

In the ever-evolving world of AI-powered tools, OpenAI remains front and center with its standout product, ChatGPT. Recently, many users have been buzzing about the **ChatGPT Plus mobile app trial**—a tempting 7-day free period to explore premium access before committing to the \$20/month (ChatGPT Plus US web list price) subscription. However, a curious phenomenon emerges: despite its availability, some users never get to experience this trial. What gives?

As an analyst who has watched numerous subscription journey pitfalls—especially around VAT handling, price masking, and platform-related gotchas—I’m going to break down the reality of the ChatGPT Plus trial [ChatGPT plus plan](#) experience across platforms, spotlight the reasons why the trial sometimes remains elusive, and share practical tips to make the most of this offer.

The 7-Day ChatGPT Plus Mobile App Trial: What Is It?

Before jumping into why some folks don’t see the trial, let’s clarify what it is. The ChatGPT Plus mobile app trial provides new users a limited, 7-day period to enjoy premium benefits before any subscription charge kicks in. The listed cost after trial expiry on the web is \$20 per month in the US, granting faster response times, priority access during peak hours, and early feature availability.

However, the road from the list price to your final payment is paved with differences in VAT/GST handling and platform-specific pricing, which impacts the true price and perceived value.

Key Benefits of ChatGPT Plus During the Trial

- Access to GPT-4’s enhanced capabilities
- Reduced likelihood of service interruptions during busy periods
- Priority access to new features from OpenAI

Importantly, there is no annual Plus plan currently—only monthly billing. This means there’s no discounted upfront price that can soften the trial-to-paid transition.

Why Do Some People Never See the ChatGPT Plus Mobile App Trial?

It’s frustrating but entirely real: many users report never seeing an option for the 7-day trial on ChatGPT’s iOS or Android apps. In fact, it’s not a hidden feature but a set of six distinct paths—each based on factors ranging from your signup method to your region’s tax laws.

Six Trial Eligibility Routes Explained

1. **First-Time OpenAI Account Signups:** In general, new OpenAI accounts created within the app or via web are prime candidates for the trial offer.
2. **Web Checkout vs Mobile App:** Subscribing through OpenAI’s web interface often grants the trial more widely, while mobile app stores occasionally enforce stricter eligibility checks.
3. **iOS Trial Eligibility:** Apple’s stringent in-app purchase policies and their tax application can restrict trial offerings based on your Apple ID’s region.
4. **Android Trial Eligibility:** Google Play billing policies differ regionally, sometimes modifying or limiting trial availability.

5. **Returning Customers or Account Changes:** If you have previously subscribed or switched accounts, the trial is likely suppressed to prevent repeated free periods.
6. **Geographic Tax and Regulatory Rules:** VAT/GST regimes in some countries require explicit price disclosures and can adjust or limit trial usage.

In a nutshell, the trial is an *offer-based* path rather than an automatic feature for all users.

Web Checkout vs iOS vs Android: Pricing and Trial Differences

Platform choice matters—not just because of app user experience but also pricing transparency and VAT/GST treatment. Remember, **list price** rarely means **real price** after tax.

Platform	Trial Availability	Base Price (USD)	Typical VAT/GST Impact	Notes
Web Checkout (OpenAI website)	Widely available for new accounts	\$20/month	Added at checkout, shown before payment	Transparent pricing; VAT/GST shown upfront; no platform fees
iOS App Store	Trial offered if eligible; may vary by region	\$20/month + Apple Tax (~15-30%) + VAT/GST	Price shown by Apple; VAT included; can be higher due to their fees	Apple's in-app purchase policies apply; final price can be significantly higher
Android Google Play	Trial offered with regional restrictions	\$20/month + Google Tax (~15%) + VAT/GST	Price shown by Google; VAT included	Google's billing policies affect subscription and trial availability

Key Insight: If you compare the \$20/month ChatGPT Plus US web list price to the actual prices on iOS and Android, you find the final cost can be quite different, which affects the perceived value of the free trial. Always double-check the platform pricing page and VAT details before subscribing.

Why No Annual Plus Plan Matters

OpenAI has opted not to offer an annual subscription plan for ChatGPT Plus. Why is this significant?

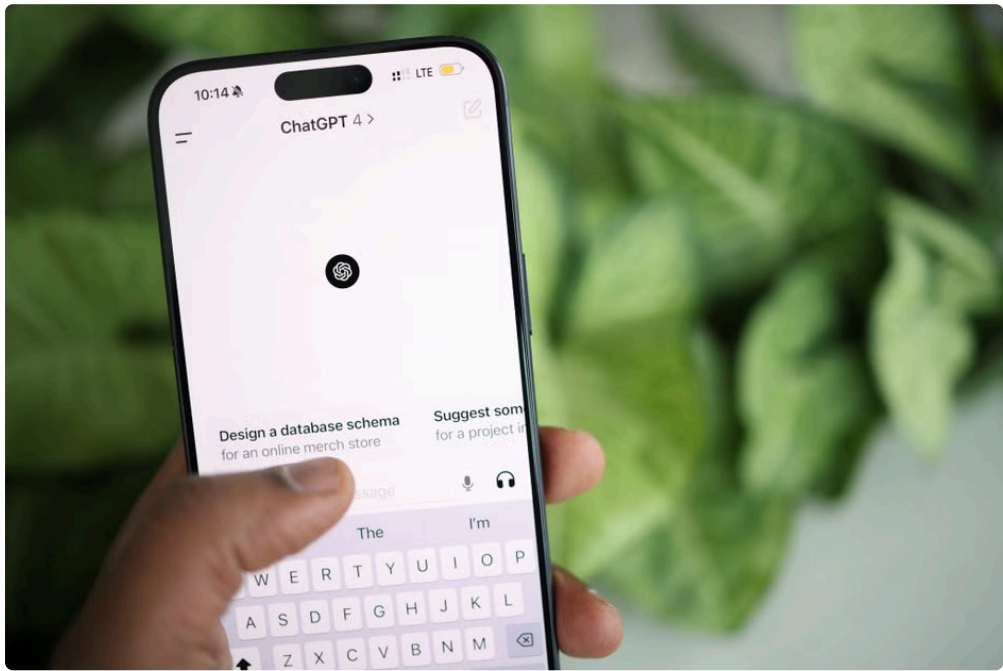
- **Trial Alignment:** Annual subscriptions often come with longer, more forgiving trial periods or prorated refunds. The absence leaves the 7-day trial as your only free exploration window.
- **Price Commitment:** Paying monthly means users can cancel anytime, but it also leaves the platform reliant on short-term renewals, increasing churn risk.
- **VAT and Tax Complexity:** Monthly billing with VAT/GST can lead to smaller but repeated adjustments in billing, meaning more frequent complexity in accounting.

This setup reinforces the importance of correctly understanding and managing your trial period.



Optimizing Your Trial Experience: Practical Tips

If you're ready to try ChatGPT Plus on mobile, here are crucial steps to help avoid "no trial" surprises and costly auto-renews:



1. **Use Two Devices to Check Pricing and Trial Availability:** Open the checkout flow on both your mobile device and the OpenAI web page. This helps compare exact VAT/GST inclusion and trial presence before committing.

2. **Verify Your Platform's Trial Eligibility:** On iOS, trial eligibility is linked to your Apple ID's region; on Android, it's tied to your Google Play account's regional settings.
3. **Confirm the Trial Offer BEFORE Entering Payment Details:** Read every step in the subscription flow. Fake-free trials often require payment info upfront but will not charge until after 7 days.
4. **Set a Calendar Reminder 24 Hours Before Trial Ends:** Mark a notification on your phone or calendar. This helps prevent unforeseen subscription charges, especially since auto-renew is enabled by default.
5. **Review Your Past Subscription Status with OpenAI:** Previously subscribed users may be ineligible for the trial. You might want to try a new account or clear cache if you think you've been unfairly blocked.

Auto-Renew Gotchas: A Running List

- Subscription charges occur automatically after the 7-day trial without additional confirmation.
- Some platforms (especially Apple) do not refund unused trial days if you cancel late.
- Refund and cancellation policies vary by platform and region.
- VAT/GST is often non-refundable, depending on jurisdiction.
- Canceling within the app may be easier than canceling via web (or vice versa), so check both.

Conclusion

The **ChatGPT Plus mobile app trial** offers a wonderful opportunity to explore OpenAI's cutting-edge technology risk-free—if you can access it. Remember, the trial's availability depends on your platform, region, account status, and tax laws. There is no one-size-fits-all button for trials. By understanding the six distinct eligibility paths, comparing web and app pricing, recognizing the impact of VAT/GST, and setting up proactive reminders, you're set up for a smooth trial journey.

Final reminder: Always open the checkout on *two devices* (web and mobile) before paying and set your calendar reminder at least 24 hours before your ChatGPT Plus trial expires. This small diligence saves you unexpected charges and maximizes your experience with ChatGPT Plus.

Happy chatting—and happy trialing!