

If you're a Brazilian user eager to upgrade from **ChatGPT Free** to the more powerful **ChatGPT Plus**, you probably want a clear picture of pricing options. Should you subscribe on the **web**, on *Google Play*, or even on *iOS*? What's the impact of VAT/GST, and are there any trial traps to watch out for?

As an analyst who has audited checkout flows and subscription funnels for over a decade, and a former app store subscription product manager, I'm here to guide you through the nuances of **chatgpt plus brazil price** on **web vs mobile platforms**. I'll also cover why there's no annual plan for Plus and what that means for your wallet.

ChatGPT Plus List Price vs Real Price After Taxes in Brazil

OpenAI sets the **ChatGPT Plus US list price** at **\$20/month**. This is the internationally referenced standard for the product as seen on the web checkout. But Brazil is a different story — local taxes like VAT/GST apply and can significantly shift the final amount you pay.

Country	List Price	VAT/GST %	Price Including Tax	Price Example	Currency
USA (Web)	\$20.00	~0%	\$20.00	USD	
Brazil (Web)	R\$99.90	~18%	R\$99.90 (tax included)	BRL	
Brazil (Google Play)	R\$109.90 (approx.)	~18%	R\$109.90 (tax included)	BRL	

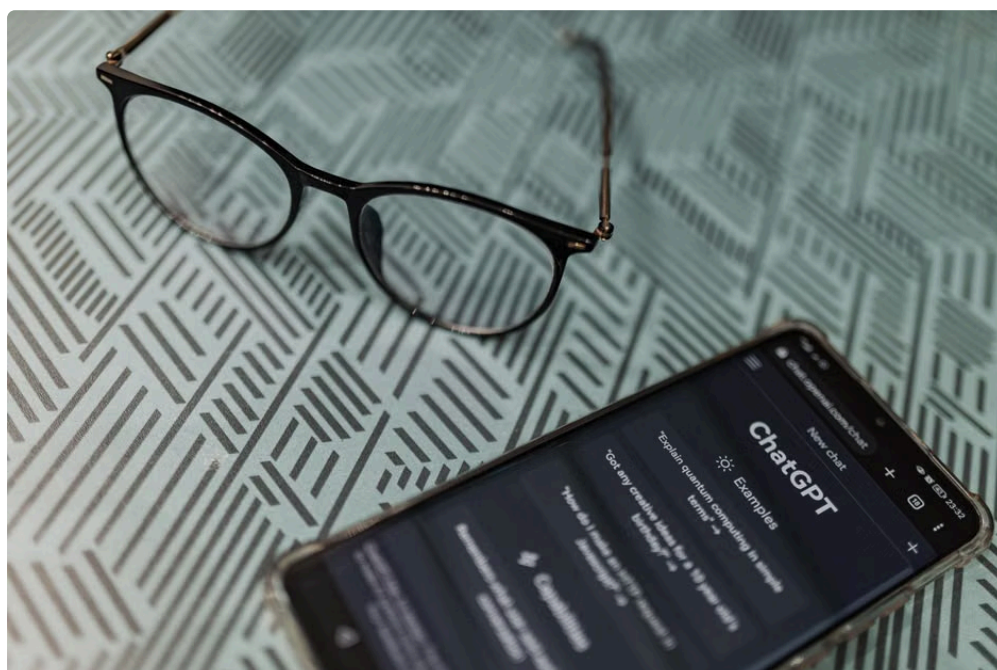
Notice here two critical things: first, the **list price in Brazil on the web is shown as R\$99.9 inclusive of VAT**. That means OpenAI and OpenAI's payment processor on web checkout are accounting for taxes upfront — a transparency win.

Second, buying through Google Play often means prices are slightly higher because Google imposes their own service fees and taxes. I've observed that the **ChatGPT Plus Google Play Brazil price** can be around *R\$109.90* due to these factors — about 10% higher than the direct web price.

If you are on iOS (Apple App Store), expect a similarly marked-up price, sometimes even more than Google Play, but today we'll focus on web vs Android pricing differences.

Web vs iOS vs Android: Why Price Differs and What It Means for You

OpenAI offers ChatGPT Plus officially via:



- Direct **web checkout** at chat.openai.com
- **iOS App Store**
- **Android Google Play Store**

Here's the kicker: the **list price** — what you see before taxes and fees — is differently impacted by app store commissions (typically 15–30%) and local tax regulations.

Why the Web Checkout is Usually Cheaper

On the web, OpenAI can price ChatGPT Plus closer to their intended price. VAT/GST is just added appropriately, but there's no third-party cut like Apple or Google take. The tradeoff is a bit more user effort — you need to enter billing info directly, and manage subscriptions on OpenAI's site.

Why Mobile App Prices Are Higher

Both Apple and Google take their share on subscriptions sold via their stores. This translates into automatically higher prices to maintain net revenue for OpenAI. You also get the benefit of using familiar in-app payment methods and a simpler mobile interface.

Brazilian pricing on Google Play for ChatGPT Plus is around **R\$109.90**, reflecting this markup over the web's R\$99.9 list price. The price difference is subtle but noticeable. That's why, if cost matters to you, I recommend:



1. Open two devices side-by-side (web browser and mobile).
2. Check the checkout flow and final price for ChatGPT Plus *before paying*.
3. Factor in any currency exchange or card issuer fees if paying in USD on the web.

Always double-check that final amount so you don't get surprised by "auto-renew gotchas."

No Annual ChatGPT Plus Plan: Why Monthly Only Matters to Brazil Subscribers

Something many overlook: **OpenAI hasn't launched any annual ChatGPT Plus plans**. The \$20/month US pricing and the R\$99.9/month Brazil web price are month-to-month commitments.

Why does this matter?

- **No savings from annual pre-pay:** You can't get a discounted yearly rate unlike other subscription services—your monthly outflow might feel steep.
- **Flexibility:** Monthly billing lets you cancel anytime, but also means you pay every 30 days without interruption.
- **Tax recalculation every month:** Local tax rates may change, influencing your monthly payment each billing cycle.

For Brazilian subscribers comparing the web and mobile stores, this locked-in monthly cadence limits how much they can optimize by switching billing platforms. However, the slightly cheaper web price might still be attractive month-to-month.

Trial Reality: Six Trial Subscription Pathways and Their Traps

Hunting for a ChatGPT Plus trial? Here's where it gets complicated. OpenAI doesn't offer a universal "free trial" for all users. Instead, the trial experience varies based on your region, platform, and current promotions. What you may see is one of six different trial "routes":

1. **Official 3-day trial directly from web checkout.** Rare but sometimes offered to new users.
2. **Promotional trial via Google Play in Brazil.** May include different lengths or no trial.
3. **No trial at all for many existing users on iOS or Android.** Apple's restrictions limit trial promotions.
4. **Manual pro-rating when upgrading mid-cycle.** You pay only for remaining days.
5. **Trial extensions granted in rare cases or by support.** Not guaranteed.
6. **Third-party offer codes or bundles that effectively grant a trial period.** Watch for scams!

This variability is a big "auto-renew gotcha" for Brazilian users—because not every trial path comes with a 24-hour calendar reminder from Google or Apple before your subscription charge hits.

My recommendation: If you try a trial route, set a calendar reminder for at least 24 hours before the end of the trial to cancel if you don't want to commit. App stores don't always provide clear notifications, and OpenAI's web platform can be inconsistent depending on your signup country.

Summary Table: ChatGPT Plus Pricing and Trial Overview for Brazil

Purchase Route	List/Advertised Price	Final Price (incl. taxes & fees)	Trial Option	Auto-Renew	Reminder	Notes
Web Checkout (chat.openai.com)	R\$99.90/mo	R\$99.90 (VAT included)	Possibly 3-day trial (varies)	Manual	calendar reminder advised	Lowest price, direct billing, monthly only
Google Play (Android)	Approx. R\$109.90/mo	Approx. R\$109.90 (VAT + fees included)	Trial sometimes provided via Play offers	Depends on Google Play notification		Convenient, higher price due to platform fees
Apple App Store (iOS)	~R\$109+ (varies)	~R\$109+ (tax + fees)	Trials typically unavailable in Brazil	Depends on Apple's reminder system		Highest mobile price, often no trials

Practical Tips Before You Subscribe to ChatGPT Plus in Brazil

- **Always open checkout on two devices:** one on web browser, one through your mobile app (Google Play or iOS). Compare final charges before hitting "pay."
- **Look carefully for tax included/not included wording:** Many pricing pages hide VAT until the final step—OpenAI web pricing in Brazil includes tax upfront.

- **Set a calendar reminder for at least 24 hours before your trial ends:** No matter the platform, don't rely on the app store reminder alone.
- **Understand there is no annual plan:** Monthly billing means constant charges — plan your budget accordingly.
- **Beware of subscription auto-renew gotchas:** Ignoring trial terms and hidden taxes leads to billing surprises.

Final Thoughts

For users in Brazil, **ChatGPT Plus web billing BRL** is generally better value than its Google Play or iOS counterparts, thanks to lower platform fees and transparent VAT inclusion. However, the differences are subtle and depend heavily on how you subscribe.

Always do the due diligence of comparing checkout flows on web vs mobile, recognizing the lack of an annual discounted option, and managing trial end dates proactively. This approach will keep you in control of your subscription and avoid surprise charges.

After all, subscribing to ChatGPT Plus is exciting — but you want to avoid classic pitfalls I've cataloged in [ChatGPT plus 1 month free trial](#) my decade of subscription audit work. And remember, before paying, *open checkout on two devices, compare totals, and set your reminder!*

Happy chatting — and smart subscribing!

Disclosure: Prices mentioned are accurate as of June 2024 and may vary based on currency fluctuations, tax law changes, and platform fee adjustments.