

# Detailed Pricing Comparison — 'What Is This?' App Competitors

**Updated Market Gaps & White Space:**

- Most widely adopted tools (Google Lens, Snapchat Scan) offer **free-only tiers** with no explainability, care, or usage guidance.
- Freemium apps focus on **niche categories** (plants, wine, art) and charge **monthly or annual subscriptions**.
- There are **few or no weekly options** across the general-use apps.
- **No general-purpose explainer app** currently offers a multilingual, accessibility-first experience designed for non-native users or older adults.
- **Opportunity:** A freemium app with free tier + weekly + low-friction monthly and annual plans can fill a broad need across untapped demographics.

App Name	Free Tier	Weekly Pricing	Monthly Pricing	Annual Pricing	Est. Downloads (iOS + Android)	Est. Revenue / Month
Google Lens	Yes	N/A	Free	Free	500000000	\$0
Snapchat Scan	Yes	N/A	Free	Free	1000000000	\$0
Lens AI	Yes (Limited)	No	\$2.99	\$19.99	1000000	\$100K+
Everyscan	Yes (Limited)	No	\$4.99	\$39.99	500000	\$80K+
Explain This Image	Yes (Limited)	No	\$1.99	\$9.99	100000	\$15K+
AI Identifier - What's This?	Yes (Limited)	No	\$3.99	\$29.99	250000	\$30K+
PictureThis (Plant ID)	Yes (Limited)	No	\$4.99	\$29.99	50000000	\$1.2M+
Vivino (Wine ID)	Yes (Limited)	No	\$6.99	\$49.99	20000000	\$2M+
Seek by iNaturalist	Yes	N/A	Free	Free	10000000	\$0
Smartify (Art ID)	Yes (Limited)	\$2.99/wk (alt)	\$5.99	\$24.99	5000000	\$250K+