



Conversation-Based Charges

Meta's WhatsApp Business Platform pricing changes effective October 1, 2026. The rate card that was previously pending has now been published, and Meta has also announced a few additional updates including a new free monthly allowance for service messages.

Service Messages Rate Card Now Available

As shared earlier, service messages (free-form replies sent by your bots, workflows, or chat agents) will become chargeable from October 1, 2026, at the same per-market rate as utility and authentication messages. The detailed rate card is now live – Rate Cards – Effective October 1, 2026

Market	Currency	Marketing	Utility	Service	Authentication
Afghanistan	USD	0.1053	0.0142	0.0142	0.0142
Albania	USD	0.1075	0.0265	0.0265	0.0265
Algeria	USD	0.0289	0.0050	0.0050	0.0050
Angola	USD	0.0289	0.0050	0.0050	0.0050
Argentina	USD	0.0773	0.0325	0.0325	0.0325
Armenia	USD	0.1075	0.0265	0.0265	0.0265
Australia	USD	0.1053	0.0142	0.0142	0.0142
Austria	USD	0.0740	0.0214	0.0214	0.0114
Azerbaijan	USD	0.1075	0.0265	0.0265	0.0265
Bahrain	USD	0.0490	0.0114	0.0114	0.0114
Bangladesh	USD	0.0915	0.0047	0.0047	0.0047
Belarus	USD	0.1075	0.0265	0.0265	0.0265
Belgium	USD	0.0740	0.0214	0.0214	0.0114
Benin	USD	0.0289	0.0050	0.0050	0.0050
Bolivia	USD	0.0925	0.0142	0.0142	0.0142
Botswana	USD	0.0289	0.0050	0.0050	0.0050
Brazil	USD	0.0782	0.0085	0.0085	0.0085
Bulgaria	USD	0.1075	0.0265	0.0265	0.0265
Burkina Faso	USD	0.0289	0.0050	0.0050	0.0050
Burundi	USD	0.0289	0.0050	0.0050	0.0050
Cambodia	USD	0.1053	0.0142	0.0142	0.0142
Cameroon	USD	0.0289	0.0050	0.0050	0.0050
Canada	USD	0.0313	0.0043	0.0043	0.0043
Chad	USD	0.0289	0.0050	0.0050	0.0050
Chile	USD	0.1112	0.0250	0.0250	0.0250
China	USD	0.1053	0.0142	0.0142	0.0142
Colombia	USD	0.0157	0.0010	0.0010	0.0010
Costa Rica	USD	0.0925	0.0142	0.0142	0.0142
Croatia	USD	0.1075	0.0265	0.0265	0.0265
Czech Republic	USD	0.1075	0.0265	0.0265	0.0265
Denmark	USD	0.0740	0.0214	0.0214	0.0114
Dominican Republic	USD	0.0925	0.0142	0.0142	0.0142
Ecuador	USD	0.0925	0.0142	0.0142	0.0142
Egypt	USD	0.0805	0.0045	0.0045	0.0045
El Salvador	USD	0.0925	0.0142	0.0142	0.0142
Eritrea	USD	0.0289	0.0050	0.0050	0.0050
Ethiopia	USD	0.0289	0.0050	0.0050	0.0050
Finland	USD	0.0740	0.0214	0.0214	0.0114
France	USD	0.1074	0.0375	0.0375	0.0375
Gabon	USD	0.0289	0.0050	0.0050	0.0050
Gambia	USD	0.0289	0.0050	0.0050	0.0050
Georgia	USD	0.1075	0.0265	0.0265	0.0265
Germany	USD	0.1707	0.0688	0.0688	0.0688
Ghana	USD	0.0289	0.0050	0.0050	0.0050
Greece	USD	0.1075	0.0265	0.0265	0.0265
Guatemala	USD	0.0925	0.0142	0.0142	0.0142
Guinea-Bissau	USD	0.0289	0.0050	0.0050	0.0050
Haiti	USD	0.0925	0.0142	0.0142	0.0142
Honduras	USD	0.0925	0.0142	0.0142	0.0142
Hong Kong	USD	0.0915	0.0145	0.0145	0.0145
Hungary	USD	0.1075	0.0265	0.0265	0.0265
India	USD	0.0136	0.0018	0.0018	0.0018
Indonesia	USD	0.0514	0.0313	0.0313	0.0313
Iraq	USD	0.0427	0.0099	0.0099	0.0099
Ireland	USD	0.0740	0.0214	0.0214	0.0114
Israel	USD	0.0442	0.0067	0.0067	0.0067
Italy	USD	0.0864	0.0375	0.0375	0.0375
Ivory Coast	USD	0.0289	0.0050	0.0050	0.0050
Jamaica	USD	0.0925	0.0142	0.0142	0.0142
Japan	USD	0.1053	0.0142	0.0142	0.0142
Jordan	USD	0.0490	0.0114	0.0114	0.0114
Kazakhstan	USD	0.0755	0.0225	0.0225	0.0225
Kenya	USD	0.0289	0.0050	0.0050	0.0050
Kuwait	USD	0.0990	0.0550	0.0550	0.0550
Laos	USD	0.1053	0.0142	0.0142	0.0142
Latvia	USD	0.1075	0.0265	0.0265	0.0265
Lebanon	USD	0.0490	0.0114	0.0114	0.0114
Lesotho	USD	0.0289	0.0050	0.0050	0.0050
Liberia	USD	0.0289	0.0050	0.0050	0.0050
Libya	USD	0.0289	0.0050	0.0050	0.0050
Lithuania	USD	0.1075	0.0265	0.0265	0.0265
Madagascar	USD	0.0289	0.0050	0.0050	0.0050
Malawi	USD	0.0289	0.0050	0.0050	0.0050
Malaysia	USD	0.1075	0.0175	0.0175	0.0175
Mali	USD	0.0289	0.0050	0.0050	0.0050
Mauritania	USD	0.0289	0.0050	0.0050	0.0050
Mexico	USD	0.0497	0.0107	0.0107	0.0107
Moldova	USD	0.1075	0.0265	0.0265	0.0265
Mongolia	USD	0.1053	0.0142	0.0142	0.0142
Morocco	USD	0.0518	0.0288	0.0288	0.0288
Mozambique	USD	0.0289	0.0050	0.0050	0.0050
Namibia	USD	0.0289	0.0050	0.0050	0.0050
Nepal	USD	0.0915	0.0043	0.0043	0.0043
Netherlands	USD	0.1997	0.0625	0.0625	0.0625
New Zealand	USD	0.1053	0.0142	0.0142	0.0142
Nicaragua	USD	0.0925	0.0142	0.0142	0.0142
Niger	USD	0.0289	0.0050	0.0050	0.0050
Nigeria	USD	0.0645	0.0089	0.0089	0.0089
North Macedonia	USD	0.1075	0.0265	0.0265	0.0265
Norway	USD	0.0740	0.0214	0.0214	0.0114
Oman	USD	0.0427	0.0309	0.0309	0.0309
Pakistan	USD	0.0592	0.0188	0.0188	0.0188
Panama	USD	0.0925	0.0142	0.0142	0.0142
Papua New Guinea	USD	0.1053	0.0142	0.0142	0.0142
Paraguay	USD	0.0925	0.0142	0.0142	0.0142
Peru	USD	0.0879	0.0375	0.0375	0.0375
Philippines	USD	0.1053	0.0142	0.0142	0.0142
Poland	USD	0.1075	0.0265	0.0265	0.0265
Portugal	USD	0.0740	0.0214	0.0214	0.0114
Puerto Rico	USD	0.0925	0.0142	0.0142	0.0142
Qatar	USD	0.0423	0.0114	0.0114	0.0113
Republic of the Congo (Brazzaville)	USD	0.0289	0.0050	0.0050	0.0050
Romania	USD	0.1075	0.0265	0.0265	0.0265
Russia	USD	0.1003	0.0500	0.0500	0.0500
Rwanda	USD	0.0289	0.0050	0.0050	0.0050
Saudi Arabia	USD	0.0720	0.0134	0.0134	0.0134
Senegal	USD	0.0289	0.0050	0.0050	0.0050
Serbia	USD	0.1075	0.0265	0.0265	0.0265
Sierra Leone	USD	0.0289	0.0050	0.0050	0.0050
Singapore	USD	0.0915	0.0145	0.0145	0.0145
Slovakia	USD	0.1075	0.0265	0.0265	0.0265
Slovenia	USD	0.1075	0.0265	0.0265	0.0265
Somalia	USD	0.0289	0.0050	0.0050	0.0050
South Africa	USD	0.0474	0.0119	0.0119	0.0119
South Sudan	USD	0.0289	0.0050	0.0050	0.0050
Spain	USD	0.0769	0.025	0.025	0.025
Sri Lanka	USD	0.0915	0.0025	0.0025	0.0025
Sudan	USD	0.0289	0.0050	0.0050	0.0050
Swaziland	USD	0.0289	0.0050	0.0050	0.0050
Sweden	USD	0.0740	0.0214	0.0214	0.0114
Switzerland	USD	0.0740	0.0214	0.0214	0.0114
Taiwan	USD	0.1053	0.0142	0.0142	0.0142
Tajikistan	USD	0.1053	0.0142	0.0142	0.0142
Tanzania	USD	0.0289	0.0050	0.0050	0.0050
Thailand	USD	0.1053	0.0142	0.0142	0.0142
Togo	USD	0.0289	0.0050	0.0050	0.0050
Tunisia	USD	0.0289	0.0050	0.0050	0.0050
Turkey	USD	0.0134	0.0067	0.0067	0.0067
Turkmenistan	USD	0.1053	0.0142	0.0142	0.0142
Uganda	USD	0.0289	0.0050	0.0050	0.0050
Ukraine	USD	0.1075	0.0373	0.0373	0.0373
United Arab Emirates	USD	0.0720	0.0197	0.0197	0.0197
United Kingdom	USD	0.0667	0.0275	0.0275	0.0275
United States	USD	0.0313	0.0043	0.0043	0.0043
Uruguay	USD	0.0925	0.0142	0.0142	0.0142
Uzbekistan	USD	0.1053	0.0142	0.0142	0.0142
Venezuela	USD	0.0925	0.0142	0.0142	0.0142
Vietnam	USD	0.1053	0.0142	0.0142	0.0142
Yemen	USD	0.0490	0.0114	0.0114	0.0114
Zambia	USD	0.0289	0.0050	0.0050	0.0050
Zimbabwe	USD	0.0289	0.0050	0.0050	0.0050
All other countries	USD	0.0755	0.0097	0.0097	0.0097

Conversation Categories

Marketing Templates

Promote products or services with marketing messages such as promotions, new launches, and cart reminders. Each unique marketing message starts a new chargeable conversation, followed by 24 hours of free messaging.

Utility Templates

Send important updates like order confirmations, delivery statuses, and payment reminders using utility templates. A chargeable conversation begins with each utility message, granting 24 hours of free follow-up messaging.

Authentication Templates

Authenticate users securely with one-time passcodes for login, account recovery, or verification. Charges apply for each authentication message, but you can send additional messages for free within 24 hours.

Service Conversations

Respond to customer inquiries with free-form messages from your bots, workflows, or chat agents. Starting October 1, 2026, service messages will be charged at the applicable per-market rate.