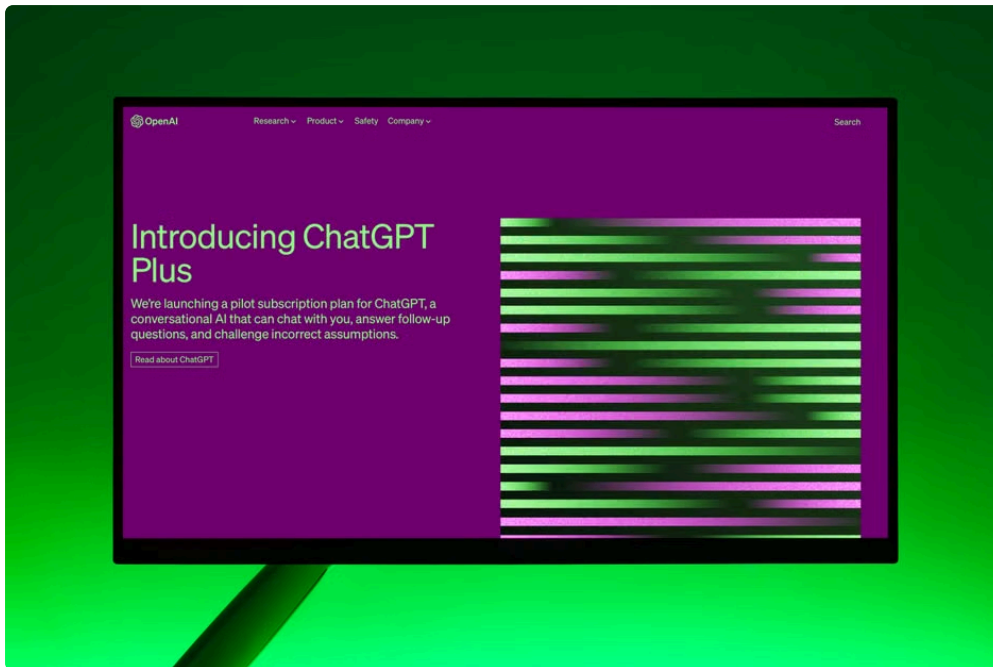


As we roll further into 2026, users and subscribers of OpenAI's popular AI assistant, ChatGPT, often ask: **“Has the ChatGPT Plus price changed since 2023?”** More precisely, *is ChatGPT Plus still \$20 per month in the US when subscribing on the web?*

In this deep dive, we'll explore current **ChatGPT Plus pricing throughout September 2026**, nuances around the list price versus real paid amounts post-VAT/GST, the price disparities between the official OpenAI web checkout and in-app purchases on iOS and Android, and why the absence of an annual plan bears on subscribers. Lastly, we'll walk through the realities of ChatGPT Plus trials, detailing the multiple subscription routes OpenAI currently uses.



Heads-up: Before you subscribe, *always open the checkout page on two devices* to spot potential price or tax discrepancies, plus set a **calendar reminder 24 hours before your trial ends** to avoid unexpected charges. Auto-renew gotcha alert!

ChatGPT Plus US Web List Price: Still \$20/Month in 2026

As of September 2026, the **official OpenAI ChatGPT Plus monthly billing price remains steadfast at \$20/month** for the US web checkout — notably the same figure since the Plus launch price in 2023. This consistency is a rare occurrence in SaaS pricing, especially given macroeconomic inflationary pressures.

Here's a quick price snapshot:

Platform	Price (USD)	Notes
OpenAI Web Checkout	\$20/month	List price, before VAT/GST
iOS App Store	Approximately \$25–26/month*	Includes Apple's 30% commission + tax
Google Play Store (Android)	~\$23–24/month*	Includes Google Play fees + tax

*Exact in-app pricing fluctuates by region due to variable tax regimes and store fees.

It's critical to differentiate *“list price”* (the \$20/month stated on OpenAI's website) from the *final charged amount* after VAT, GST, or sales tax, which varies by jurisdiction.

VAT, GST, and the Real World Cost

While “\$20/month” is the listed OpenAI price, subscribers outside the US often pay significantly more post-VAT or GST:

- **EU example:** 20% VAT in many EU nations bumps monthly charges to \$24, prominently displayed at checkout on web.
- **Australia:** 10% GST increases the final cost accordingly.
- **US states:** Sales tax differs by state and sometimes local jurisdiction—which is why some US users report paying up to \$22 or more.

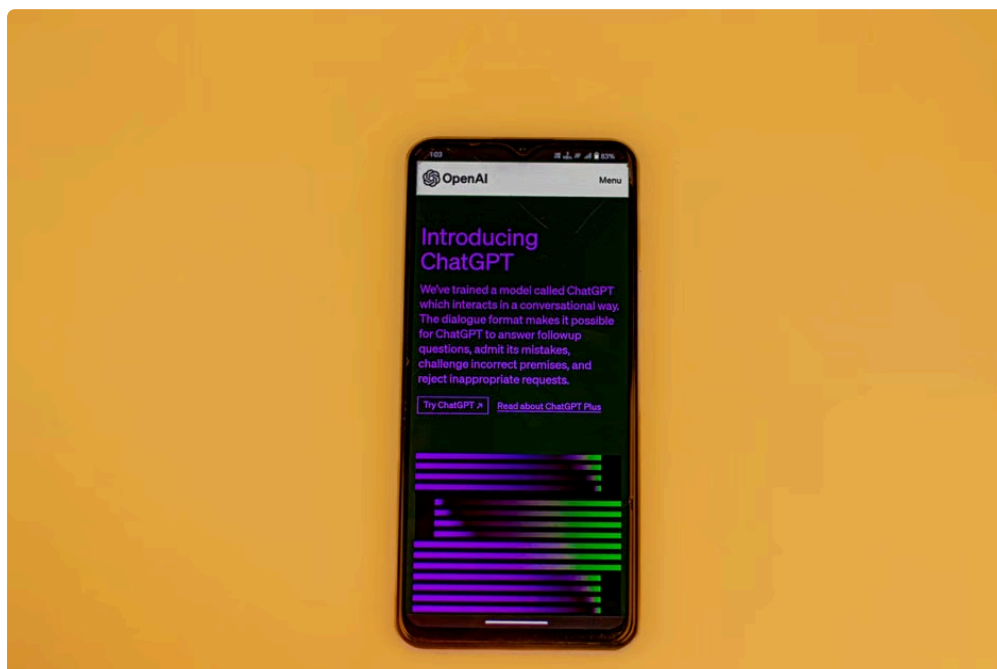
This variance often surprises users who only glance at the landing pricing page. My quibble: **pricing pages that hide tax until the last step** perpetuate buyer confusion and lower trust. OpenAI is upfront in the checkout, but users must take the time to review carefully.

Why Price Differs: Web vs iOS vs Android

Purchasers can currently subscribe to ChatGPT Plus through:

1. **OpenAI's official web checkout** (accessible through desktop or mobile browsers)
2. **ChatGPT app on iOS**, via Apple's in-app subscription system
3. **ChatGPT app on Android**, via Google Play's billing

The price discrepancy lies mainly in *store commissions and in-app tax handling*. Apple collects approximately 30% commission on using its app store payment system, and Google takes around 15-30% depending on subscriptions' length and revenue level. These fees bump up the in-app subscription price compared to the direct web checkout.



So, while OpenAI simply lists \$20 on the web, iOS users usually pay closer to \$25 a month, and Android users fall somewhere in between.

My tip: For the best price and flexibility, I recommend subscribing *directly on the web* rather than through mobile apps, but weigh that against usability preferences.

No Annual Subscription Plan and Why That Matters

Despite the stable monthly price, OpenAI **does not yet offer an annual ChatGPT Plus plan** to subscribers. Many SaaS companies provide discounted annual plans (e.g., ~\$200/year vs. \$20x12 = \$240) to encourage longer commitments and reduce churn.

This lack of an annual plan impacts customer budgeting and retention in three key ways:

- **Less upfront discount incentive:** Every month is billed individually, making the subscription more expensive year-over-year.
- **Retention challenges:** Subscribers can cancel anytime easily, increasing churn risk compared to annual locked-in plans.
- **Simpler billing:** OpenAI's "monthly billing only" approach reduces administrative overhead and the need for prorated refunds.

For those preferring to bundle expenses yearly or secure a longer lock-in, waiting or requesting an annual billing option via OpenAI customer service is advisable.

Trial Reality: Six Routes, All Offer-Based

New ChatGPT users often expect a free trial button to appear universally. Spoiler: **There is no universal "free trial button" for ChatGPT Plus**. Instead, there are about six different trial or offer routes, depending on region, platform, and promotions, all managed as targeted, time-sensitive offers by OpenAI.

- **Web checkout limited-time trials:** Occasionally OpenAI rolls out 3-5 day trial offers through direct web subscription flow, but only to some users.
- **In-app promotions (iOS/Android):** Some regions see 7-day free or discounted trial offers curated by app store billing.
- **Registered ChatGPT Free users:** OpenAI sometimes grants trial access via account-specific promotions or loyalty campaigns.
- **Educational or partner offers:** Certain organizations or partners distribute ChatGPT Plus trial codes.
- **Developer or API Bonus Offers:** Early or heavy users on OpenAI's API platform may receive Plus bundle offers.
- **Curated regional trials:** Eligibility fluctuates depending on local laws and commercial strategies.

This noisy landscape means many users assume there's a standard "trial" universally available—it's not.

Moreover, every trial is **offer-based** and **time-limited**, underscoring the need to set a **calendar reminder 24 hours before the trial's scheduled end**. This simple step is golden in avoiding surprise auto-renew billing. I always advise having the billing page open on at least two devices (preferably one desktop and one mobile) right before you hit that date to re-verify final charges and cancel if necessary.

Summary: The ChatGPT Plus Price Landscape in 2026

Topic Insight List price (US web) \$20/month unchanged from 2023 to September 2026 Real price after tax Varies widely internationally, often 10–25%+ above list price due to VAT/GST Platform pricing differences In-app (iOS/Android) prices higher due to store fees; web checkout is cheapest Subscription plans available Only monthly billing, no annual plan yet Trial availability No universal free trial button. Six distinct offer routes exist, all time-limited Checkout best practices Always verify on two devices and set calendar alerts 24h before trial ends

Final Thoughts

For anyone evaluating OpenAI's ChatGPT Plus in 2026, the monthly list price of \$20 remains a steadfast benchmark. However, smart subscription buyers must understand that "\$20/month" does not mean a flat \$20 monthly charge once taxes and platform fees come into play.

Additionally, the fragmented and multi-route nature of trial periods means *no one-size-fits-all free trial exists*. Careful attention to billing pages, especially the final checkout steps, <https://suprmind.ai/hub/chatgpt/pricing/chatgpt-plus-price/> is essential for a no-surprise experience.

Your action item: Before committing to ChatGPT Plus, open the checkout on both your desktop and mobile devices, compare prices and taxes between web and app options, and mark your calendar exactly 24 hours prior to any trial expiration. This mitigates "auto-renew gotchas" and ensures you pay only what matches your budget and use needs.

ChatGPT continues to innovate rapidly, but for now, its Plus subscription pricing and trial mechanics demand a savvy and informed approach to get the best value without surprises.