

Cost per WhatsApp Messages in Euro Effective July 1, 2026

Market	Marketing	Utility	Authentication	Authentication International	Service
Argentina	0.0512	0.0216	0.0216	n/a	n/a
Brazil	0.0518	0.0056	0.0056	n/a	n/a
Chile	0.0736	0.0166	0.0166	n/a	n/a
Colombia	0.0104	0.0008	0.0008	n/a	n/a
Egypt	0.0533	0.003	0.003	0.0538	n/a
France	0.0712	0.0248	0.0248	n/a	n/a
Germany	0.1131	0.0456	0.0456	n/a	n/a
Hong Kong	0.0606	0.0216	0.0216	n/a	n/a
Hungary	0.0712	0.0289	0.0289	n/a	n/a
India	0.0099	0.0012	0.0012	0.0232	n/a
Indonesia	0.0341	0.0208	0.0208	0.1129	n/a
Israel	0.0292	0.0044	0.0044	n/a	n/a
Italy	0.0658	0.0248	0.0248	n/a	n/a
Malaysia	0.0712	0.0116	0.0116	0.0346	n/a
Mexico	0.0253	0.0071	0.0071	n/a	n/a
Netherlands	0.1323	0.0414	0.0414	n/a	n/a
Nigeria	0.0428	0.0056	0.0056	0.0622	n/a
Pakistan	0.0392	0.0083	0.0083	0.0622	n/a
Peru	0.0582	0.0166	0.0166	n/a	n/a
Poland	0.0303	0.0101	0.0101	n/a	n/a
Qatar	0.0282	0.0099	0.0099	n/a	n/a
Romania	0.0712	0.0239	0.0239	n/a	n/a
Russia	0.0664	0.0331	0.0331	n/a	n/a
Saudi Arabia	0.0414	0.0088	0.0088	0.0495	n/a
Singapore	0.0606	0.0133	0.0133	n/a	n/a
South Africa	0.0314	0.0063	0.0063	0.0166	n/a
Spain	0.0585	0.0166	0.0166	n/a	n/a
Turkey	0.009	0.0007	0.0007	n/a	n/a
United Arab Emirates	0.0415	0.013	0.013	0.0421	n/a
United Kingdom	0.0526	0.0182	0.0182	n/a	n/a
North America	0.0207	0.0028	0.0028	n/a	n/a
Rest of Africa	0.0186	0.0033	0.0033	n/a	n/a
Rest of Asia Pacific	0.0606	0.0094	0.0094	n/a	n/a
Rest of Central & Eastern Europe	0.0712	0.0175	0.0175	n/a	n/a
Rest of Latin America	0.0612	0.0094	0.0094	n/a	n/a
Rest of Middle East	0.0282	0.0075	0.0075	n/a	n/a
Rest of Western Europe	0.049	0.0142	0.0142	n/a	n/a
Other	0.05	0.0064	0.0064	n/a	n/a

Higher volumes of Utility and Authentication Messages are eligible for discounted rates. Learn More [here](#)



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