta Business Agent
Argentina	EUR	0.0512	0.0216	0.0216	n/a	0.0216	$2.00 USD / 1 M (million) tokens
Bangladesh	EUR	0.0606	0.0031	0.0031	0.0799	0.0031	$2.00 USD / 1 M (million) tokens
Brazil	EUR	0.0518	0.0056	0.0056	n/a	0.0056	$2.00 USD / 1 M (million) tokens
Chile	EUR	0.0736	0.0166	0.0166	n/a	0.0166	$2.00 USD / 1 M (million) tokens
Colombia	EUR	0.0104	0.0008	0.0008	n/a	0.0008	$2.00 USD / 1 M (million) tokens
Egypt	EUR	0.0533	0.0030	0.0030	0.0538	0.0030	$2.00 USD / 1 M (million) tokens
France	EUR	0.0712	0.0248	0.0248	n/a	0.0248	$2.00 USD / 1 M (million) tokens
Germany	EUR	0.1131	0.0456	0.0456	n/a	0.0456	$2.00 USD / 1 M (million) tokens
Hong Kong	EUR	0.0606	0.0216	0.0216	n/a	0.0216	$2.00 USD / 1 M (million) tokens
Hungary	EUR	0.0712	0.0289	0.0289	n/a	0.0289	$2.00 USD / 1 M (million) tokens
India	EUR	0.0099	0.0012	0.0012	0.0252	0.0012	$2.00 USD / 1 M (million) tokens
Indonesia	EUR	0.0341	0.0208	0.0208	0.1129	0.0208	$2.00 USD / 1 M (million) tokens
Iraq	EUR	0.0282	0.0065	0.0065	0.1055	0.0065	$2.00 USD / 1 M (million) tokens
Israel	EUR	0.0292	0.0044	0.0044	n/a	0.0044	$2.00 USD / 1 M (million) tokens
Italy	EUR	0.0658	0.0248	0.0248	n/a	0.0248	$2.00 USD / 1 M (million) tokens
Kazakhstan	EUR	0.0500	0.0150	0.0150	0.1330	0.0150	$2.00 USD / 1 M (million) tokens
Kuwait	EUR	0.0655	0.0363	0.0363	0.0989	0.0363	$2.00 USD / 1 M (million) tokens
Malaysia	EUR	0.0712	0.0116	0.0116	0.0346	0.0116	$2.00 USD / 1 M (million) tokens
Mexico	EUR	0.0329	0.0071	0.0071	n/a	0.0071	$2.00 USD / 1 M (million) tokens
Morocco	EUR	0.0342	0.0190	0.0190	0.0669	0.0190	$2.00 USD / 1 M (million) tokens
Netherlands	EUR	0.1323	0.0414	0.0414	n/a	0.0414	$2.00 USD / 1 M (million) tokens
Nepal	EUR	0.0606	0.0028	0.0028	0.0932	0.0028	$2.00 USD / 1 M (million) tokens
Nigeria	EUR	0.0428	0.0056	0.0056	0.0622	0.0056	$2.00 USD / 1 M (million) tokens
Oman	EUR	0.0282	0.0204	0.0204	0.0495	0.0204	$2.00 USD / 1 M (million) tokens
Pakistan	EUR	0.0392	0.0125	0.0125	0.0622	0.0125	$2.00 USD / 1 M (million) tokens
Peru	EUR	0.0582	0.0249	0.0249	n/a	0.0249	$2.00 USD / 1 M (million) tokens
Poland	EUR	0.0303	0.0101	0.0101	n/a	0.0101	$2.00 USD / 1 M (million) tokens
Qatar	EUR	0.0282	0.0099	0.0099	n/a	0.0099	$2.00 USD / 1 M (million) tokens
Romania	EUR	0.0712	0.0239	0.0239	n/a	0.0239	$2.00 USD / 1 M (million) tokens
Russia	EUR	0.0664	0.0331	0.0331	n/a	0.0331	$2.00 USD / 1 M (million) tokens
Saudi Arabia	EUR	0.0476	0.0088	0.0088	0.0495	0.0088	$2.00 USD / 1 M (million) tokens
Singapore	EUR	0.0606	0.0133	0.0133	n/a	0.0133	$2.00 USD / 1 M (million) tokens
South Africa	EUR	0.0314	0.0079	0.0079	0.0166	0.0079	$2.00 USD / 1 M (million) tokens
Spain	EUR	0.0585	0.0166	0.0166	n/a	0.0166	$2.00 USD / 1 M (million) tokens
Sri Lanka	EUR	0.0606	0.0017	0.0017	0.1198	0.0017	$2.00 USD / 1 M (million) tokens
Turkey	EUR	0.0090	0.0007	0.0007	n/a	0.0007	$2.00 USD / 1 M (million) tokens
Ukraine	EUR	0.0712	0.0246	0.0246	0.0616	0.0246	$2.00 USD / 1 M (million) tokens
United Arab Emirates	EUR	0.0476	0.0130	0.0130	0.0421	0.0130	$2.00 USD / 1 M (million) tokens
United Kingdom	EUR	0.0526	0.0182	0.0182	n/a	0.0182	$2.00 USD / 1 M (million) tokens
North America	EUR	0.0207	0.0028	0.0028	n/a	0.0028	$2.00 USD / 1 M (million) tokens
Rest of Africa	EUR	0.0186	0.0033	0.0033	n/a	0.0033	$2.00 USD / 1 M (million) tokens
Rest of Asia Pacific	EUR	0.0697	0.0094	0.0094	n/a	0.0094	$2.00 USD / 1 M (million) tokens
Rest of Central & Eastern Europe	EUR	0.0712	0.0175	0.0175	n/a	0.0175	$2.00 USD / 1 M (million) tokens
Rest of Latin America	EUR	0.0612	0.0094	0.0094	n/a	0.0094	$2.00 USD / 1 M (million) tokens
Rest of Middle East	EUR	0.0324	0.0075	0.0075	n/a	0.0075	$2.00 USD / 1 M (million) tokens
Rest of Western Europe	EUR	0.0490	0.0142	0.0142	n/a	0.0142	$2.00 USD / 1 M (million) tokens
Other	EUR	0.0500	0.0064	0.0064	n/a	0.0064	$2.00 USD / 1 M (million) tokens

Cost per message in EUR on the WhatsApp Business Platform, effective October 1, 2026 - 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																
		Utility					**Authentication**					**Authentication-International**				
Market		**Messages (per month)**		**What we charge**			**Messages (per month)**		**What we charge**			**Messages (per month)**		**What we charge**		
(per rate card)	**Currency**	**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	EUR	0	100,000	List rate	0.0216	0%	0	120,000	List rate	0.0216	0%	n/a	n/a	n/a	n/a	n/a
	EUR	100,001	1,000,000	Tier rate	0.0205	-5%	120,001	400,000	Tier rate	0.0205	-5%	n/a	n/a	n/a	n/a	n/a
	EUR	1,000,001	4,500,000	Tier rate	0.0194	-10%	400,001	1,000,000	Tier rate	0.0194	-10%	n/a	n/a	n/a	n/a	n/a
	EUR	4,500,001	15,000,000	Tier rate	0.0184	-15%	1,000,001	5,000,000	Tier rate	0.0184	-15%	n/a	n/a	n/a	n/a	n/a
	EUR	15,000,001	30,000,000	Tier rate	0.0173	-20%	5,000,001	10,000,000	Tier rate	0.0173	-20%	n/a	n/a	n/a	n/a	n/a
	EUR	30,000,001	--	Tier rate	0.0162	-25%	10,000,001	--	Tier rate	0.0162	-25%	n/a	n/a	n/a	n/a	n/a
Bangladesh	EUR	0	150,000	List rate	0.0031	0%	0	100,000	List rate	0.0031	0%	0	100,000	List rate	0.0799	0%
	EUR	150,001	1,000,000	Tier rate	0.0029	-5%	100,001	300,000	Tier rate	0.0029	-5%	100,001	300,000	Tier rate	0.0759	-5%
	EUR	1,000,001	4,000,000	Tier rate	0.0028	-10%	300,001	1,000,000	Tier rate	0.0028	-10%	300,001	1,000,000	Tier rate	0.0719	-10%
	EUR	4,000,001	25,000,000	Tier rate	0.0026	-15%	1,000,001	10,000,000	Tier rate	0.0026	-15%	1,000,001	10,000,000	Tier rate	0.0679	-15%
	EUR	25,000,001	50,000,000	Tier rate	0.0025	-20%	10,000,001	20,000,000	Tier rate	0.0025	-20%	10,000,001	20,000,000	Tier rate	0.0639	-20%
	EUR	50,000,001	--	Tier rate	0.0023	-25%	20,000,001	--	Tier rate	0.0023	-25%	20,000,001	--	Tier rate	0.0599	-25%
Brazil	EUR	0	250,000	List rate	0.0056	0%	0	500,000	List rate	0.0056	0%	n/a	n/a	n/a	n/a	n/a
	EUR	250,001	2,000,000	Tier rate	0.0053	-5%	500,001	3,000,000	Tier rate	0.0053	-5%	n/a	n/a	n/a	n/a	n/a
	EUR	2,000,001	17,000,000	Tier rate	0.0050	-10%	3,000,001	5,250,000	Tier rate	0.0050	-10%	n/a	n/a	n/a	n/a	n/a
	EUR	17,000,001	35,000,000	Tier rate	0.0048	-15%	5,250,001	10,000,000	Tier rate	0.0048	-15%	n/a	n/a	n/a	n/a	n/a
	EUR	35,000,001	70,000,000	Tier rate	0.0045	-20%	10,000,001	20,000,000	Tier rate	0.0045	-20%	n/a	n/a	n/a	n/a	n/a
	EUR	70,000,001	--	Tier rate	0.0042	-25%	20,000,001	--	Tier rate	0.0042	-25%	n/a	n/a	n/a	n/a	n/a
Chile	EUR	0	100,000	List rate	0.0166	0%	0	120,000	List rate	0.0166	0%	n/a	n/a	n/a	n/a	n/a
	EUR	100,001	1,000,000	Tier rate	0.0158	-5%	120,001	400,000	Tier rate	0.0158	-5%	n/a	n/a	n/a	n/a	n/a
	EUR	1,000,001	4,500,000	Tier rate	0.0149	-10%	400,001	1,000,000	Tier rate	0.0149	-10%	n/a	n/a	n/a	n/a	n/a
	EUR	4,500,001	15,000,000	Tier rate	0.0141	-15%	1,000,001	5,000,000	Tier rate	0.0141	-15%	n/a	n/a	n/a	n/a	n/a
	EUR	15,000,001	30,000,000	Tier rate	0.0133	-20%	5,000,001	10,000,000	Tier rate	0.0133	-20%	n/a	n/a	n/a	n/a	n/a
	EUR	30,000,001	--	Tier rate	0.0125	-25%	10,000,001	--	Tier rate	0.0125	-25%	n/a	n/a	n/a	n/a	n/a
Colombia	EUR	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
	EUR	100,001	1,000,000	Tier rate	0.0008	-5%	120,001	400,000	Tier rate	0.0008	-5%	n/a	n/a	n/a	n/a	n/a
	EUR	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	n/a	n/a	n/a
	EUR	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	n/a	n/a	n/a
	EUR	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	n/a	n/a	n/a
	EUR	30,000,001	--	Tier rate	0.0006	-25%	10,000,001	--	Tier rate	0.0006	-25%	n/a	n/a	n/a	n/a	n/a
Egypt	EUR	0	100,000	List rate	0.0030	0%	0	300,000	List rate	0.0030	0%	0	300,000	List rate	0.0538	0%
	EUR	100,001	1,000,000	Tier rate	0.0029	-5%	300,001	2,000,000	Tier rate	0.0029	-5%	300,001	2,000,000	Tier rate	0.0511	-5%
	EUR	1,000,001	4,500,000	Tier rate	0.0027	-10%	2,000,001	10,000,000	Tier rate	0.0027	-10%	2,000,001	10,000,000	Tier rate	0.0484	-10%
	EUR	4,500,001	40,000,000	Tier rate	0.0026	-15%	10,000,001	20,000,000	Tier rate	0.0026	-15%	10,000,001	20,000,000	Tier rate	0.0457	-15%
	EUR	40,000,001	80,000,000	Tier rate	0.0024	-20%	20,000,001	40,000,000	Tier rate	0.0024	-20%	20,000,001	40,000,000	Tier rate	0.0430	-20%
	EUR	80,000,001	--	Tier rate	0.0023	-25%	40,000,001	--	Tier rate	0.0023	-25%	40,000,001	--	Tier rate	0.0404	-25%
France	EUR	0	100,000	List rate	0.0248	0%	0	300,000	List rate	0.0248	0%	n/a	n/a	n/a	n/a	n/a
	EUR	100,001	1,000,000	Tier rate	0.0236	-5%	300,001	2,000,000	Tier rate	0.0236	-5%	n/a	n/a	n/a	n/a	n/a
	EUR	1,000,001	4,500,000	Tier rate	0.0223	-10%	2,000,001	10,000,000	Tier rate	0.0223	-10%	n/a	n/a	n/a	n/a	n/a
	EUR	4,500,001	40,000,000	Tier rate	0.0211	-15%	10,000,001	20,000,000	Tier rate	0.0211	-15%	n/a	n/a	n/a	n/a	n/a
	EUR	40,000,001	80,000,000	Tier rate	0.0198	-20%	20,000,001	40,000,000	Tier rate	0.0198	-20%	n/a	n/a	n/a	n/a	n/a
	EUR	80,000,001	--	Tier rate	0.0186	-25%	40,000,001	--	Tier rate	0.0186	-25%	n/a	n/a	n/a	n/a	n/a
Germany	EUR	0	100,000	List rate	0.0456	0%	0	300,000	List rate	0.0456	0%	n/a	n/a	n/a	n/a	n/a
	EUR	100,001	1,000,000	Tier rate	0.0433	-5%	300,001	2,000,000	Tier rate	0.0433	-5%	n/a	n/a	n/a	n/a	n/a
	EUR	1,000,001	4,500,000	Tier rate	0.0410	-10%	2,000,001	10,000,000	Tier rate	0.0410	-10%	n/a	n/a	n/a	n/a	n/a
	EUR	4,500,001	40,000,000	Tier rate	0.0388	-15%	10,000,001	20,000,000	Tier rate	0.0388	-15%	n/a	n/a	n/a	n/a	n/a
	EUR	40,000,001	80,000,000	Tier rate	0.0365	-20%	20,000,001	40,000,000	Tier rate	0.0365	-20%	n/a	n/a	n/a	n/a	n/a
	EUR	80,000,001	--	Tier rate	0.0342	-25%	40,000,001	--	Tier rate	0.0342	-25%	n/a	n/a	n/a	n/a	n/a

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		Utility					**Authentication**					**Authentication-International**				
Market		**Messages (per month)**		**What we charge**			**Messages (per month)**		**What we charge**			**Messages (per month)**		**What we charge**		
(per rate card)	**Currency**	**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	EUR	0	150,000	List rate	0.0216	0%	0	100,000	List rate	0.0216	0%	n/a	n/a	n/a	n/a	n/a
	EUR	150,001	1,000,000	Tier rate	0.0205	-5%	100,001	300,000	Tier rate	0.0205	-5%	n/a	n/a	n/a	n/a	n/a
	EUR	1,000,001	4,000,000	Tier rate	0.0194	-10%	300,001	1,000,000	Tier rate	0.0194	-10%	n/a	n/a	n/a	n/a	n/a
	EUR	4,000,001	25,000,000	Tier rate	0.0184	-15%	1,000,001	10,000,000	Tier rate	0.0184	-15%	n/a	n/a	n/a	n/a	n/a
	EUR	25,000,001	50,000,000	Tier rate	0.0173	-20%	10,000,001	20,000,000	Tier rate	0.0173	-20%	n/a	n/a	n/a	n/a	n/a
	EUR	50,000,001	--	Tier rate	0.0162	-25%	20,000,001	--	Tier rate	0.0162	-25%	n/a	n/a	n/a	n/a	n/a
Hungary	EUR	0	100,000	List rate	0.0289	0%	0	300,000	List rate	0.0289	0%	n/a	n/a	n/a	n/a	n/a
	EUR	100,001	1,000,000	Tier rate	0.0275	-5%	300,001	2,000,000	Tier rate	0.0275	-5%	n/a	n/a	n/a	n/a	n/a
	EUR	1,000,001	4,500,000	Tier rate	0.0260	-10%	2,000,001	10,000,000	Tier rate	0.0260	-10%	n/a	n/a	n/a	n/a	n/a
	EUR	4,500,001	40,000,000	Tier rate	0.0246	-15%	10,000,001	20,000,000	Tier rate	0.0246	-15%	n/a	n/a	n/a	n/a	n/a
	EUR	40,000,001	80,000,000	Tier rate	0.0231	-20%	20,000,001	40,000,000	Tier rate	0.0231	-20%	n/a	n/a	n/a	n/a	n/a
	EUR	80,000,001	--	Tier rate	0.0217	-25%	40,000,001	--	Tier rate	0.0217	-25%	n/a	n/a	n/a	n/a	n/a
India	EUR	0	25,000,000	List rate	0.0012	0%	0	750,000	List rate	0.0012	0%	0	750,000	List rate	0.0252	0%
	EUR	25,000,001	50,000,000	Tier rate	0.0011	-6%	750,001	15,000,000	Tier rate	0.0011	-6%	750,001	15,000,000	Tier rate	0.0237	-6%
	EUR	50,000,001	100,000,000	Tier rate	0.0011	-12%	15,000,001	20,000,000	Tier rate	0.0011	-12%	15,000,001	20,000,000	Tier rate	0.0222	-12%
	EUR	100,000,001	200,000,000	Tier rate	0.0010	-18%	20,000,001	50,000,000	Tier rate	0.0010	-18%	20,000,001	50,000,000	Tier rate	0.0207	-18%
	EUR	200,000,001	300,000,000	Tier rate	0.0009	-24%	50,000,001	100,000,000	Tier rate	0.0009	-24%	50,000,001	100,000,000	Tier rate	0.0192	-24%
	EUR	300,000,001	--	Tier rate	0.0008	-30%	100,000,001	--	Tier rate	0.0008	-30%	100,000,001	--	Tier rate	0.0176	-30%
Indonesia	EUR	0	750,000	List rate	0.0208	0%	0	750,000	List rate	0.0208	0%	0	750,000	List rate	0.1129	0%
	EUR	750,001	4,000,000	Tier rate	0.0198	-5%	750,001	2,000,000	Tier rate	0.0198	-5%	750,001	2,000,000	Tier rate	0.1073	-5%
	EUR	4,000,001	25,000,000	Tier rate	0.0187	-10%	2,000,001	6,000,000	Tier rate	0.0187	-10%	2,000,001	6,000,000	Tier rate	0.1016	-10%
	EUR	25,000,001	75,000,000	Tier rate	0.0177	-15%	6,000,001	30,000,000	Tier rate	0.0177	-15%	6,000,001	30,000,000	Tier rate	0.0960	-15%
	EUR	75,000,001	150,000,000	Tier rate	0.0166	-20%	30,000,001	60,000,000	Tier rate	0.0166	-20%	30,000,001	60,000,000	Tier rate	0.0903	-20%
	EUR	150,000,001	--	Tier rate	0.0156	-25%	60,000,001	--	Tier rate	0.0156	-25%	60,000,001	--	Tier rate	0.0847	-25%
Iraq	EUR	0	100,000	List rate	0.0065	0%	0	300,000	List rate	0.0065	0%	0	300,000	List rate	0.1055	0%
	EUR	100,001	1,000,000	Tier rate	0.0062	-5%	300,001	2,000,000	Tier rate	0.0062	-5%	300,001	2,000,000	Tier rate	0.1002	-5%
	EUR	1,000,001	4,500,000	Tier rate	0.0059	-10%	2,000,001	10,000,000	Tier rate	0.0059	-10%	2,000,001	10,000,000	Tier rate	0.0950	-10%
	EUR	4,500,001	40,000,000	Tier rate	0.0055	-15%	10,000,001	20,000,000	Tier rate	0.0055	-15%	10,000,001	20,000,000	Tier rate	0.0897	-15%
	EUR	40,000,001	80,000,000	Tier rate	0.0052	-20%	20,000,001	40,000,000	Tier rate	0.0052	-20%	20,000,001	40,000,000	Tier rate	0.0844	-20%
	EUR	80,000,001	--	Tier rate	0.0049	-25%	40,000,001	--	Tier rate	0.0049	-25%	40,000,001	--	Tier rate	0.0791	-25%
Israel	EUR	0	100,000	List rate	0.0044	0%	0	300,000	List rate	0.0044	0%	n/a	n/a	n/a	n/a	n/a
	EUR	100,001	1,000,000	Tier rate	0.0042	-5%	300,001	2,000,000	Tier rate	0.0042	-5%	n/a	n/a	n/a	n/a	n/a
	EUR	1,000,001	4,500,000	Tier rate	0.0040	-10%	2,000,001	10,000,000	Tier rate	0.0040	-10%	n/a	n/a	n/a	n/a	n/a
	EUR	4,500,001	40,000,000	Tier rate	0.0037	-15%	10,000,001	20,000,000	Tier rate	0.0037	-15%	n/a	n/a	n/a	n/a	n/a
	EUR	40,000,001	80,000,000	Tier rate	0.0035	-20%	20,000,001	40,000,000	Tier rate	0.0035	-20%	n/a	n/a	n/a	n/a	n/a
	EUR	80,000,001	--	Tier rate	0.0033	-25%	40,000,001	--	Tier rate	0.0033	-25%	n/a	n/a	n/a	n/a	n/a
Italy	EUR	0	100,000	List rate	0.0248	0%	0	300,000	List rate	0.0248	0%	n/a	n/a	n/a	n/a	n/a
	EUR	100,001	1,000,000	Tier rate	0.0236	-5%	300,001	2,000,000	Tier rate	0.0236	-5%	n/a	n/a	n/a	n/a	n/a
	EUR	1,000,001	4,500,000	Tier rate	0.0223	-10%	2,000,001	10,000,000	Tier rate	0.0223	-10%	n/a	n/a	n/a	n/a	n/a
	EUR	4,500,001	40,000,000	Tier rate	0.0211	-15%	10,000,001	20,000,000	Tier rate	0.0211	-15%	n/a	n/a	n/a	n/a	n/a
	EUR	40,000,001	80,000,000	Tier rate	0.0198	-20%	20,000,001	40,000,000	Tier rate	0.0198	-20%	n/a	n/a	n/a	n/a	n/a
	EUR	80,000,001	--	Tier rate	0.0186	-25%	40,000,001	--	Tier rate	0.0186	-25%	n/a	n/a	n/a	n/a	n/a
Kazakhstan	EUR	0	80,000	List rate	0.0150	0%	0	100,000	List rate	0.0150	0%	0	100,000	List rate	0.1330	0%
	EUR	80,001	750,000	Tier rate	0.0143	-5%	100,001	500,000	Tier rate	0.0143	-5%	100,001	500,000	Tier rate	0.1264	-5%
	EUR	750,001	2,250,000	Tier rate	0.0135	-10%	500,001	2,000,000	Tier rate	0.0135	-10%	500,001	2,000,000	Tier rate	0.1197	-10%
	EUR	2,250,001	3,000,000	Tier rate	0.0128	-15%	2,000,001	5,000,000	Tier rate	0.0128	-15%	2,000,001	5,000,000	Tier rate	0.1131	-15%
	EUR	3,000,001	6,000,000	Tier rate	0.0120	-20%	5,000,001	10,000,000	Tier rate	0.0120	-20%	5,000,001	10,000,000	Tier rate	0.1064	-20%
	EUR	6,000,001	--	Tier rate	0.0113	-25%	10,000,001	--	Tier rate	0.0113	-25%	10,000,001	--	Tier rate	0.0998	-25%

Cost per message in EUR on the WhatsApp Business Platform, effective October 1, 2026 - 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																
		Utility					**Authentication**					**Authentication-International**				
Market		**Messages (per month)**		**What we charge**			**Messages (per month)**		**What we charge**			**Messages (per month)**		**What we charge**		
(per rate card)	**Currency**	**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	EUR	0	100,000	List rate	0.0363	0%	0	300,000	List rate	0.0363	0%	0	300,000	List rate	0.0989	0%
	EUR	100,001	1,000,000	Tier rate	0.0345	-5%	300,001	2,000,000	Tier rate	0.0345	-5%	300,001	2,000,000	Tier rate	0.0940	-5%
	EUR	1,000,001	4,500,000	Tier rate	0.0327	-10%	2,000,001	10,000,000	Tier rate	0.0327	-10%	2,000,001	10,000,000	Tier rate	0.0890	-10%
	EUR	4,500,001	40,000,000	Tier rate	0.0309	-15%	10,000,001	20,000,000	Tier rate	0.0309	-15%	10,000,001	20,000,000	Tier rate	0.0841	-15%
	EUR	40,000,001	80,000,000	Tier rate	0.0290	-20%	20,000,001	40,000,000	Tier rate	0.0290	-20%	20,000,001	40,000,000	Tier rate	0.0791	-20%
	EUR	80,000,001	--	Tier rate	0.0272	-25%	40,000,001	--	Tier rate	0.0272	-25%	40,000,001	--	Tier rate	0.0742	-25%
Malaysia	EUR	0	150,000	List rate	0.0116	0%	0	100,000	List rate	0.0116	0%	0	100,000	List rate	0.0346	0%
	EUR	150,001	1,000,000	Tier rate	0.0110	-5%	100,001	300,000	Tier rate	0.0110	-5%	100,001	300,000	Tier rate	0.0329	-5%
	EUR	1,000,001	4,000,000	Tier rate	0.0104	-10%	300,001	1,000,000	Tier rate	0.0104	-10%	300,001	1,000,000	Tier rate	0.0311	-10%
	EUR	4,000,001	25,000,000	Tier rate	0.0099	-15%	1,000,001	10,000,000	Tier rate	0.0099	-15%	1,000,001	10,000,000	Tier rate	0.0294	-15%
	EUR	25,000,001	50,000,000	Tier rate	0.0093	-20%	10,000,001	20,000,000	Tier rate	0.0093	-20%	10,000,001	20,000,000	Tier rate	0.0277	-20%
	EUR	50,000,001	--	Tier rate	0.0087	-25%	20,000,001	--	Tier rate	0.0087	-25%	20,000,001	--	Tier rate	0.0260	-25%
Mexico	EUR	0	1,000,000	List rate	0.0071	0%	0	250,000	List rate	0.0071	0%	n/a	n/a	n/a	n/a	n/a
	EUR	1,000,001	5,000,000	Tier rate	0.0067	-5%	250,001	1,000,000	Tier rate	0.0067	-5%	n/a	n/a	n/a	n/a	n/a
	EUR	5,000,001	10,000,000	Tier rate	0.0064	-10%	1,000,001	3,000,000	Tier rate	0.0064	-10%	n/a	n/a	n/a	n/a	n/a
	EUR	10,000,001	20,000,000	Tier rate	0.0060	-15%	3,000,001	5,000,000	Tier rate	0.0060	-15%	n/a	n/a	n/a	n/a	n/a
	EUR	20,000,001	40,000,000	Tier rate	0.0057	-20%	5,000,001	10,000,000	Tier rate	0.0057	-20%	n/a	n/a	n/a	n/a	n/a
	EUR	40,000,001	--	Tier rate	0.0053	-25%	10,000,001	--	Tier rate	0.0053	-25%	n/a	n/a	n/a	n/a	n/a
Morocco	EUR	0	100,000	List rate	0.0190	0%	0	300,000	List rate	0.0190	0%	0	300,000	List rate	0.0669	0%
	EUR	100,001	1,000,000	Tier rate	0.0181	-5%	300,001	2,000,000	Tier rate	0.0181	-5%	300,001	2,000,000	Tier rate	0.0636	-5%
	EUR	1,000,001	4,500,000	Tier rate	0.0171	-10%	2,000,001	10,000,000	Tier rate	0.0171	-10%	2,000,001	10,000,000	Tier rate	0.0602	-10%
	EUR	4,500,001	40,000,000	Tier rate	0.0162	-15%	10,000,001	20,000,000	Tier rate	0.0162	-15%	10,000,001	20,000,000	Tier rate	0.0569	-15%
	EUR	40,000,001	80,000,000	Tier rate	0.0152	-20%	20,000,001	40,000,000	Tier rate	0.0152	-20%	20,000,001	40,000,000	Tier rate	0.0535	-20%
	EUR	80,000,001	--	Tier rate	0.0143	-25%	40,000,001	--	Tier rate	0.0143	-25%	40,000,001	--	Tier rate	0.0502	-25%
Netherlands	EUR	0	100,000	List rate	0.0414	0%	0	300,000	List rate	0.0414	0%	n/a	n/a	n/a	n/a	n/a
	EUR	100,001	1,000,000	Tier rate	0.0393	-5%	300,001	2,000,000	Tier rate	0.0393	-5%	n/a	n/a	n/a	n/a	n/a
	EUR	1,000,001	4,500,000	Tier rate	0.0373	-10%	2,000,001	10,000,000	Tier rate	0.0373	-10%	n/a	n/a	n/a	n/a	n/a
	EUR	4,500,001	40,000,000	Tier rate	0.0352	-15%	10,000,001	20,000,000	Tier rate	0.0352	-15%	n/a	n/a	n/a	n/a	n/a
	EUR	40,000,001	80,000,000	Tier rate	0.0331	-20%	20,000,001	40,000,000	Tier rate	0.0331	-20%	n/a	n/a	n/a	n/a	n/a
	EUR	80,000,001	--	Tier rate	0.0311	-25%	40,000,001	--	Tier rate	0.0311	-25%	n/a	n/a	n/a	n/a	n/a
Nepal	EUR	0	150,000	List rate	0.0028	0%	0	100,000	List rate	0.0028	0%	0	100,000	List rate	0.0932	0%
	EUR	150,001	1,000,000	Tier rate	0.0027	-5%	100,001	300,000	Tier rate	0.0027	-5%	100,001	300,000	Tier rate	0.0885	-5%
	EUR	1,000,001	4,000,000	Tier rate	0.0025	-10%	300,001	1,000,000	Tier rate	0.0025	-10%	300,001	1,000,000	Tier rate	0.0839	-10%
	EUR	4,000,001	25,000,000	Tier rate	0.0024	-15%	1,000,001	10,000,000	Tier rate	0.0024	-15%	1,000,001	10,000,000	Tier rate	0.0792	-15%
	EUR	25,000,001	50,000,000	Tier rate	0.0022	-20%	10,000,001	20,000,000	Tier rate	0.0022	-20%	10,000,001	20,000,000	Tier rate	0.0746	-20%
	EUR	50,000,001	--	Tier rate	0.0021	-25%	20,000,001	--	Tier rate	0.0021	-25%	20,000,001	--	Tier rate	0.0699	-25%
Nigeria	EUR	0	100,000	List rate	0.0056	0%	0	300,000	List rate	0.0056	0%	0	300,000	List rate	0.0622	0%
	EUR	100,001	1,000,000	Tier rate	0.0053	-5%	300,001	2,000,000	Tier rate	0.0053	-5%	300,001	2,000,000	Tier rate	0.0591	-5%
	EUR	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	0.0560	-10%
	EUR	4,500,001	40,000,000	Tier rate	0.0048	-15%	10,000,001	20,000,000	Tier rate	0.0048	-15%	10,000,001	20,000,000	Tier rate	0.0529	-15%
	EUR	40,000,001	80,000,000	Tier rate	0.0045	-20%	20,000,001	40,000,000	Tier rate	0.0045	-20%	20,000,001	40,000,000	Tier rate	0.0498	-20%
	EUR	80,000,001	--	Tier rate	0.0042	-25%	40,000,001	--	Tier rate	0.0042	-25%	40,000,001	--	Tier rate	0.0467	-25%
Oman	EUR	0	100,000	List rate	0.0204	0%	0	300,000	List rate	0.0204	0%	0	300,000	List rate	0.0495	0%
	EUR	100,001	1,000,000	Tier rate	0.0194	-5%	300,001	2,000,000	Tier rate	0.0194	-5%	300,001	2,000,000	Tier rate	0.0470	-5%
	EUR	1,000,001	4,500,000	Tier rate	0.0184	-10%	2,000,001	10,000,000	Tier rate	0.0184	-10%	2,000,001	10,000,000	Tier rate	0.0446	-10%
	EUR	4,500,001	40,000,000	Tier rate	0.0173	-15%	10,000,001	20,000,000	Tier rate	0.0173	-15%	10,000,001	20,000,000	Tier rate	0.0421	-15%
	EUR	40,000,001	80,000,000	Tier rate	0.0163	-20%	20,000,001	40,000,000	Tier rate	0.0163	-20%	20,000,001	40,000,000	Tier rate	0.0396	-20%
	EUR	80,000,001	--	Tier rate	0.0153	-25%	40,000,001	--	Tier rate	0.0153	-25%	40,000,001	--	Tier rate	0.0371	-25%

Cost per message in EUR on the WhatsApp Business Platform, effective October 1, 2026 - 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
Pakistan	EUR	0	150,000	List rate	0.0125	0%	0	100,000	List rate	0.0125	0%	0	100,000	List rate	0.0622	0%
	EUR	150,001	1,000,000	Tier rate	0.0119	-5%	100,001	300,000	Tier rate	0.0119	-5%	100,001	300,000	Tier rate	0.0591	-5%
	EUR	1,000,001	4,000,000	Tier rate	0.0113	-10%	300,001	1,000,000	Tier rate	0.0113	-10%	300,001	1,000,000	Tier rate	0.0560	-10%
	EUR	4,000,001	25,000,000	Tier rate	0.0106	-15%	1,000,001	10,000,000	Tier rate	0.0106	-15%	1,000,001	10,000,000	Tier rate	0.0529	-15%
	EUR	25,000,001	50,000,000	Tier rate	0.0100	-20%	10,000,001	20,000,000	Tier rate	0.0100	-20%	10,000,001	20,000,000	Tier rate	0.0498	-20%
	EUR	50,000,001	--	Tier rate	0.0094	-25%	20,000,001	--	Tier rate	0.0094	-25%	20,000,001	--	Tier rate	0.0467	-25%
Peru	EUR	0	100,000	List rate	0.0249	0%	0	120,000	List rate	0.0249	0%	n/a	n/a	n/a	n/a	n/a
	EUR	100,001	1,000,000	Tier rate	0.0237	-5%	120,001	400,000	Tier rate	0.0237	-5%	n/a	n/a	n/a	n/a	n/a
	EUR	1,000,001	4,500,000	Tier rate	0.0224	-10%	400,001	1,000,000	Tier rate	0.0224	-10%	n/a	n/a	n/a	n/a	n/a
	EUR	4,500,001	15,000,000	Tier rate	0.0212	-15%	1,000,001	5,000,000	Tier rate	0.0212	-15%	n/a	n/a	n/a	n/a	n/a
	EUR	15,000,001	30,000,000	Tier rate	0.0199	-20%	5,000,001	10,000,000	Tier rate	0.0199	-20%	n/a	n/a	n/a	n/a	n/a
	EUR	30,000,001	--	Tier rate	0.0187	-25%	10,000,001	--	Tier rate	0.0187	-25%	n/a	n/a	n/a	n/a	n/a
Poland	EUR	0	100,000	List rate	0.0101	0%	0	300,000	List rate	0.0101	0%	n/a	n/a	n/a	n/a	n/a
	EUR	100,001	1,000,000	Tier rate	0.0096	-5%	300,001	2,000,000	Tier rate	0.0096	-5%	n/a	n/a	n/a	n/a	n/a
	EUR	1,000,001	4,500,000	Tier rate	0.0091	-10%	2,000,001	10,000,000	Tier rate	0.0091	-10%	n/a	n/a	n/a	n/a	n/a
	EUR	4,500,001	40,000,000	Tier rate	0.0086	-15%	10,000,001	20,000,000	Tier rate	0.0086	-15%	n/a	n/a	n/a	n/a	n/a
	EUR	40,000,001	80,000,000	Tier rate	0.0081	-20%	20,000,001	40,000,000	Tier rate	0.0081	-20%	n/a	n/a	n/a	n/a	n/a
	EUR	80,000,001	--	Tier rate	0.0076	-25%	40,000,001	--	Tier rate	0.0076	-25%	n/a	n/a	n/a	n/a	n/a
Qatar	EUR	0	100,000	List rate	0.0099	0%	0	300,000	List rate	0.0099	0%	n/a	n/a	n/a	n/a	n/a
	EUR	100,001	1,000,000	Tier rate	0.0094	-5%	300,001	2,000,000	Tier rate	0.0094	-5%	n/a	n/a	n/a	n/a	n/a
	EUR	1,000,001	4,500,000	Tier rate	0.0089	-10%	2,000,001	10,000,000	Tier rate	0.0089	-10%	n/a	n/a	n/a	n/a	n/a
	EUR	4,500,001	40,000,000	Tier rate	0.0084	-15%	10,000,001	20,000,000	Tier rate	0.0084	-15%	n/a	n/a	n/a	n/a	n/a
	EUR	40,000,001	80,000,000	Tier rate	0.0079	-20%	20,000,001	40,000,000	Tier rate	0.0079	-20%	n/a	n/a	n/a	n/a	n/a
	EUR	80,000,001	--	Tier rate	0.0074	-25%	40,000,001	--	Tier rate	0.0074	-25%	n/a	n/a	n/a	n/a	n/a
Romania	EUR	0	100,000	List rate	0.0239	0%	0	300,000	List rate	0.0239	0%	n/a	n/a	n/a	n/a	n/a
	EUR	100,001	1,000,000	Tier rate	0.0227	-5%	300,001	2,000,000	Tier rate	0.0227	-5%	n/a	n/a	n/a	n/a	n/a
	EUR	1,000,001	4,500,000	Tier rate	0.0215	-10%	2,000,001	10,000,000	Tier rate	0.0215	-10%	n/a	n/a	n/a	n/a	n/a
	EUR	4,500,001	40,000,000	Tier rate	0.0203	-15%	10,000,001	20,000,000	Tier rate	0.0203	-15%	n/a	n/a	n/a	n/a	n/a
	EUR	40,000,001	80,000,000	Tier rate	0.0191	-20%	20,000,001	40,000,000	Tier rate	0.0191	-20%	n/a	n/a	n/a	n/a	n/a
	EUR	80,000,001	--	Tier rate	0.0179	-25%	40,000,001	--	Tier rate	0.0179	-25%	n/a	n/a	n/a	n/a	n/a
Russia	EUR	0	100,000	List rate	0.0331	0%	0	300,000	List rate	0.0331	0%	n/a	n/a	n/a	n/a	n/a
	EUR	100,001	1,000,000	Tier rate	0.0314	-5%	300,001	2,000,000	Tier rate	0.0314	-5%	n/a	n/a	n/a	n/a	n/a
	EUR	1,000,001	4,500,000	Tier rate	0.0298	-10%	2,000,001	10,000,000	Tier rate	0.0298	-10%	n/a	n/a	n/a	n/a	n/a
	EUR	4,500,001	40,000,000	Tier rate	0.0281	-15%	10,000,001	20,000,000	Tier rate	0.0281	-15%	n/a	n/a	n/a	n/a	n/a
	EUR	40,000,001	80,000,000	Tier rate	0.0265	-20%	20,000,001	40,000,000	Tier rate	0.0265	-20%	n/a	n/a	n/a	n/a	n/a
	EUR	80,000,001	--	Tier rate	0.0248	-25%	40,000,001	--	Tier rate	0.0248	-25%	n/a	n/a	n/a	n/a	n/a
Saudi Arabia	EUR	0	100,000	List rate	0.0088	0%	0	300,000	List rate	0.0088	0%	0	300,000	List rate	0.0495	0%
	EUR	100,001	1,000,000	Tier rate	0.0084	-5%	300,001	2,000,000	Tier rate	0.0084	-5%	300,001	2,000,000	Tier rate	0.0470	-5%
	EUR	1,000,001	4,500,000	Tier rate	0.0079	-10%	2,000,001	10,000,000	Tier rate	0.0079	-10%	2,000,001	10,000,000	Tier rate	0.0446	-10%
	EUR	4,500,001	40,000,000	Tier rate	0.0075	-15%	10,000,001	20,000,000	Tier rate	0.0075	-15%	10,000,001	20,000,000	Tier rate	0.0421	-15%
	EUR	40,000,001	80,000,000	Tier rate	0.0070	-20%	20,000,001	40,000,000	Tier rate	0.0070	-20%	20,000,001	40,000,000	Tier rate	0.0396	-20%
	EUR	80,000,001	--	Tier rate	0.0066	-25%	40,000,001	--	Tier rate	0.0066	-25%	40,000,001	--	Tier rate	0.0371	-25%
Singapore	EUR	0	150,000	List rate	0.0133	0%	0	100,000	List rate	0.0133	0%	n/a	n/a	n/a	n/a	n/a
	EUR	150,001	1,000,000	Tier rate	0.0126	-5%	100,001	300,000	Tier rate	0.0126	-5%	n/a	n/a	n/a	n/a	n/a
	EUR	1,000,001	4,000,000	Tier rate	0.0120	-10%	300,001	1,000,000	Tier rate	0.0120	-10%	n/a	n/a	n/a	n/a	n/a
	EUR	4,000,001	25,000,000	Tier rate	0.0113	-15%	1,000,001	10,000,000	Tier rate	0.0113	-15%	n/a	n/a	n/a	n/a	n/a
	EUR	25,000,001	50,000,000	Tier rate	0.0106	-20%	10,000,001	20,000,000	Tier rate	0.0106	-20%	n/a	n/a	n/a	n/a	n/a
	EUR	50,000,001	--	Tier rate	0.0100	-25%	20,000,001	--	Tier rate	0.0100	-25%	n/a	n/a	n/a	n/a	n/a

Cost per message in EUR on the WhatsApp Business Platform, effective October 1, 2026 - 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																
		Utility					**Authentication**					**Authentication-International**				
Market		**Messages (per month)**		**What we charge**			**Messages (per month)**		**What we charge**			**Messages (per month)**		**What we charge**		
(per rate card)	**Currency**	**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	EUR	0	100,000	List rate	0.0079	0%	0	300,000	List rate	0.0079	0%	0	300,000	List rate	0.0166	0%
	EUR	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	0.0158	-5%
	EUR	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	0.0149	-10%
	EUR	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	0.0141	-15%
	EUR	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	0.0133	-20%
	EUR	80,000,001	--	Tier rate	0.0059	-25%	40,000,001	--	Tier rate	0.0059	-25%	40,000,001	--	Tier rate	0.0125	-25%
Spain	EUR	0	100,000	List rate	0.0166	0%	0	300,000	List rate	0.0166	0%	n/a	n/a	n/a	n/a	n/a
	EUR	100,001	1,000,000	Tier rate	0.0158	-5%	300,001	2,000,000	Tier rate	0.0158	-5%	n/a	n/a	n/a	n/a	n/a
	EUR	1,000,001	4,500,000	Tier rate	0.0149	-10%	2,000,001	10,000,000	Tier rate	0.0149	-10%	n/a	n/a	n/a	n/a	n/a
	EUR	4,500,001	40,000,000	Tier rate	0.0141	-15%	10,000,001	20,000,000	Tier rate	0.0141	-15%	n/a	n/a	n/a	n/a	n/a
	EUR	40,000,001	80,000,000	Tier rate	0.0133	-20%	20,000,001	40,000,000	Tier rate	0.0133	-20%	n/a	n/a	n/a	n/a	n/a
	EUR	80,000,001	--	Tier rate	0.0125	-25%	40,000,001	--	Tier rate	0.0125	-25%	n/a	n/a	n/a	n/a	n/a
Sri Lanka	EUR	0	150,000	List rate	0.0017	0%	0	100,000	List rate	0.0017	0%	0	100,000	List rate	0.1198	0%
	EUR	150,001	1,000,000	Tier rate	0.0016	-5%	100,001	300,000	Tier rate	0.0016	-5%	100,001	300,000	Tier rate	0.1138	-5%
	EUR	1,000,001	4,000,000	Tier rate	0.0015	-10%	300,001	1,000,000	Tier rate	0.0015	-10%	300,001	1,000,000	Tier rate	0.1078	-10%
	EUR	4,000,001	25,000,000	Tier rate	0.0014	-15%	1,000,001	10,000,000	Tier rate	0.0014	-15%	1,000,001	10,000,000	Tier rate	0.1018	-15%
	EUR	25,000,001	50,000,000	Tier rate	0.0014	-20%	10,000,001	20,000,000	Tier rate	0.0014	-20%	10,000,001	20,000,000	Tier rate	0.0958	-20%
	EUR	50,000,001	--	Tier rate	0.0013	-25%	20,000,001	--	Tier rate	0.0013	-25%	20,000,001	--	Tier rate	0.0899	-25%
Turkey	EUR	0	100,000	List rate	0.0007	0%	0	300,000	List rate	0.0007	0%	n/a	n/a	n/a	n/a	n/a
	EUR	100,001	1,000,000	Tier rate	0.0007	-5%	300,001	2,000,000	Tier rate	0.0007	-5%	n/a	n/a	n/a	n/a	n/a
	EUR	1,000,001	4,500,000	Tier rate	0.0006	-10%	2,000,001	10,000,000	Tier rate	0.0006	-10%	n/a	n/a	n/a	n/a	n/a
	EUR	4,500,001	40,000,000	Tier rate	0.0006	-15%	10,000,001	20,000,000	Tier rate	0.0006	-15%	n/a	n/a	n/a	n/a	n/a
	EUR	40,000,001	80,000,000	Tier rate	0.0006	-20%	20,000,001	40,000,000	Tier rate	0.0006	-20%	n/a	n/a	n/a	n/a	n/a
	EUR	80,000,001	--	Tier rate	0.0005	-25%	40,000,001	--	Tier rate	0.0005	-25%	n/a	n/a	n/a	n/a	n/a
Ukraine	EUR	0	100,000	List rate	0.0246	0%	0	300,000	List rate	0.0246	0%	0	300,000	List rate	0.0616	0%
	EUR	100,001	1,000,000	Tier rate	0.0234	-5%	300,001	2,000,000	Tier rate	0.0234	-5%	300,001	2,000,000	Tier rate	0.0585	-5%
	EUR	1,000,001	4,500,000	Tier rate	0.0221	-10%	2,000,001	10,000,000	Tier rate	0.0221	-10%	2,000,001	10,000,000	Tier rate	0.0554	-10%
	EUR	4,500,001	40,000,000	Tier rate	0.0209	-15%	10,000,001	20,000,000	Tier rate	0.0209	-15%	10,000,001	20,000,000	Tier rate	0.0524	-15%
	EUR	40,000,001	80,000,000	Tier rate	0.0197	-20%	20,000,001	40,000,000	Tier rate	0.0197	-20%	20,000,001	40,000,000	Tier rate	0.0493	-20%
	EUR	80,000,001	--	Tier rate	0.0185	-25%	40,000,001	--	Tier rate	0.0185	-25%	40,000,001	--	Tier rate	0.0462	-25%
United Arab Emirates	EUR	0	100,000	List rate	0.0130	0%	0	300,000	List rate	0.0130	0%	0	300,000	List rate	0.0421	0%
	EUR	100,001	1,000,000	Tier rate	0.0124	-5%	300,001	2,000,000	Tier rate	0.0124	-5%	300,001	2,000,000	Tier rate	0.0400	-5%
	EUR	1,000,001	4,500,000	Tier rate	0.0117	-10%	2,000,001	10,000,000	Tier rate	0.0117	-10%	2,000,001	10,000,000	Tier rate	0.0379	-10%
	EUR	4,500,001	40,000,000	Tier rate	0.0111	-15%	10,000,001	20,000,000	Tier rate	0.0111	-15%	10,000,001	20,000,000	Tier rate	0.0358	-15%
	EUR	40,000,001	80,000,000	Tier rate	0.0104	-20%	20,000,001	40,000,000	Tier rate	0.0104	-20%	20,000,001	40,000,000	Tier rate	0.0337	-20%
	EUR	80,000,001	--	Tier rate	0.0098	-25%	40,000,001	--	Tier rate	0.0098	-25%	40,000,001	--	Tier rate	0.0316	-25%
United Kingdom	EUR	0	100,000	List rate	0.0182	0%	0	300,000	List rate	0.0182	0%	n/a	n/a	n/a	n/a	n/a
	EUR	100,001	1,000,000	Tier rate	0.0173	-5%	300,001	2,000,000	Tier rate	0.0173	-5%	n/a	n/a	n/a	n/a	n/a
	EUR	1,000,001	4,500,000	Tier rate	0.0164	-10%	2,000,001	10,000,000	Tier rate	0.0164	-10%	n/a	n/a	n/a	n/a	n/a
	EUR	4,500,001	40,000,000	Tier rate	0.0155	-15%	10,000,001	20,000,000	Tier rate	0.0155	-15%	n/a	n/a	n/a	n/a	n/a
	EUR	40,000,001	80,000,000	Tier rate	0.0146	-20%	20,000,001	40,000,000	Tier rate	0.0146	-20%	n/a	n/a	n/a	n/a	n/a
	EUR	80,000,001	--	Tier rate	0.0137	-25%	40,000,001	--	Tier rate	0.0137	-25%	n/a	n/a	n/a	n/a	n/a
North America	EUR	0	80,000	List rate	0.0028	0%	0	100,000	List rate	0.0028	0%	n/a	n/a	n/a	n/a	n/a
	EUR	80,001	750,000	Tier rate	0.0027	-5%	100,001	500,000	Tier rate	0.0027	-5%	n/a	n/a	n/a	n/a	n/a
	EUR	750,001	2,250,000	Tier rate	0.0025	-10%	500,001	2,000,000	Tier rate	0.0025	-10%	n/a	n/a	n/a	n/a	n/a
	EUR	2,250,001	3,000,000	Tier rate	0.0024	-15%	2,000,001	5,000,000	Tier rate	0.0024	-15%	n/a	n/a	n/a	n/a	n/a
	EUR	3,000,001	6,000,000	Tier rate	0.0022	-20%	5,000,001	10,000,000	Tier rate	0.0022	-20%	n/a	n/a	n/a	n/a	n/a
	EUR	6,000,001	--	Tier rate	0.0021	-25%	10,000,001	--	Tier rate	0.0021	-25%	n/a	n/a	n/a	n/a	n/a

Cost per message in EUR on the WhatsApp Business Platform, effective October 1, 2026 - 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																
		Utility					**Authentication**					**Authentication-International**				
Market		**Messages (per month)**		**What we charge**			**Messages (per month)**		**What we charge**			**Messages (per month)**		**What we charge**		
(per rate card)	**Currency**	**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	EUR	0	100,000	List rate	0.0033	0%	0	300,000	List rate	0.0033	0%	n/a	n/a	n/a	n/a	n/a
	EUR	100,001	1,000,000	Tier rate	0.0031	-5%	300,001	2,000,000	Tier rate	0.0031	-5%	n/a	n/a	n/a	n/a	n/a
	EUR	1,000,001	4,500,000	Tier rate	0.0030	-10%	2,000,001	10,000,000	Tier rate	0.0030	-10%	n/a	n/a	n/a	n/a	n/a
	EUR	4,500,001	40,000,000	Tier rate	0.0028	-15%	10,000,001	20,000,000	Tier rate	0.0028	-15%	n/a	n/a	n/a	n/a	n/a
	EUR	40,000,001	80,000,000	Tier rate	0.0026	-20%	20,000,001	40,000,000	Tier rate	0.0026	-20%	n/a	n/a	n/a	n/a	n/a
	EUR	80,000,001	--	Tier rate	0.0025	-25%	40,000,001	--	Tier rate	0.0025	-25%	n/a	n/a	n/a	n/a	n/a
Rest of Asia Pacific	EUR	0	150,000	List rate	0.0094	0%	0	100,000	List rate	0.0094	0%	n/a	n/a	n/a	n/a	n/a
	EUR	150,001	1,000,000	Tier rate	0.0089	-5%	100,001	300,000	Tier rate	0.0089	-5%	n/a	n/a	n/a	n/a	n/a
	EUR	1,000,001	4,000,000	Tier rate	0.0085	-10%	300,001	1,000,000	Tier rate	0.0085	-10%	n/a	n/a	n/a	n/a	n/a
	EUR	4,000,001	25,000,000	Tier rate	0.0080	-15%	1,000,001	10,000,000	Tier rate	0.0080	-15%	n/a	n/a	n/a	n/a	n/a
	EUR	25,000,001	50,000,000	Tier rate	0.0075	-20%	10,000,001	20,000,000	Tier rate	0.0075	-20%	n/a	n/a	n/a	n/a	n/a
	EUR	50,000,001	--	Tier rate	0.0071	-25%	20,000,001	--	Tier rate	0.0071	-25%	n/a	n/a	n/a	n/a	n/a
Rest of Central & Eastern Europe	EUR	0	100,000	List rate	0.0175	0%	0	300,000	List rate	0.0175	0%	n/a	n/a	n/a	n/a	n/a
	EUR	100,001	1,000,000	Tier rate	0.0166	-5%	300,001	2,000,000	Tier rate	0.0166	-5%	n/a	n/a	n/a	n/a	n/a
	EUR	1,000,001	4,500,000	Tier rate	0.0158	-10%	2,000,001	10,000,000	Tier rate	0.0158	-10%	n/a	n/a	n/a	n/a	n/a
	EUR	4,500,001	40,000,000	Tier rate	0.0149	-15%	10,000,001	20,000,000	Tier rate	0.0149	-15%	n/a	n/a	n/a	n/a	n/a
	EUR	40,000,001	80,000,000	Tier rate	0.0140	-20%	20,000,001	40,000,000	Tier rate	0.0140	-20%	n/a	n/a	n/a	n/a	n/a
	EUR	80,000,001	--	Tier rate	0.0131	-25%	40,000,001	--	Tier rate	0.0131	-25%	n/a	n/a	n/a	n/a	n/a
Rest of Latin America	EUR	0	100,000	List rate	0.0094	0%	0	120,000	List rate	0.0094	0%	n/a	n/a	n/a	n/a	n/a
	EUR	100,001	1,000,000	Tier rate	0.0089	-5%	120,001	400,000	Tier rate	0.0089	-5%	n/a	n/a	n/a	n/a	n/a
	EUR	1,000,001	4,500,000	Tier rate	0.0085	-10%	400,001	1,000,000	Tier rate	0.0085	-10%	n/a	n/a	n/a	n/a	n/a
	EUR	4,500,001	15,000,000	Tier rate	0.0080	-15%	1,000,001	5,000,000	Tier rate	0.0080	-15%	n/a	n/a	n/a	n/a	n/a
	EUR	15,000,001	30,000,000	Tier rate	0.0075	-20%	5,000,001	10,000,000	Tier rate	0.0075	-20%	n/a	n/a	n/a	n/a	n/a
	EUR	30,000,001	--	Tier rate	0.0071	-25%	10,000,001	--	Tier rate	0.0071	-25%	n/a	n/a	n/a	n/a	n/a
Rest of Middle East	EUR	0	100,000	List rate	0.0075	0%	0	300,000	List rate	0.0075	0%	n/a	n/a	n/a	n/a	n/a
	EUR	100,001	1,000,000	Tier rate	0.0071	-5%	300,001	2,000,000	Tier rate	0.0071	-5%	n/a	n/a	n/a	n/a	n/a
	EUR	1,000,001	4,500,000	Tier rate	0.0068	-10%	2,000,001	10,000,000	Tier rate	0.0068	-10%	n/a	n/a	n/a	n/a	n/a
	EUR	4,500,001	40,000,000	Tier rate	0.0064	-15%	10,000,001	20,000,000	Tier rate	0.0064	-15%	n/a	n/a	n/a	n/a	n/a
	EUR	40,000,001	80,000,000	Tier rate	0.0060	-20%	20,000,001	40,000,000	Tier rate	0.0060	-20%	n/a	n/a	n/a	n/a	n/a
	EUR	80,000,001	--	Tier rate	0.0056	-25%	40,000,001	--	Tier rate	0.0056	-25%	n/a	n/a	n/a	n/a	n/a
Rest of Western Europe	EUR	0	100,000	List rate	0.0142	0%	0	300,000	List rate	0.0142	0%	n/a	n/a	n/a	n/a	n/a
	EUR	100,001	1,000,000	Tier rate	0.0135	-5%	300,001	2,000,000	Tier rate	0.0135	-5%	n/a	n/a	n/a	n/a	n/a
	EUR	1,000,001	4,500,000	Tier rate	0.0128	-10%	2,000,001	10,000,000	Tier rate	0.0128	-10%	n/a	n/a	n/a	n/a	n/a
	EUR	4,500,001	40,000,000	Tier rate	0.0121	-15%	10,000,001	20,000,000	Tier rate	0.0121	-15%	n/a	n/a	n/a	n/a	n/a
	EUR	40,000,001	80,000,000	Tier rate	0.0114	-20%	20,000,001	40,000,000	Tier rate	0.0114	-20%	n/a	n/a	n/a	n/a	n/a
	EUR	80,000,001	--	Tier rate	0.0107	-25%	40,000,001	--	Tier rate	0.0107	-25%	n/a	n/a	n/a	n/a	n/a
Other	EUR	0	80,000	List rate	0.0064	0%	0	100,000	List rate	0.0064	0%	n/a	n/a	n/a	n/a	n/a
	EUR	80,001	750,000	Tier rate	0.0061	-5%	100,001	500,000	Tier rate	0.0061	-5%	n/a	n/a	n/a	n/a	n/a
	EUR	750,001	2,250,000	Tier rate	0.0058	-10%	500,001	2,000,000	Tier rate	0.0058	-10%	n/a	n/a	n/a	n/a	n/a
	EUR	2,250,001	3,000,000	Tier rate	0.0054	-15%	2,000,001	5,000,000	Tier rate	0.0054	-15%	n/a	n/a	n/a	n/a	n/a
	EUR	3,000,001	6,000,000	Tier rate	0.0051	-20%	5,000,001	10,000,000	Tier rate	0.0051	-20%	n/a	n/a	n/a	n/a	n/a
	EUR	6,000,001	--	Tier rate	0.0048	-25%	10,000,001	--	Tier rate	0.0048	-25%	n/a	n/a	n/a	n/a	n/a