



MARKET REPORT

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Canva at \$4B ARR growing 43% YoY

TEAM

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Canva at \$4B ARR growing 43% YoY

By Jan-Erik Asplund

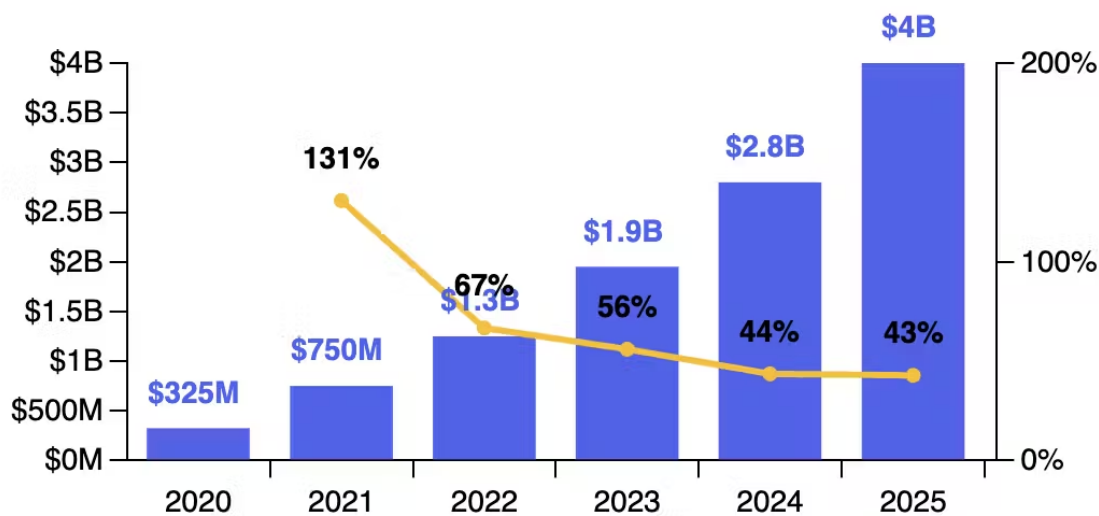
TL;DR: Canva has gone from world's most popular WYSIWYG design tool into an AI-first marketing suite, repositioning around its own foundation model (Canva Design Model) which generates fully editable, structured Canva templates & designs. Sacra estimates Canva hit \$4B in ARR at the end of 2025, up 43% YoY from \$2.8B. For more, check out our Canva report and dataset.



\$4.0B

↑ 42.9% YoY

All 3Y 5Y



Source: Sacra

Updated: Feb 18, 2026

ARR (\$M) Growth

We first covered Canva in October 2023 as the \$1.7B/year rectangle generator, followed up in July 2024 at \$2.3B ARR as it relaunched Enterprise to go bundle-for-bundle against Adobe, then followed up in December 2024 at \$2.55B ARR after it acquired the foundation model company Leonardo AI.



Key points from our February 2026 Canva update via Sacra AI:

- **Sacra estimates Canva hit \$4B in ARR at the end of 2025, up 43% YoY from \$2.8B in 2024, with 265M monthly active users, up 20% YoY, and 31M paid subscribers, valued at \$65B in a late-2025 secondary sale for a 16x revenue multiple.** Compare to public SaaSes Adobe (NASDAQ: ADBE) at \$24B trailing revenue in 2025, up 11% YoY, for a 4x multiple on its \$105B market cap and Figma (NYSE: FIG) at \$1B trailing revenue in 2025, up 41% YoY, for a 16x multiple on its \$16B market cap, and private AI-native startup Gamma (\$87M raised, Accel) at \$102M ARR in October 2025 valued at \$2.1B for a 20.6x multiple.
- **In October 2025, Canva repositioned from WYSIWYG design rectangle creator & editor (social media previews, business cards, slides) to AI-first text-to-rectangle creator with WYSIWYG editing, based on its design foundation model (Canva Design Model) that generates fully editable, structured Canva templates & designs and built on top of their acquisition of image generation startup Leonardo AI (July 2024).** While Higgsfield (\$300M ARR in February 2026) focuses on having the best UX for creative direction and producing the highest fidelity AI generated image & video assets, Canva looks to win as the best collaborative platform & system of record for generating channel-ready marketing deliverables, using basic native AI image generation and third-party generation apps (VEED, HeyGen, D-ID) as defense (and both as customers of Fal.ai).
- **Continuing to beef up its bundle as a SaaS multiproduct SaaS suite—a linchpin for its 40%+ YoY ARR growth at \$4B in revenue scale—Canva has acquired professional creative tools (Affinity, 2024), marketing intelligence (MagicBrief, January 2025), motion design (Cavalry, February 2026), and AI ad optimization (MangoAI, February 2026) offerings.** Vertically integrated workflows across marketing research, creative production to campaign analytics & performance serves as a buffer to the threat from foundation model companies like Anthropic as they go deeper into B2B workflows with launches like Claude for Excel (Oct 2025) & Claude for PowerPoint (Feb 2026) versus more vulnerable single-product companies like Gamma.

For more, check out this other research from our platform:



- [Canva \(dataset\)](#)
- [Figma \(dataset\)](#)
- [Miro \(dataset\)](#)
- [Canva at \\$2.55B ARR](#)
- [Canva at \\$2.3B/yr](#)
- [Canva: the \\$1.7B/year rectangle generator](#)
- [Gamma vs Anthropic](#)
- [Gamma vs Canva](#)
- [How Figma defied Adobe's bundlenomics](#)
- [Product manager at Canva on Canva's shift upmarket](#)
- [Jon Noronha, co-founder of Gamma, on building AI-powered slides](#)
- [Matthew Moore, Head of Design at Lime, on Figma vs. Adobe](#)
- [Head of Brand Design at a Series E startup on Figma's wall-to-wall adoption](#)
- [Courtney Scharff, manager of marketing ops at Figma, on Figma's marketing operations stack](#)