

YouTube Premium Global Pricing Report

Current regional prices, provenance and citation metadata

Product	YouTube Premium
Published plans	3
Regional price rows	83
Last price verification	2026-10-05
Latest exchange-rate date	2026-10-05
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How to read this report

Every row is generated from the same canonical GeoSub pricing dataset used by the product page. Source identifies the underlying price evidence. Citation explains how to reference this GeoSub snapshot. Missing source links remain explicitly unlinked.

Canonical URLs

Product page: <https://geosub.org/en/streaming-pricing/youtube-premium>

Report URL: <https://geosub.org/reports/en/youtube-premium-global-pricing.pdf>

YouTube Premium Lite

monthly billing - 26 regions

Region	Local price	USD	vs US	Tax / note	Source
Argentina (AR)	USD 2.99	\$2.99	-75.1%	included likely. Usually VAT-inclusive; final checkout applies	S1 official
Kenya (KE)	USD 2.99	\$2.99	-75.1%	included likely. Usually VAT-inclusive; final checkout applies	S2 official
South Africa (ZA)	ZAR 64.99	\$3.88	-67.6%	included likely. App Store list price is usually VAT-inclusive; final checkout applies	S3 official
Malaysia (MY)	MYR 16.9	\$4.14	-65.5%	included likely. Digital service tax treatment may vary by service category; final checkout applies	S4 official
Brazil (BR)	BRL 21.9	\$4.19	-65.1%	varies by region. State tax varies; shown as tax context only	S5 official
Chile (CL)	CLP 4,500	\$4.65	-61.2%	included likely. Usually VAT-inclusive; final checkout applies	S6 official
Thailand (TH)	THB 159	\$4.73	-60.6%	included likely. Usually VAT-inclusive; final checkout applies	S7 official
Colombia (CO)	COP 18,500	\$5.49	-54.2%	included likely. Usually VAT-inclusive; final checkout applies	S8 official
Saudi Arabia (SA)	SAR 21.99	\$5.86	-51.1%	included likely. App Store list price is usually VAT-inclusive; final checkout applies	S9 official
Poland (PL)	PLN 22.99	\$5.98	-50.1%	included likely. App Store list price is usually VAT-inclusive	S10 official
United Arab Emirates (AE)	AED 21.99	\$5.99	-50.0%	included likely. App Store list price is usually VAT-inclusive; final checkout applies	S11 official
Japan (JP)	JPY 980	\$6.22	-48.1%	included likely. App Store list price is usually consumption-tax-inclusive	S12 official
Mexico (MX)	MXN 129	\$7.04	-41.3%	included likely. Usually VAT-inclusive; final checkout applies	S13 official
Canada (CA)	CAD 10.49	\$7.37	-38.5%	varies by region. Province-level tax varies; final checkout applies	S14 official
South Korea (KR)	KRW 10,900	\$8.08	-32.6%	included likely. App Store list price is usually VAT-inclusive	S15 official
Australia (AU)	AUD 11.99	\$8.32	-30.6%	included likely. App Store list price is usually GST-inclusive; final checkout applies	S16 official
Singapore (SG)	SGD 11.98	\$9.36	-21.9%	included likely. App Store list price is usually GST-inclusive	S17 official
France (FR)	EUR 9.99	\$11.21	-6.5%	included likely. App Store list price is usually VAT-inclusive	S18 official
United States (US)	USD 11.99	\$11.99	Baseline	varies by region. Sales tax varies by state and may change at checkout	S19 official
Germany (DE)	EUR 10.99	\$12.34	+2.9%	included likely. App Store list price is usually VAT-inclusive	S20 official

YouTube Premium Lite - continued

Region	Local price	USD	vs US	Tax / note	Source
Sweden (SE)	SEK 129	\$13.15	+9.7%	included likely. App Store list price is usually VAT-inclusive	S21 official
Italy (IT)	EUR 11.99	\$13.61	+13.5%	included likely. App Store list price is usually VAT-inclusive	S22 official
Netherlands (NL)	EUR 11.99	\$13.61	+13.5%	included likely. App Store list price is usually VAT-inclusive	S23 official
Spain (ES)	EUR 11.99	\$13.61	+13.5%	included likely. App Store list price is usually VAT-inclusive	S24 official
United Kingdom (GB)	GBP 10.49	\$13.85	+15.5%	included likely. App Store list price is usually VAT-inclusive	S25 official
Denmark (DK)	DKK 129	\$19.59	+63.4%	included likely. App Store list price is usually VAT-inclusive	S26 official

YouTube Premium

monthly billing - 29 regions

Region	Local price	USD	vs US	Tax / note	Source
South Africa (ZA)	ZAR 104.99	\$6.27	-70.1%	included likely. App Store list price is usually VAT-inclusive; final checkout applies	S3 official
Malaysia (MY)	MYR 26.9	\$6.59	-68.6%	included likely. Digital service tax treatment may vary by service category; final checkout applies	S4 official
Brazil (BR)	BRL 34.9	\$6.68	-68.2%	varies by region. State tax varies; shown as tax context only	S5 official
Chile (CL)	CLP 7,200	\$7.44	-64.6%	included likely. Usually VAT-inclusive; final checkout applies	S6 official
Thailand (TH)	THB 259	\$7.71	-63.3%	included likely. Usually VAT-inclusive; final checkout applies	S7 official
Taiwan (TW)	TWD 260	\$8.15	-61.2%	included likely. Usually VAT-inclusive; final checkout applies	S27 official
Colombia (CO)	COP 30,900	\$9.18	-56.3%	included likely. Usually VAT-inclusive; final checkout applies	S8 official
Poland (PL)	PLN 38.99	\$10.14	-51.7%	included likely. App Store list price is usually VAT-inclusive	S10 official
United Arab Emirates (AE)	AED 38.99	\$10.62	-49.4%	included likely. App Store list price is usually VAT-inclusive; final checkout applies	S11 official
Japan (JP)	JPY 1,680	\$10.66	-49.2%	included likely. App Store list price is usually consumption-tax-inclusive	S12 official
Saudi Arabia (SA)	SAR 39.99	\$10.66	-49.2%	included likely. App Store list price is usually VAT-inclusive; final checkout applies	S9 official
Mexico (MX)	MXN 209	\$11.40	-45.7%	included likely. Usually VAT-inclusive; final checkout applies	S13 official
Canada (CA)	CAD 16.99	\$11.93	-43.2%	varies by region. Province-level tax varies; final checkout applies	S14 official
Israel (IL)	ILS 38.9	\$12.73	-39.4%	included likely. Usually VAT-inclusive; final checkout applies	S28 official
South Korea (KR)	KRW 19,500	\$14.46	-31.1%	included likely. App Store list price is usually VAT-inclusive	S15 official
Australia (AU)	AUD 22.99	\$15.95	-24.0%	included likely. App Store list price is usually GST-inclusive; final checkout applies	S16 official
Singapore (SG)	SGD 20.98	\$16.39	-21.9%	included likely. App Store list price is usually GST-inclusive	S17 official
New Zealand (NZ)	NZD 29.99	\$16.96	-19.2%	included likely. App Store list price is usually GST-inclusive; final checkout applies	S29 official
France (FR)	EUR 16.99	\$19.07	-9.1%	included likely. App Store list price is usually VAT-inclusive	S18 official
United States (US)	USD 20.99	\$20.99	Baseline	varies by region. Sales tax varies by state and may change at checkout	S19 official

YouTube Premium - continued

Region	Local price	USD	vs US	Tax / note	Source
Sweden (SE)	SEK 219	\$22.32	+6.3%	included likely. App Store list price is usually VAT-inclusive	S21 official
United Kingdom (GB)	GBP 16.99	\$22.43	+6.9%	included likely. App Store list price is usually VAT-inclusive	S25 official
Germany (DE)	EUR 19.99	\$22.44	+6.9%	included likely. App Store list price is usually VAT-inclusive	S20 official
Norway (NO)	NOK 219	\$22.87	+9.0%	included likely. App Store list price is usually VAT-inclusive	S30 official
Spain (ES)	EUR 20.99	\$23.83	+13.5%	included likely. App Store list price is usually VAT-inclusive	S24 official
Netherlands (NL)	EUR 20.99	\$23.83	+13.5%	included likely. App Store list price is usually VAT-inclusive	S23 official
Italy (IT)	EUR 20.99	\$23.83	+13.5%	included likely. App Store list price is usually VAT-inclusive	S22 official
Switzerland (CH)	CHF 23.9	\$28.68	+36.6%	included likely. App Store list price is usually VAT-inclusive	S31 official
Denmark (DK)	DKK 209	\$31.75	+51.3%	included likely. App Store list price is usually VAT-inclusive	S26 official

YouTube Premium Family

monthly billing - 28 regions

Region	Local price	USD	vs US	Tax / note	Source
South Africa (ZA)	ZAR 194.99	\$11.65	-66.7%	included likely. App Store list price is usually VAT-inclusive; final checkout applies	S3 official
Brazil (BR)	BRL 69.9	\$13.39	-61.7%	varies by region. State tax varies; shown as tax context only	S5 official
Malaysia (MY)	MYR 54.9	\$13.44	-61.6%	included likely. Digital service tax treatment may vary by service category; final checkout applies	S4 official
Chile (CL)	CLP 14,290	\$14.77	-57.8%	included likely. Usually VAT-inclusive; final checkout applies	S6 official
Thailand (TH)	THB 519	\$15.45	-55.8%	included likely. Usually VAT-inclusive; final checkout applies	S7 official
United Arab Emirates (AE)	AED 63.99	\$17.42	-50.2%	included likely. App Store list price is usually VAT-inclusive; final checkout applies	S11 official
Colombia (CO)	COP 61,900	\$18.38	-47.5%	included likely. Usually VAT-inclusive; final checkout applies	S8 official
Japan (JP)	JPY 2,900	\$18.39	-47.4%	included likely. App Store list price is usually consumption-tax-inclusive	S12 official
Taiwan (TW)	TWD 630	\$19.74	-43.6%	included likely. Usually VAT-inclusive; final checkout applies	S27 official
Saudi Arabia (SA)	SAR 74.99	\$20.00	-42.8%	included likely. App Store list price is usually VAT-inclusive; final checkout applies	S9 official
Poland (PL)	PLN 77.99	\$20.29	-42.0%	included likely. App Store list price is usually VAT-inclusive	S10 official
Canada (CA)	CAD 29.99	\$21.06	-39.8%	varies by region. Province-level tax varies; final checkout applies	S14 official
Mexico (MX)	MXN 419	\$22.85	-34.7%	included likely. Usually VAT-inclusive; final checkout applies	S13 official
Israel (IL)	ILS 70.9	\$23.20	-33.7%	included likely. Usually VAT-inclusive; final checkout applies	S28 official
New Zealand (NZ)	NZD 51.99	\$29.41	-15.9%	included likely. App Store list price is usually GST-inclusive; final checkout applies	S29 official
Singapore (SG)	SGD 39.98	\$31.24	-10.7%	included likely. App Store list price is usually GST-inclusive	S17 official
United Kingdom (GB)	GBP 25.99	\$34.31	-1.9%	included likely. App Store list price is usually VAT-inclusive	S25 official
United States (US)	USD 34.99	\$34.99	Baseline	varies by region. Sales tax varies by state and may change at checkout	S19 official
Australia (AU)	AUD 51.99	\$36.08	+3.1%	included likely. App Store list price is usually GST-inclusive; final checkout applies	S16 official
Norway (NO)	NOK 349	\$36.45	+4.2%	included likely. App Store list price is usually VAT-inclusive	S30 official

YouTube Premium Family - continued

Region	Local price	USD	vs US	Tax / note	Source
Sweden (SE)	SEK 399	\$40.67	+16.2%	included likely. App Store list price is usually VAT-inclusive	S21 official
Germany (DE)	EUR 36.99	\$41.52	+18.7%	included likely. App Store list price is usually VAT-inclusive	S20 official
France (FR)	EUR 38.99	\$43.77	+25.1%	included likely. App Store list price is usually VAT-inclusive	S18 official
Spain (ES)	EUR 38.99	\$44.27	+26.5%	included likely. App Store list price is usually VAT-inclusive	S24 official
Netherlands (NL)	EUR 38.99	\$44.27	+26.5%	included likely. App Store list price is usually VAT-inclusive	S23 official
Italy (IT)	EUR 38.99	\$44.27	+26.5%	included likely. App Store list price is usually VAT-inclusive	S22 official
Switzerland (CH)	CHF 43.9	\$52.69	+50.6%	included likely. App Store list price is usually VAT-inclusive	S31 official
Denmark (DK)	DKK 389	\$59.09	+68.9%	included likely. App Store list price is usually VAT-inclusive	S26 official

Data provenance

Pricing sources

- S1 [official] Apple App Store - <https://apps.apple.com/ar/app/id544007664>
- S2 [official] Apple App Store - <https://apps.apple.com/ke/app/id544007664>
- S3 [official] Apple App Store - <https://apps.apple.com/za/app/id544007664>
- S4 [official] Apple App Store - <https://apps.apple.com/my/app/id544007664>
- S5 [official] Apple App Store - <https://apps.apple.com/br/app/id544007664>
- S6 [official] Apple App Store - <https://apps.apple.com/cl/app/id544007664>
- S7 [official] Apple App Store - <https://apps.apple.com/th/app/id544007664>
- S8 [official] Apple App Store - <https://apps.apple.com/co/app/id544007664>
- S9 [official] Apple App Store - <https://apps.apple.com/sa/app/id544007664>
- S10 [official] Apple App Store - <https://apps.apple.com/pl/app/id544007664>
- S11 [official] Apple App Store - <https://apps.apple.com/ae/app/id544007664>
- S12 [official] Apple App Store - <https://apps.apple.com/jp/app/id544007664>
- S13 [official] Apple App Store - <https://apps.apple.com/mx/app/id544007664>
- S14 [official] Apple App Store - <https://apps.apple.com/ca/app/id544007664>
- S15 [official] Apple App Store - <https://apps.apple.com/kr/app/id544007664>
- S16 [official] Apple App Store - <https://apps.apple.com/au/app/id544007664>
- S17 [official] Apple App Store - <https://apps.apple.com/sg/app/id544007664>
- S18 [official] Apple App Store - <https://apps.apple.com/fr/app/id544007664>
- S19 [official] Apple App Store - <https://apps.apple.com/us/app/id544007664>
- S20 [official] Apple App Store - <https://apps.apple.com/de/app/id544007664>
- S21 [official] Apple App Store - <https://apps.apple.com/se/app/id544007664>
- S22 [official] Apple App Store - <https://apps.apple.com/it/app/id544007664>
- S23 [official] Apple App Store - <https://apps.apple.com/nl/app/id544007664>
- S24 [official] Apple App Store - <https://apps.apple.com/es/app/id544007664>
- S25 [official] Apple App Store - <https://apps.apple.com/gb/app/id544007664>
- S26 [official] Apple App Store - <https://apps.apple.com/dk/app/id544007664>
- S27 [official] Apple App Store - <https://apps.apple.com/tw/app/id544007664>
- S28 [official] Apple App Store - <https://apps.apple.com/il/app/id544007664>
- S29 [official] Apple App Store - <https://apps.apple.com/nz/app/id544007664>
- S30 [official] Apple App Store - <https://apps.apple.com/no/app/id544007664>
- S31 [official] Apple App Store - <https://apps.apple.com/ch/app/id544007664>

Exchange rates

open-er-api - rate date 2026-10-05
frankfurter - rate date 2026-10-02

Tax treatment

Tax fields reproduce the canonical GeoSub tax treatment and note for each published regional price. They describe displayed-price treatment where known and are not tax advice.

Suggested citation

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geosub-youtube-premium-20261005

Verification metadata

Snapshot ID: geosub-youtube-premium-20261005-0b4fc03b5c

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