

# 11. How does pricing work on Wish?

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Merchants indicate the price of each item when uploading products onto the platform. We always try to make sure that the final price is either the target retail price or something very close to it. However, there may be a difference in the price suggested by the merchant and the price users see on Wish. We do this to optimize exposure and number of transactions. We will make sure the final checkout price is as close to the retail price as possible.

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