

Cost per message in MXN on the WhatsApp Business Platform, effective October 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 October 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	0.4786
Bangladesh	MXN	1.3473	0.0681	0.0681	1.7671	0.0681
Brazil	MXN	1.1504	0.1252	0.1252	n/a	0.1252
Chile	MXN	1.6363	0.3681	0.3681	n/a	0.3681
Colombia	MXN	0.2301	0.0147	0.0147	n/a	0.0147
Egypt	MXN	1.1853	0.0663	0.0663	1.1964	0.0663
France	MXN	1.5811	0.5522	0.5522	n/a	0.5522
Germany	MXN	2.5124	1.0123	1.0123	n/a	1.0123
Hong Kong	MXN	1.3473	0.4786	0.4786	n/a	0.4786
Hungary	MXN	1.5829	0.6442	0.6442	n/a	0.6442
India	MXN	0.2172	0.0258	0.0258	0.5596	0.0258
Indonesia	MXN	0.7565	0.4602	0.4602	2.5032	0.4602
Iraq	MXN	0.6276	0.1454	0.1454	2.3560	0.1454
Israel	MXN	0.6497	0.0976	0.0976	n/a	0.0976
Italy	MXN	1.4627	0.5522	0.5522	n/a	0.5522
Kazakhstan	MXN	1.1117	0.3312	0.3312	2.9444	0.3312
Kuwait	MXN	1.4579	0.8099	0.8099	2.2088	0.8099
Malaysia	MXN	1.5829	0.2577	0.2577	0.7694	0.2577
Mexico	MXN	0.7298	0.1565	0.1565	n/a	0.1565
Morocco	MXN	0.7619	0.4232	0.4232	1.4922	0.4232
Netherlands	MXN	2.9394	0.9203	0.9203	n/a	0.9203
Nepal	MXN	1.3473	0.0626	0.0626	2.0616	0.0626
Nigeria	MXN	0.9497	0.1233	0.1233	1.3805	0.1233
Oman	MXN	0.6276	0.4546	0.4546	1.1044	0.4546
Pakistan	MXN	0.8706	0.2762	0.2762	1.3805	0.2762
Peru	MXN	1.2939	0.5522	0.5522	n/a	0.5522
Poland	MXN	0.6735	0.2245	0.2245	n/a	0.2245
Qatar	MXN	0.6276	0.2209	0.2209	n/a	0.2209
Romania	MXN	1.5829	0.5338	0.5338	n/a	0.5338
Russia	MXN	1.4762	0.7362	0.7362	n/a	0.7362
Saudi Arabia	MXN	1.0595	0.1969	0.1969	1.1007	0.1969
Singapore	MXN	1.3473	0.2945	0.2945	n/a	0.2945
South Africa	MXN	0.6976	0.1749	0.1749	0.3681	0.1749
Spain	MXN	1.3018	0.3681	0.3681	n/a	0.3681
Sri Lanka	MXN	1.3473	0.0368	0.0368	2.6506	0.0368
Turkey	MXN	0.2006	0.0166	0.0166	n/a	0.0166
Ukraine	MXN	1.5829	0.5485	0.5485	1.3731	0.5485
United Arab Emirates	MXN	1.0595	0.2890	0.2890	0.9387	0.2890
United Kingdom	MXN	1.1684	0.4049	0.4049	n/a	0.4049
North America	MXN	0.4602	0.0626	0.0626	n/a	0.0626
Rest of Africa	MXN	0.4141	0.0736	0.0736	n/a	0.0736
Rest of Asia Pacific	MXN	1.5494	0.2080	0.2080	n/a	0.2080
Rest of Central & Eastern Europe	MXN	1.5829	0.3902	0.3902	n/a	0.3902
Rest of Latin America	MXN	1.3620	0.2080	0.2080	n/a	0.2080
Rest of Middle East	MXN	0.7217	0.1675	0.1675	n/a	0.1675
Rest of Western Europe	MXN	1.0896	0.3147	0.3147	n/a	0.3147
Other	MXN	1.1117	0.1417	0.1417	n/a	0.1417

Cost per message in MXN on the WhatsApp Business Platform, effective October 1, 2026 - Reflecting volume tiers for utility and authentication messages																
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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
Bangladesh	MXN	0	150,000	List rate	0.0681	0%	0	100,000	List rate	0.0681	0%	0	100,000	List rate	1.7671	0%
	MXN	150,001	1,000,000	Tier rate	0.0647	-5%	100,001	300,000	Tier rate	0.0647	-5%	100,001	300,000	Tier rate	1.6787	-5%
	MXN	1,000,001	4,000,000	Tier rate	0.0613	-10%	300,001	1,000,000	Tier rate	0.0613	-10%	300,001	1,000,000	Tier rate	1.5904	-10%
	MXN	4,000,001	25,000,000	Tier rate	0.0579	-15%	1,000,001	10,000,000	Tier rate	0.0579	-15%	1,000,001	10,000,000	Tier rate	1.5020	-15%
	MXN	25,000,001	50,000,000	Tier rate	0.0545	-20%	10,000,001	20,000,000	Tier rate	0.0545	-20%	10,000,001	20,000,000	Tier rate	1.4137	-20%
	MXN	50,000,001	--	Tier rate	0.0511	-25%	20,000,001	--	Tier rate	0.0511	-25%	20,000,001	--	Tier rate	1.3253	-25%
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

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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
Hong Kong	MXN	0	150,000	List rate	0.4786	0%	0	100,000	List rate	0.4786	0%	n/a	n/a	n/a	n/a	n/a
	MXN	150,001	1,000,000	Tier rate	0.4547	-5%	100,001	300,000	Tier rate	0.4547	-5%	n/a	n/a	n/a	n/a	n/a
	MXN	1,000,001	4,000,000	Tier rate	0.4307	-10%	300,001	1,000,000	Tier rate	0.4307	-10%	n/a	n/a	n/a	n/a	n/a
	MXN	4,000,001	25,000,000	Tier rate	0.4068	-15%	1,000,001	10,000,000	Tier rate	0.4068	-15%	n/a	n/a	n/a	n/a	n/a
	MXN	25,000,001	50,000,000	Tier rate	0.3829	-20%	10,000,001	20,000,000	Tier rate	0.3829	-20%	n/a	n/a	n/a	n/a	n/a
	MXN	50,000,001	--	Tier rate	0.3590	-25%	20,000,001	--	Tier rate	0.3590	-25%	n/a	n/a	n/a	n/a	n/a
Hungary	MXN	0	100,000	List rate	0.6442	0%	0	300,000	List rate	0.6442	0%	n/a	n/a	n/a	n/a	n/a
	MXN	100,001	1,000,000	Tier rate	0.6120	-5%	300,001	2,000,000	Tier rate	0.6120	-5%	n/a	n/a	n/a	n/a	n/a
	MXN	1,000,001	4,500,000	Tier rate	0.5798	-10%	2,000,001	10,000,000	Tier rate	0.5798	-10%	n/a	n/a	n/a	n/a	n/a
	MXN	4,500,001	40,000,000	Tier rate	0.5476	-15%	10,000,001	20,000,000	Tier rate	0.5476	-15%	n/a	n/a	n/a	n/a	n/a
	MXN	40,000,001	80,000,000	Tier rate	0.5154	-20%	20,000,001	40,000,000	Tier rate	0.5154	-20%	n/a	n/a	n/a	n/a	n/a
	MXN	80,000,001	--	Tier rate	0.4832	-25%	40,000,001	--	Tier rate	0.4832	-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	0.5596	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	0.5260	-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	0.4924	-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	0.4589	-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	0.4253	-24%
	MXN	300,000,001	--	Tier rate	0.0181	-30%	100,000,001	--	Tier rate	0.0181	-30%	100,000,001	--	Tier rate	0.3917	-30%
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%
Iraq	MXN	0	100,000	List rate	0.1454	0%	0	300,000	List rate	0.1454	0%	0	300,000	List rate	2.3560	0%
	MXN	100,001	1,000,000	Tier rate	0.1381	-5%	300,001	2,000,000	Tier rate	0.1381	-5%	300,001	2,000,000	Tier rate	2.2382	-5%
	MXN	1,000,001	4,500,000	Tier rate	0.1309	-10%	2,000,001	10,000,000	Tier rate	0.1309	-10%	2,000,001	10,000,000	Tier rate	2.1204	-10%
	MXN	4,500,001	40,000,000	Tier rate	0.1236	-15%	10,000,001	20,000,000	Tier rate	0.1236	-15%	10,000,001	20,000,000	Tier rate	2.0026	-15%
	MXN	40,000,001	80,000,000	Tier rate	0.1163	-20%	20,000,001	40,000,000	Tier rate	0.1163	-20%	20,000,001	40,000,000	Tier rate	1.8848	-20%
	MXN	80,000,001	--	Tier rate	0.1091	-25%	40,000,001	--	Tier rate	0.1091	-25%	40,000,001	--	Tier rate	1.7670	-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
Kazakhstan	MXN	0	80,000	List rate	0.3312	0%	0	100,000	List rate	0.3312	0%	0	100,000	List rate	2.9444	0%
	MXN	80,001	750,000	Tier rate	0.3146	-5%	100,001	500,000	Tier rate	0.3146	-5%	100,001	500,000	Tier rate	2.7972	-5%
	MXN	750,001	2,250,000	Tier rate	0.2981	-10%	500,001	2,000,000	Tier rate	0.2981	-10%	500,001	2,000,000	Tier rate	2.6500	-10%
	MXN	2,250,001	3,000,000	Tier rate	0.2815	-15%	2,000,001	5,000,000	Tier rate	0.2815	-15%	2,000,001	5,000,000	Tier rate	2.5027	-15%
	MXN	3,000,001	6,000,000	Tier rate	0.2650	-20%	5,000,001	10,000,000	Tier rate	0.2650	-20%	5,000,001	10,000,000	Tier rate	2.3555	-20%
	MXN	6,000,001	--	Tier rate	0.2484	-25%	10,000,001	--	Tier rate	0.2484	-25%	10,000,001	--	Tier rate	2.2083	-25%

Cost per message in MXN on the WhatsApp Business Platform, effective October 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
Kuwait	MXN	0	100,000	List rate	0.8099	0%	0	300,000	List rate	0.8099	0%	0	300,000	List rate	2.2088	0%
	MXN	100,001	1,000,000	Tier rate	0.7694	-5%	300,001	2,000,000	Tier rate	0.7694	-5%	300,001	2,000,000	Tier rate	2.0984	-5%
	MXN	1,000,001	4,500,000	Tier rate	0.7289	-10%	2,000,001	10,000,000	Tier rate	0.7289	-10%	2,000,001	10,000,000	Tier rate	1.9879	-10%
	MXN	4,500,001	40,000,000	Tier rate	0.6884	-15%	10,000,001	20,000,000	Tier rate	0.6884	-15%	10,000,001	20,000,000	Tier rate	1.8775	-15%
	MXN	40,000,001	80,000,000	Tier rate	0.6479	-20%	20,000,001	40,000,000	Tier rate	0.6479	-20%	20,000,001	40,000,000	Tier rate	1.7670	-20%
	MXN	80,000,001	--	Tier rate	0.6074	-25%	40,000,001	--	Tier rate	0.6074	-25%	40,000,001	--	Tier rate	1.6566	-25%
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
Morocco	MXN	0	100,000	List rate	0.4232	0%	0	300,000	List rate	0.4232	0%	0	300,000	List rate	1.4922	0%
	MXN	100,001	1,000,000	Tier rate	0.4020	-5%	300,001	2,000,000	Tier rate	0.4020	-5%	300,001	2,000,000	Tier rate	1.4176	-5%
	MXN	1,000,001	4,500,000	Tier rate	0.3809	-10%	2,000,001	10,000,000	Tier rate	0.3809	-10%	2,000,001	10,000,000	Tier rate	1.3430	-10%
	MXN	4,500,001	40,000,000	Tier rate	0.3597	-15%	10,000,001	20,000,000	Tier rate	0.3597	-15%	10,000,001	20,000,000	Tier rate	1.2684	-15%
	MXN	40,000,001	80,000,000	Tier rate	0.3386	-20%	20,000,001	40,000,000	Tier rate	0.3386	-20%	20,000,001	40,000,000	Tier rate	1.1938	-20%
	MXN	80,000,001	--	Tier rate	0.3174	-25%	40,000,001	--	Tier rate	0.3174	-25%	40,000,001	--	Tier rate	1.1192	-25%
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
Nepal	MXN	0	150,000	List rate	0.0626	0%	0	100,000	List rate	0.0626	0%	0	100,000	List rate	2.0616	0%
	MXN	150,001	1,000,000	Tier rate	0.0595	-5%	100,001	300,000	Tier rate	0.0595	-5%	100,001	300,000	Tier rate	1.9585	-5%
	MXN	1,000,001	4,000,000	Tier rate	0.0563	-10%	300,001	1,000,000	Tier rate	0.0563	-10%	300,001	1,000,000	Tier rate	1.8554	-10%
	MXN	4,000,001	25,000,000	Tier rate	0.0532	-15%	1,000,001	10,000,000	Tier rate	0.0532	-15%	1,000,001	10,000,000	Tier rate	1.7524	-15%
	MXN	25,000,001	50,000,000	Tier rate	0.0501	-20%	10,000,001	20,000,000	Tier rate	0.0501	-20%	10,000,001	20,000,000	Tier rate	1.6493	-20%
	MXN	50,000,001	--	Tier rate	0.0470	-25%	20,000,001	--	Tier rate	0.0470	-25%	20,000,001	--	Tier rate	1.5462	-25%
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%
Oman	MXN	0	100,000	List rate	0.4546	0%	0	300,000	List rate	0.4546	0%	0	300,000	List rate	1.1044	0%
	MXN	100,001	1,000,000	Tier rate	0.4319	-5%	300,001	2,000,000	Tier rate	0.4319	-5%	300,001	2,000,000	Tier rate	1.0492	-5%
	MXN	1,000,001	4,500,000	Tier rate	0.4091	-10%	2,000,001	10,000,000	Tier rate	0.4091	-10%	2,000,001	10,000,000	Tier rate	0.9940	-10%
	MXN	4,500,001	40,000,000	Tier rate	0.3864	-15%	10,000,001	20,000,000	Tier rate	0.3864	-15%	10,000,001	20,000,000	Tier rate	0.9387	-15%
	MXN	40,000,001	80,000,000	Tier rate	0.3637	-20%	20,000,001	40,000,000	Tier rate	0.3637	-20%	20,000,001	40,000,000	Tier rate	0.8835	-20%
	MXN	80,000,001	--	Tier rate	0.3410	-25%	40,000,001	--	Tier rate	0.3410	-25%	40,000,001	--	Tier rate	0.8283	-25%

Cost per message in MXN on the WhatsApp Business Platform, effective October 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
Pakistan	MXN	0	150,000	List rate	0.2762	0%	0	100,000	List rate	0.2762	0%	0	100,000	List rate	1.3805	0%
	MXN	150,001	1,000,000	Tier rate	0.2624	-5%	100,001	300,000	Tier rate	0.2624	-5%	100,001	300,000	Tier rate	1.3115	-5%
	MXN	1,000,001	4,000,000	Tier rate	0.2486	-10%	300,001	1,000,000	Tier rate	0.2486	-10%	300,001	1,000,000	Tier rate	1.2425	-10%
	MXN	4,000,001	25,000,000	Tier rate	0.2348	-15%	1,000,001	10,000,000	Tier rate	0.2348	-15%	1,000,001	10,000,000	Tier rate	1.1734	-15%
	MXN	25,000,001	50,000,000	Tier rate	0.2210	-20%	10,000,001	20,000,000	Tier rate	0.2210	-20%	10,000,001	20,000,000	Tier rate	1.1044	-20%
	MXN	50,000,001	--	Tier rate	0.2072	-25%	20,000,001	--	Tier rate	0.2072	-25%	20,000,001	--	Tier rate	1.0354	-25%
Peru	MXN	0	100,000	List rate	0.5522	0%	0	120,000	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%	120,001	400,000	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%	400,001	1,000,000	Tier rate	0.4970	-10%	n/a	n/a	n/a	n/a	n/a
	MXN	4,500,001	15,000,000	Tier rate	0.4694	-15%	1,000,001	5,000,000	Tier rate	0.4694	-15%	n/a	n/a	n/a	n/a	n/a
	MXN	15,000,001	30,000,000	Tier rate	0.4418	-20%	5,000,001	10,000,000	Tier rate	0.4418	-20%	n/a	n/a	n/a	n/a	n/a
	MXN	30,000,001	--	Tier rate	0.4142	-25%	10,000,001	--	Tier rate	0.4142	-25%	n/a	n/a	n/a	n/a	n/a
Poland	MXN	0	100,000	List rate	0.2245	0%	0	300,000	List rate	0.2245	0%	n/a	n/a	n/a	n/a	n/a
	MXN	100,001	1,000,000	Tier rate	0.2133	-5%	300,001	2,000,000	Tier rate	0.2133	-5%	n/a	n/a	n/a	n/a	n/a
	MXN	1,000,001	4,500,000	Tier rate	0.2021	-10%	2,000,001	10,000,000	Tier rate	0.2021	-10%	n/a	n/a	n/a	n/a	n/a
	MXN	4,500,001	40,000,000	Tier rate	0.1908	-15%	10,000,001	20,000,000	Tier rate	0.1908	-15%	n/a	n/a	n/a	n/a	n/a
	MXN	40,000,001	80,000,000	Tier rate	0.1796	-20%	20,000,001	40,000,000	Tier rate	0.1796	-20%	n/a	n/a	n/a	n/a	n/a
	MXN	80,000,001	--	Tier rate	0.1684	-25%	40,000,001	--	Tier rate	0.1684	-25%	n/a	n/a	n/a	n/a	n/a
Qatar	MXN	0	100,000	List rate	0.2209	0%	0	300,000	List rate	0.2209	0%	n/a	n/a	n/a	n/a	n/a
	MXN	100,001	1,000,000	Tier rate	0.2099	-5%	300,001	2,000,000	Tier rate	0.2099	-5%	n/a	n/a	n/a	n/a	n/a
	MXN	1,000,001	4,500,000	Tier rate	0.1988	-10%	2,000,001	10,000,000	Tier rate	0.1988	-10%	n/a	n/a	n/a	n/a	n/a
	MXN	4,500,001	40,000,000	Tier rate	0.1878	-15%	10,000,001	20,000,000	Tier rate	0.1878	-15%	n/a	n/a	n/a	n/a	n/a
	MXN	40,000,001	80,000,000	Tier rate	0.1767	-20%	20,000,001	40,000,000	Tier rate	0.1767	-20%	n/a	n/a	n/a	n/a	n/a
	MXN	80,000,001	--	Tier rate	0.1657	-25%	40,000,001	--	Tier rate	0.1657	-25%	n/a	n/a	n/a	n/a	n/a
Romania	MXN	0	100,000	List rate	0.5338	0%	0	300,000	List rate	0.5338	0%	n/a	n/a	n/a	n/a	n/a
	MXN	100,001	1,000,000	Tier rate	0.5071	-5%	300,001	2,000,000	Tier rate	0.5071	-5%	n/a	n/a	n/a	n/a	n/a
	MXN	1,000,001	4,500,000	Tier rate	0.4804	-10%	2,000,001	10,000,000	Tier rate	0.4804	-10%	n/a	n/a	n/a	n/a	n/a
	MXN	4,500,001	40,000,000	Tier rate	0.4537	-15%	10,000,001	20,000,000	Tier rate	0.4537	-15%	n/a	n/a	n/a	n/a	n/a
	MXN	40,000,001	80,000,000	Tier rate	0.4270	-20%	20,000,001	40,000,000	Tier rate	0.4270	-20%	n/a	n/a	n/a	n/a	n/a
	MXN	80,000,001	--	Tier rate	0.4004	-25%	40,000,001	--	Tier rate	0.4004	-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%
Singapore	MXN	0	150,000	List rate	0.2945	0%	0	100,000	List rate	0.2945	0%	n/a	n/a	n/a	n/a	n/a
	MXN	150,001	1,000,000	Tier rate	0.2798	-5%	100,001	300,000	Tier rate	0.2798	-5%	n/a	n/a	n/a	n/a	n/a
	MXN	1,000,001	4,000,000	Tier rate	0.2651	-10%	300,001	1,000,000	Tier rate	0.2651	-10%	n/a	n/a	n/a	n/a	n/a
	MXN	4,000,001	25,000,000	Tier rate	0.2503	-15%	1,000,001	10,000,000	Tier rate	0.2503	-15%	n/a	n/a	n/a	n/a	n/a
	MXN	25,000,001	50,000,000	Tier rate	0.2356	-20%	10,000,001	20,000,000	Tier rate	0.2356	-20%	n/a	n/a	n/a	n/a	n/a
	MXN	50,000,001	--	Tier rate	0.2209	-25%	20,000,001	--	Tier rate	0.2209	-25%	n/a	n/a	n/a	n/a	n/a

Cost per message in MXN on the WhatsApp Business Platform, effective October 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
South Africa	MXN	0	100,000	List rate	0.1749	0%	0	300,000	List rate	0.1749	0%	0	300,000	List rate	0.3681	0%
	MXN	100,001	1,000,000	Tier rate	0.1662	-5%	300,001	2,000,000	Tier rate	0.1662	-5%	300,001	2,000,000	Tier rate	0.3497	-5%
	MXN	1,000,001	4,500,000	Tier rate	0.1574	-10%	2,000,001	10,000,000	Tier rate	0.1574	-10%	2,000,001	10,000,000	Tier rate	0.3313	-10%
	MXN	4,500,001	40,000,000	Tier rate	0.1487	-15%	10,000,001	20,000,000	Tier rate	0.1487	-15%	10,000,001	20,000,000	Tier rate	0.3129	-15%
	MXN	40,000,001	80,000,000	Tier rate	0.1399	-20%	20,000,001	40,000,000	Tier rate	0.1399	-20%	20,000,001	40,000,000	Tier rate	0.2945	-20%
	MXN	80,000,001	--	Tier rate	0.1312	-25%	40,000,001	--	Tier rate	0.1312	-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
Sri Lanka	MXN	0	150,000	List rate	0.0368	0%	0	100,000	List rate	0.0368	0%	0	100,000	List rate	2.6506	0%
	MXN	150,001	1,000,000	Tier rate	0.0350	-5%	100,001	300,000	Tier rate	0.0350	-5%	100,001	300,000	Tier rate	2.5181	-5%
	MXN	1,000,001	4,000,000	Tier rate	0.0331	-10%	300,001	1,000,000	Tier rate	0.0331	-10%	300,001	1,000,000	Tier rate	2.3855	-10%
	MXN	4,000,001	25,000,000	Tier rate	0.0313	-15%	1,000,001	10,000,000	Tier rate	0.0313	-15%	1,000,001	10,000,000	Tier rate	2.2530	-15%
	MXN	25,000,001	50,000,000	Tier rate	0.0294	-20%	10,000,001	20,000,000	Tier rate	0.0294	-20%	10,000,001	20,000,000	Tier rate	2.1205	-20%
	MXN	50,000,001	--	Tier rate	0.0276	-25%	20,000,001	--	Tier rate	0.0276	-25%	20,000,001	--	Tier rate	1.9880	-25%
Turkey	MXN	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
	MXN	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
	MXN	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
	MXN	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
	MXN	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
	MXN	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
Ukraine	MXN	0	100,000	List rate	0.5485	0%	0	300,000	List rate	0.5485	0%	0	300,000	List rate	1.3731	0%
	MXN	100,001	1,000,000	Tier rate	0.5211	-5%	300,001	2,000,000	Tier rate	0.5211	-5%	300,001	2,000,000	Tier rate	1.3044	-5%
	MXN	1,000,001	4,500,000	Tier rate	0.4937	-10%	2,000,001	10,000,000	Tier rate	0.4937	-10%	2,000,001	10,000,000	Tier rate	1.2358	-10%
	MXN	4,500,001	40,000,000	Tier rate	0.4662	-15%	10,000,001	20,000,000	Tier rate	0.4662	-15%	10,000,001	20,000,000	Tier rate	1.1671	-15%
	MXN	40,000,001	80,000,000	Tier rate	0.4388	-20%	20,000,001	40,000,000	Tier rate	0.4388	-20%	20,000,001	40,000,000	Tier rate	1.0985	-20%
	MXN	80,000,001	--	Tier rate	0.4114	-25%	40,000,001	--	Tier rate	0.4114	-25%	40,000,001	--	Tier rate	1.0298	-25%
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
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

Cost per message in MXN on the WhatsApp Business Platform, effective October 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
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	