

WhatsApp cost per conversation in EUR, effective Nov. 1, 2024

Destination	Marketing	Utility	Authentication	Authentication International	Service <small>*Whatsapp does not charge for Service conversations</small>
Argentina	0.0512	0.0282	0.0304	N/A	N/A
Brazil	0.0518	0.0066	0.0261	N/A	N/A
Chile	0.0736	0.0166	0.0437	N/A	N/A
Colombia	0.0104	0.0002	0.0063	N/A	N/A
Egypt	0.0889	0.0043	0.0512	N/A	N/A
France	0.1186	0.0248	0.0572	N/A	N/A
Germany	0.1131	0.0456	0.0636	N/A	N/A
India	0.009	0.0012	0.0012	0.0232	N/A
Indonesia	0.0341	0.0166	0.0249	0.1129	N/A
Israel	0.0292	0.0044	0.014	N/A	N/A
Italy	0.0572	0.0248	0.0313	N/A	N/A
Malaysia	0.0712	0.0116	0.0149	N/A	N/A
Mexico	0.0361	0.0083	0.0198	N/A	N/A
Netherlands	0.1323	0.0414	0.0596	N/A	N/A
Nigeria	0.0428	0.0056	0.0238	N/A	N/A
Pakistan	0.0392	0.0045	0.0189	N/A	N/A
Peru	0.0582	0.0166	0.0312	N/A	N/A
Russia	0.0664	0.0331	0.0355	N/A	N/A
Saudi Arabia	0.0376	0.0095	0.0187	N/A	N/A
South Africa	0.0314	0.0063	0.0149	N/A	N/A
Spain	0.0509	0.0166	0.0283	N/A	N/A
Turkey	0.009	0.0044	0.0069	N/A	N/A
United Arab Emirates	0.0319	0.013	0.0147	N/A	N/A
United Kingdom	0.0438	0.0182	0.0297	N/A	N/A
North America	0.0207	0.0033	0.0112	N/A	N/A
Rest of Africa	0.0186	0.0033	0.0119	N/A	N/A
Rest of Asia Pacific	0.0606	0.013	0.0352	N/A	N/A
Rest of Central & Eastern Europe	0.0712	0.0292	0.0461	N/A	N/A
Rest of Latin America	0.0612	0.0094	0.0368	N/A	N/A
Rest of Middle East	0.0282	0.013	0.0147	N/A	N/A
Rest of Western Europe	0.049	0.0249	0.0313	N/A	N/A
Other	0.05	0.0064	0.0252	N/A	N/A