

Canva

Competitive Analysis

The Future of Design Software: Canva vs.
Established Players and Emerging
Competitors

-Analysis by Prisha Sharma

Some important things to know about this industry

- Graphic design is the art and practice of creating visual content to communicate ideas.
- Graphic design software empowers you to edit photos, craft logos, design layouts(presentations), and explore video editing, animation, and AI-assisted design.
- User-friendly tools and non-design professionals are fueling the booming graphic design industry, where AI and mobile design are the new battlegrounds for fierce competition.
- While technology assists, strong design skills and an eye for storytelling remain essential for success in this ever-evolving creative field.

Current Landscape

\$8.43B

Current Size Value in 2024

11.3%

Compound Annual Growth from
2023 to 2024

North America

\$12.21B

Accounted for the largest market share

Anticipated revenue forecast by 2033

The booming graphic design software market, fueled by technology and accessibility, is ripe for innovation. Expect fierce competition as companies like Canva race to meet evolving user needs.

Mission

Company Overview

Values

Canva is an online design and visual communication platform

its Mission is

To empower everyone in the world to design anything and publish anywhere.

130M+

Monthly Active Users

15B+

Designs Created

190

Countries

100+

Languages



Be a force for good



Be a good human



Empower Others

Features of Canva

User Friendly Interface

Drag-and-Drop Simplicity

Vast Template Library

Edit existing files

Customization Options

Free Stock Media Library

Collaboration Tools

Wide range of design types

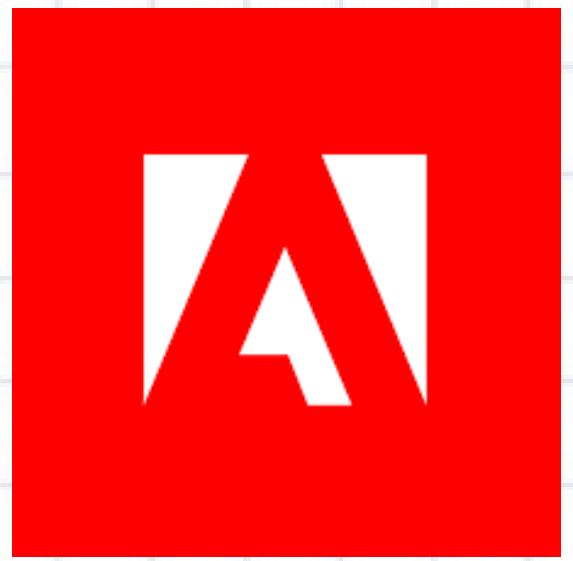
Mobile Application

Collaboration Tools

Design Printing and Delivery

Integration of various work tools

Key Competitors



visme

Adobe and Adobe Express



vistacreateTM

Our analysis is going to be based of the following factors:

- Overview
- Services offered
- Features
- Pricing and Plans- Business Model
- Market Share and Revenue
- Traction
- Marketing Strategies
- Customer Feedback
- Strategic Alliances and Financial Landscape Partnership

Competitors Overview

	Canva	Adobe Spark	Visme	VistaCreate
Founded	2013	2015	2013	2016
Company Size	1001 - 5000	25k-30k (Adobe)	100-200	100-200
Based of	Perth, Australia	California, US	Maryland, US	Kyiv, Ukraine

Services Offered

After analyzing all 4 companies, the most common services provided are:

Document editing

Social Media posts, stories

Marketing

Printing

Photo Video Editor

Now these services have a lot of features in them that we will discuss

Features

10 features to analyze:

Easy Of Use

Quick Actions

Typography

Planning and Scheduling Content

Stock Photos and Videos

App Integrations

Templates

AI Implementation

Mobile Application

Collaboration

Feature	Canva	Adobe Express	Visme	VistaCreate
Ease of Use	High	High	Medium	High
Templates	Extensive	Extensive	Extensive	Extensive
Features & Integrations	Extensive	Extensive	Moderate	Moderate
Stock Photos & Videos	Extensive	Extensive	Moderate	Extensive
Ensuring Brand Consistency	Yes (Brand Kit)	Yes (Brand Kit)	Yes (Brand Kit)	Yes (Brand Kit)
Third-Party Integrations	Extensive	Extensive	Moderate	Moderate
Generative AI	Advanced	Advanced	Moderate	Moderate
Planning & Scheduling Content	Yes (Canva Pro)	Yes	Yes	Yes
Mobile App	Yes	Yes	Yes	Yes

Quick Actions	Canva	Adobe Express	Visme	VistaCreate
Remove background	Yes	Yes	Yes	Yes
Resize image	Yes	Yes	Yes	Yes
Animate from audio	No	No	Yes	No
Convert to JPG, PNG, GIF, SVG, or PDF	Yes	Yes	Yes	Yes
Convert to MP4	Yes	Yes	Yes	Yes
Resize or merge videos	Yes	Yes	Yes	Yes
Generate QR code	Yes	Yes	Yes	Yes
Trim or crop video	Yes	Yes	Yes	Yes
Crop image	Yes	Yes	Yes	Yes
Edit PDF	Yes	Yes	Yes	No
Combine files	Yes	Yes	Yes	No
Organize pages	Yes	Yes	Yes	No

Canva

Free
Pro
Teams
Enterprise
Education
Non-Profit



Individuals
Teams
Enterprises
Students
Educators
Non-Profit

The Visme logo features a colorful icon of overlapping shapes in blue, yellow, and red, followed by the word "visme" in a lowercase sans-serif font.

Basic
Starter
Pro
Enterprise
Student and
Educators
Non Profit

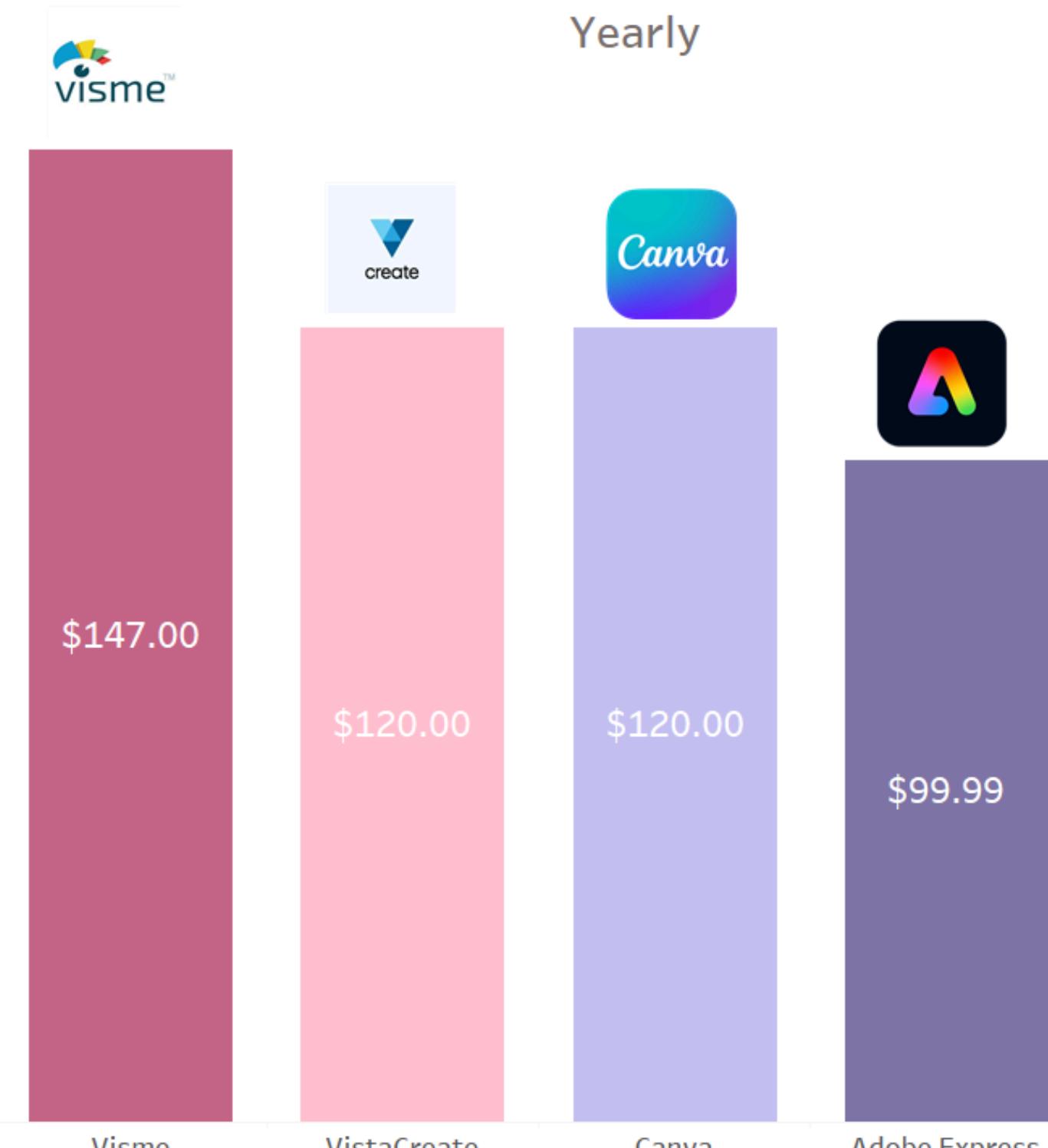
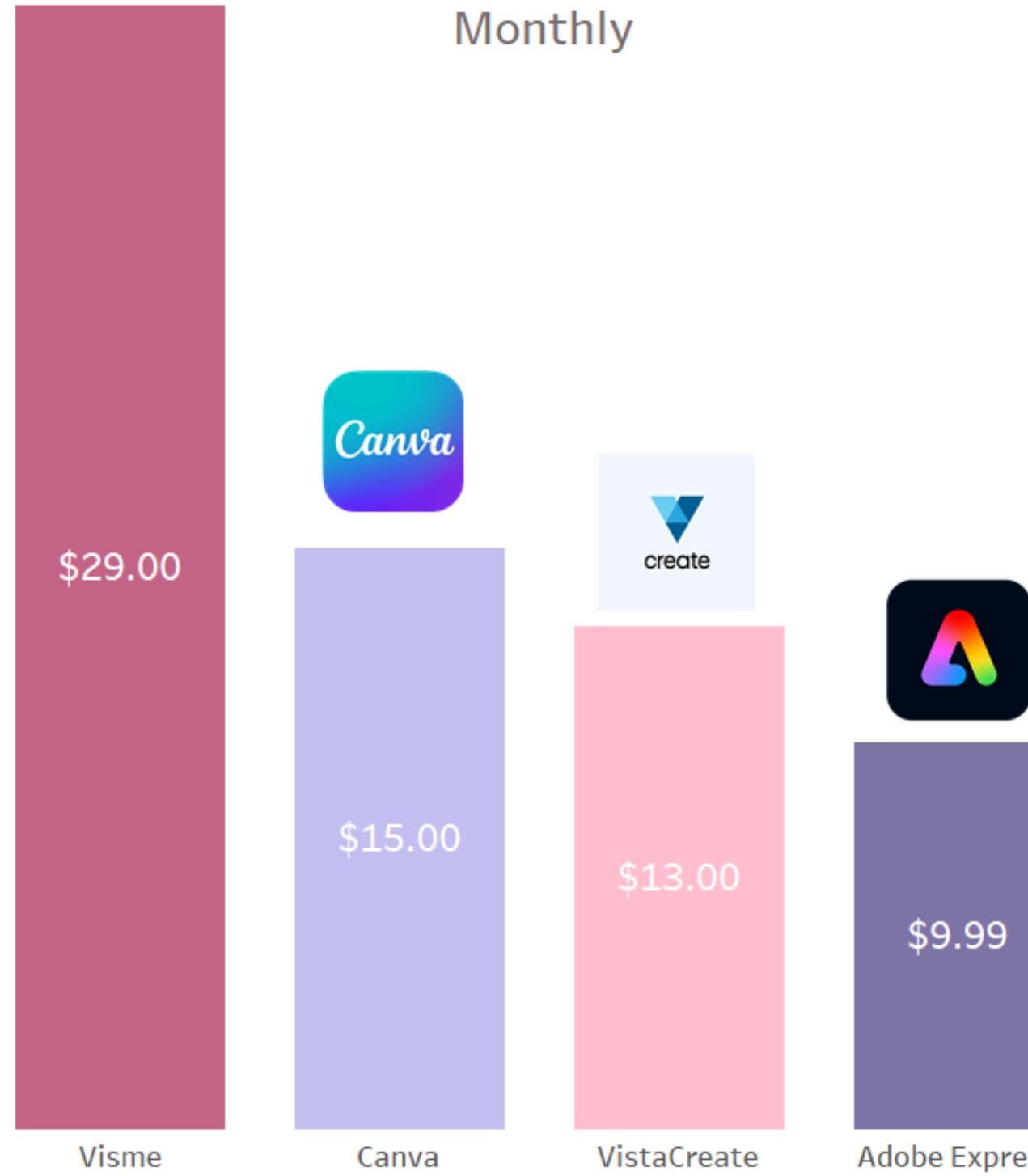
The VistaCreate logo consists of a blue triangle icon followed by the brand name "vistacreate" in a lowercase sans-serif font.

Starter
Pro

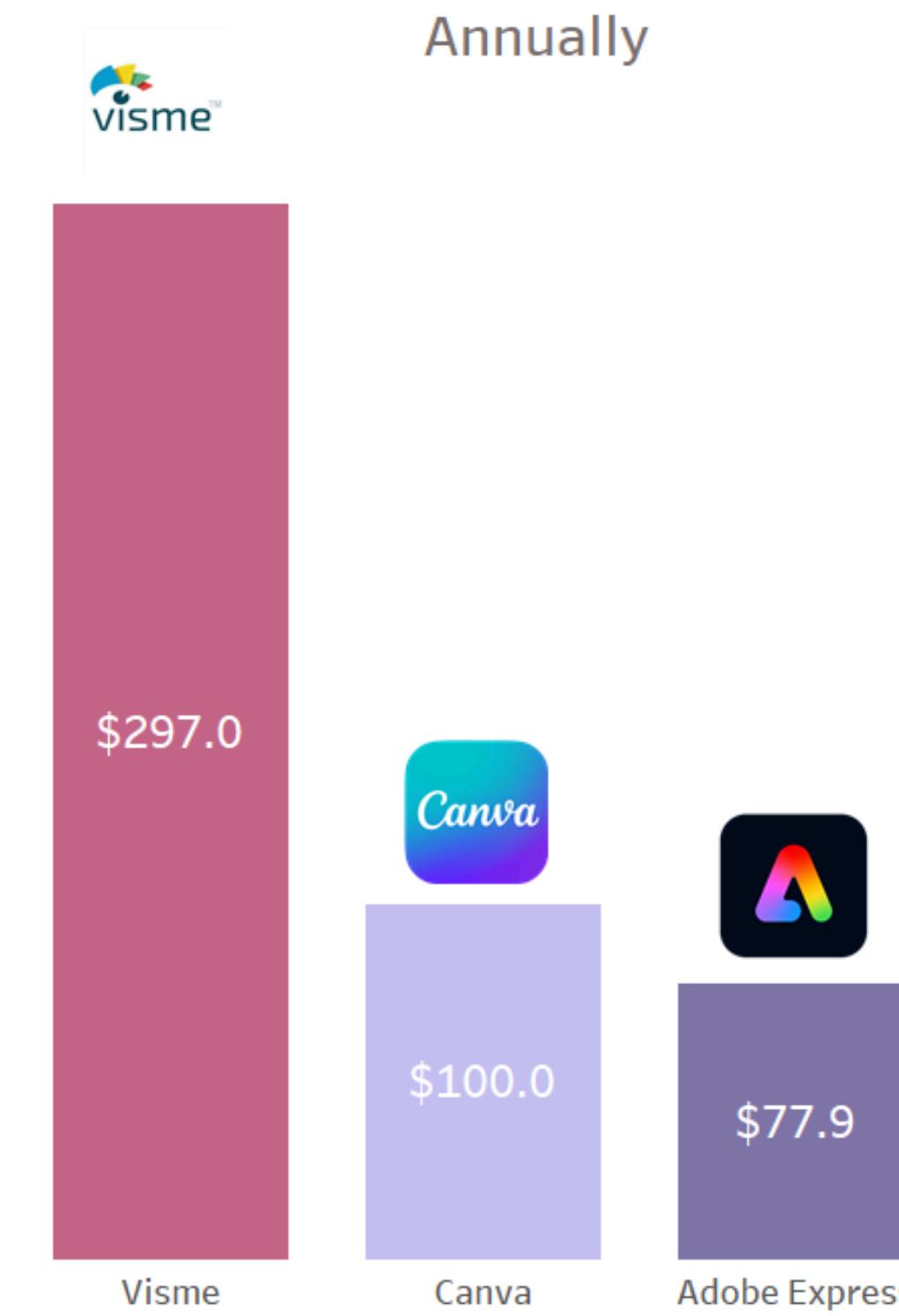
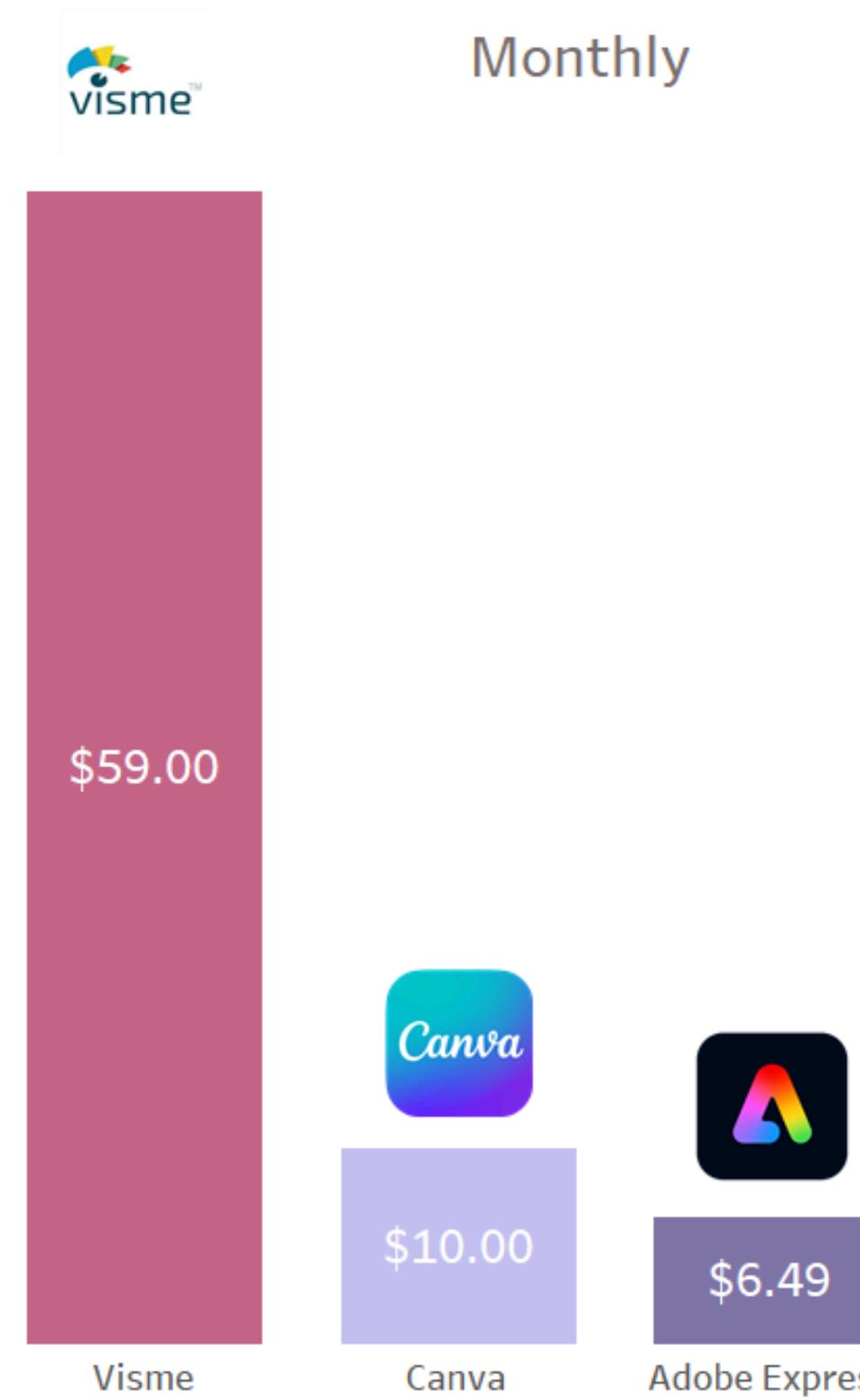
Plans
Categories
tick mark

Graphs comparing Prices across different plans

The graphs below show the pricing of the Premium/Pro Plan for Canva and its competitors.



The graphs below show the pricing of the **Teams Plan** for Canva and its competitors.



Competitor Pricing Analysis

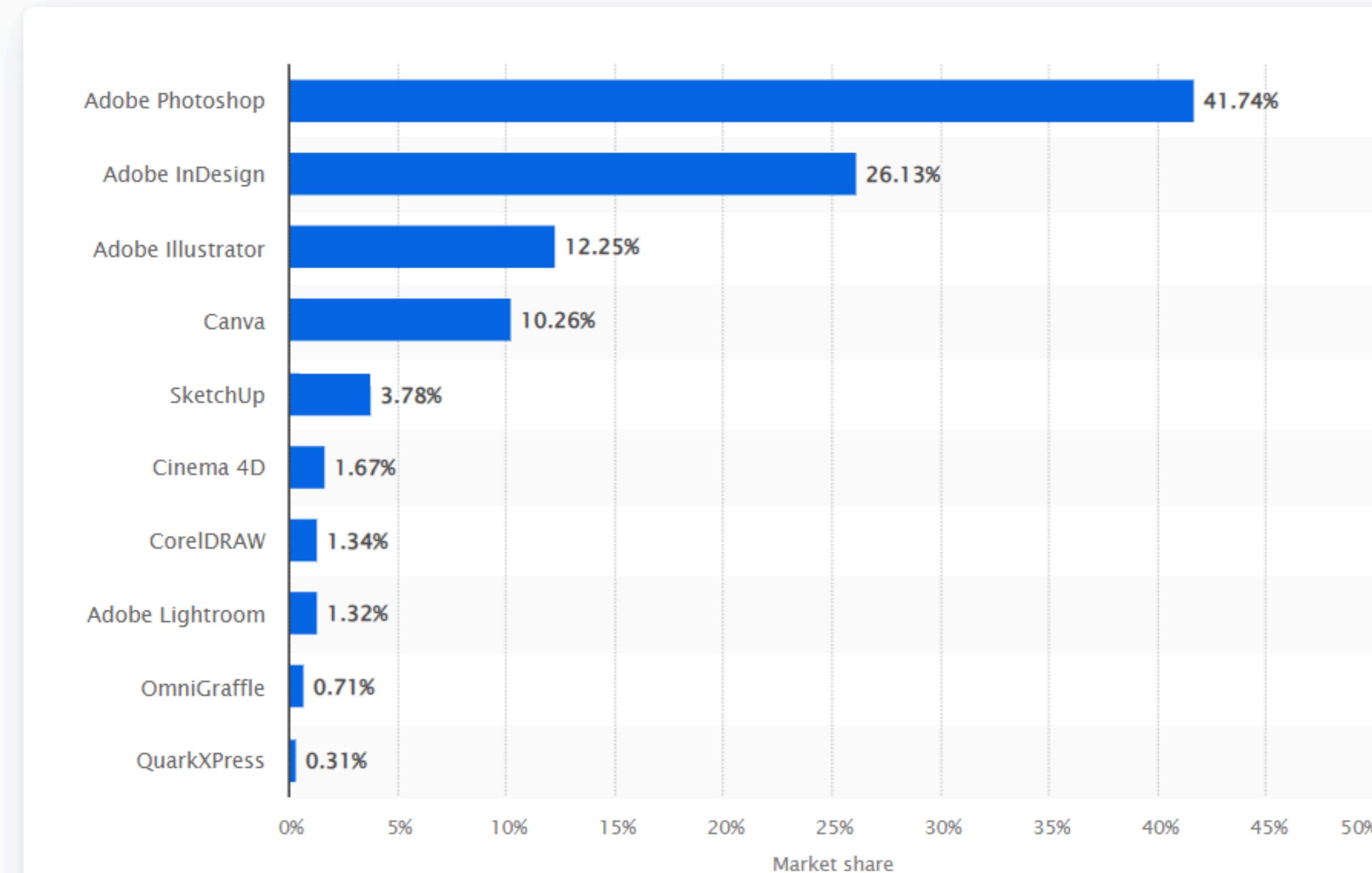
- Visme's pricing seems to be positioned at a higher tier compared to its competitors, potentially impacting its attractiveness to prospective users who prioritize affordability. However
- Adobe Express justifies its premium pricing by leveraging its established reputation and comprehensive feature set, which may be perceived as offering greater value to users seeking advanced design capabilities.
- On the contrary, VistaCreate's pricing structure lacks clarity, which could lead to hesitation among potential users and businesses exploring their options in the design software market.

Canva's Pricing Analysis

- Canva's pricing is competitive and offers value for money compared to competitors like Visme.
- Canva provides affordable options, including a free plan, making design accessible to users with different budgets.
- The Pro and Teams plans of Canva are attractively priced, encouraging collaboration and team adoption.
- Canva's pricing structure is transparent, helping users understand the value of each plan easily.
- Overall, Canva is strategically positioned with competitive pricing and accessible features for a wide range of users.

Market Share

Canva has a market share of 10.26 % in the Graphics market.



Revenue

Revenue as of 2023

\$2B

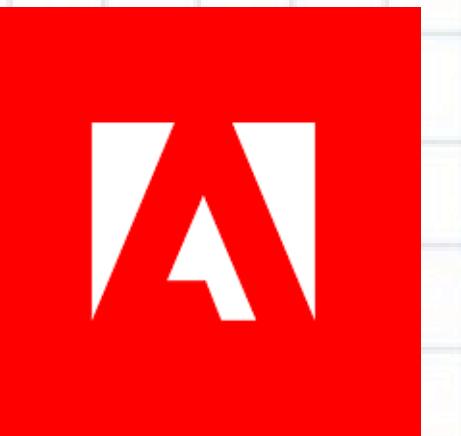
Canva

\$10.4M

 visme

\$1.4B

 vistacreate™



\$19B

Canva's Revenue Growth Timeline:

2012: Canva launched with \$0 revenue.

2016: Revenue increased to \$4.4M.

2017: Revenue grew to \$60M.

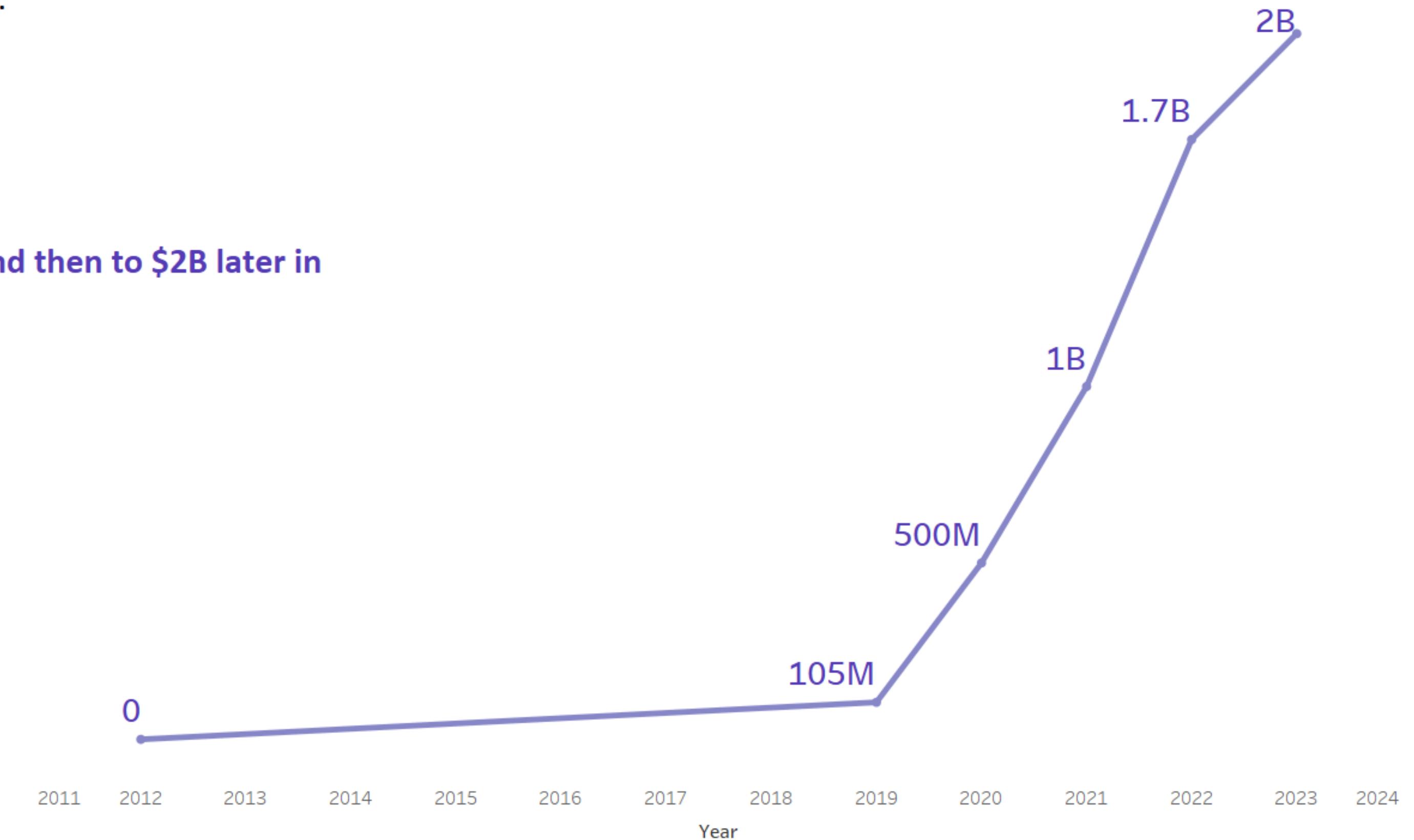
2018: Revenue rose to \$84M.

2019: Revenue reached \$105M.

2020: Revenue surged to \$500M.

2021: Revenue climbed to \$1B.

2023: Revenue soared to \$1.7B, and then to \$2B later in the same year.



Traction

Canva

170M

Monthly active Users
as of December 2023

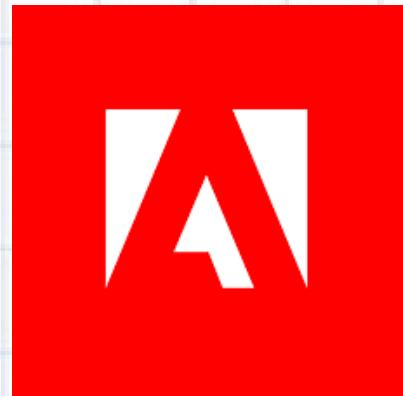
67%

Paid Subscriptions
as of July 2022

Over 90%

Fortune 500
companies use Canva

- Over 20 billion designs created since its launch.
- Company's valuation grew by 666% over the last two years.
- Over 800,000 teams paying for Canva subscriptions, including 85% of Fortune 500 enterprises.



90% of creative workers use Adobe's Creative Cloud

30M total subscribers by the end of 2024



27.5M users in **133** countries

32K+
Projects created daily



15M+

Active Users

150K

Design Templates

Marketing Strategy

Social Media Marketing

Content Marketing

Freemium Model

Personalization

Trail Periods

E-commerce Strategies

Influencer Marketing

Marketing Campaigns

SEO Strategies

Co-Marketing(Partnerships)

Customer Feedback

According to Capterra and G2

Canva

OVERALL 4.7 (11807)

Ease of Use 4.7

Customer Service 4.4

Features 4.6

Value for Money 4.6

Visme

OVERALL 4.5 (651)

Ease of Use 4.3

Customer Service 4.3

Features 4.3

Value for Money 4.3

Adobe Creative Cloud

Overall 4.7 (7271)

Ease-of-use 4

Customer Support 4

Value for money 4

Functionality 4.5

VistaCreate

OVERALL 4.6 (420)

Ease of Use 4.6

Customer Service 4.5

Features 4.4

Value for Money 4.6

Strategic Partnerships

Integrations

2023

University of California (UC)

GiveDirectly

Watershed

2022

Creatively

The Webby Awards

Thomson Reuters Foundation

USA Today

Philadelphia Eagles

Echo of Moscow

Online News Association (ONA)

2021

Garden State Esports (GES)

Netflix (Stranger Things)

Edinburgh TV Festival

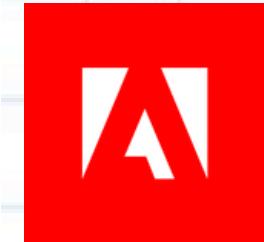
Raindance Film Festival

Antler

Stadia Ventures

Strategic Partnerships

Integrations



IBM

Accenture

NEC

Perficient

Mirakl

Deloitte



The Denver Broncos

The Florida Panthers

Github

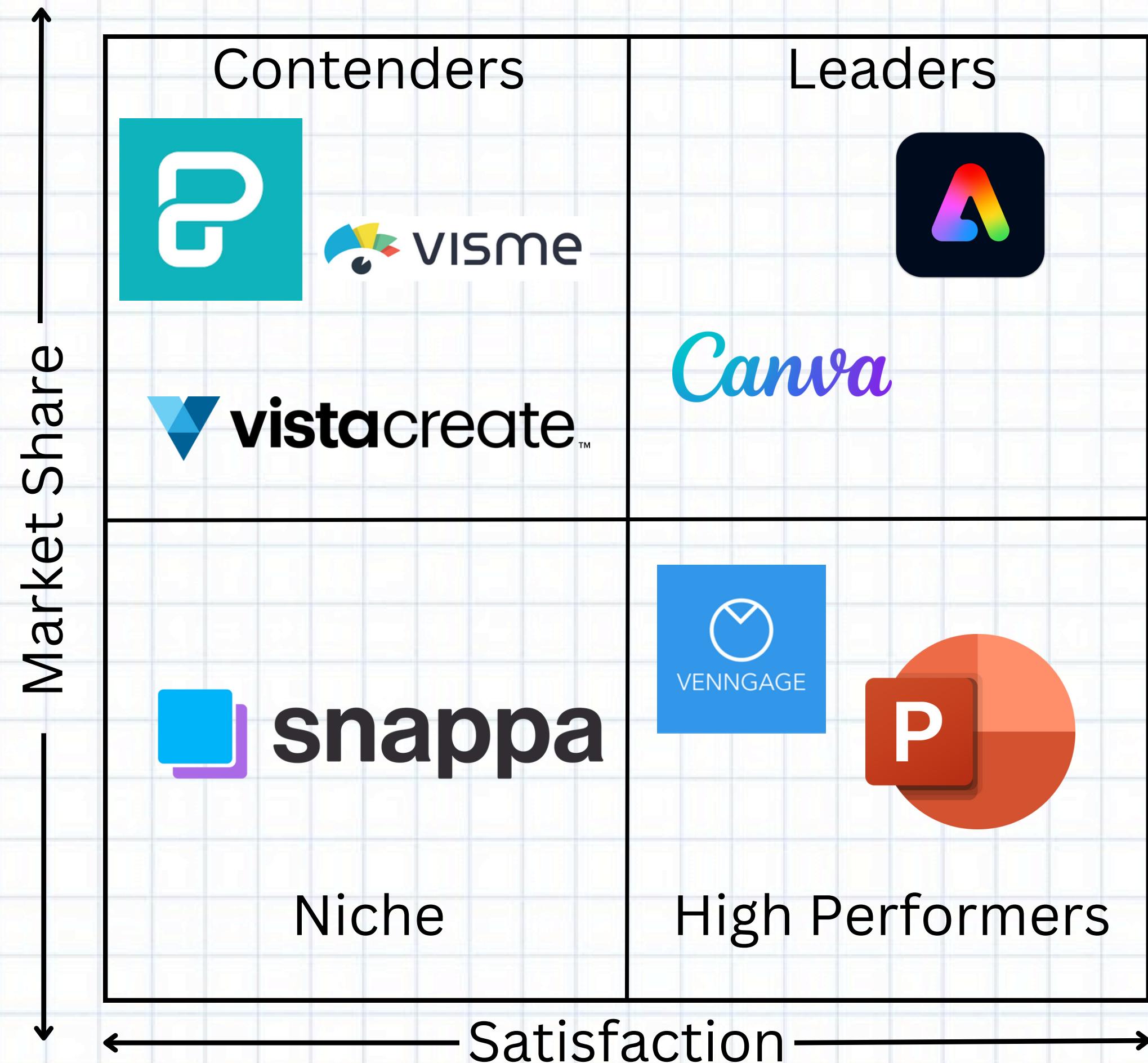


Wix

Deposit Photos

Grand Bazaar NYC

All the applications i.e. Canva, Adobe, Visme and VistaCreate support application integrations across various other applications like HubSpot, Zapier, Woofy, Raadar, YouTube, Google Drive, Dropbox, Slack, Asana and Onedrive



SWOT Analysis

Strengths

- Ease-Of-Use
- Freemium Mode
- Extensive Template Library
- Collaboration Features
- Integrations
- Customization Options
- Scalability
- Cross Platform Availability
- Global Reach

Weaknesses

- Limited advanced design tools
- Dependence on Internet
- Quality of Free Assets
- Competition from established players
- Performance Issues
- Monetization Challenges
- Data Privacy Concerns

SWOT Analysis

Opportunities

- Expansion into new markets
- Offline capabilities
- Catering to niche industries
- Collaboration with influencers and brands
- Integrate additional third-party platforms
- Expansion of educational offerings
- AR and VR integration
- Enhanced customization and personalization
- Sustainability and social impact initiatives

Threats

- Competition
- Rapid technological advancements
- Changing user preferences
- Intellectual property issues
- Data privacy and security
- Dependence on third-party platforms and integrations
- Regulatory changes
- Economic factors

Recommendations

Expand product offerings: While Canva is a leader in the online graphic design space, it could further solidify its position by expanding its product line. Adobe's success with its Creative Cloud suite demonstrates the value of offering a comprehensive ecosystem of creative tools.

Personalized AI Design Suggestions: Enhance Canva's AI features to provide personalized design suggestions based on user behavior and preferences. This could include layout recommendations, color palettes, and font pairings tailored to the user's specific project and style.

Recommendations

Project Management Tools: Integrate basic project management functionalities within Canva, allowing teams to not only collaborate on designs but also manage their design projects from start to finish. This could include task assignments, deadlines, and progress tracking.

On-Demand Printing and Fulfillment: Partner with printing services to offer on-demand printing and shipping of designs directly from Canva. This would provide a seamless end-to-end solution for users who need physical copies of their designs, similar to what platforms like Vistaprint offer.

Recommendations

Focus on User Niche and Needs:

- Industry-Specific Templates
- Advanced Collaboration Features

Strategic Partnerships and Integrations:

- Content Marketplace
- E-commerce Integration
- API for Developers

Deepen User Engagement and Differentiation:

- Interactive Content Creation
- Microlearning and Tutorials
- Community Building and Feedback

In conclusion, Canva's unique selling proposition of empowering the world of design sets it apart in the competitive landscape. By making design accessible to everyone, Canva continues to lead the way in democratizing creativity, ensuring that anyone, anywhere, can bring their ideas to life.