



MARKET REPORT

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Lovable at \$84M ARR growing 36% MoM

TEAM

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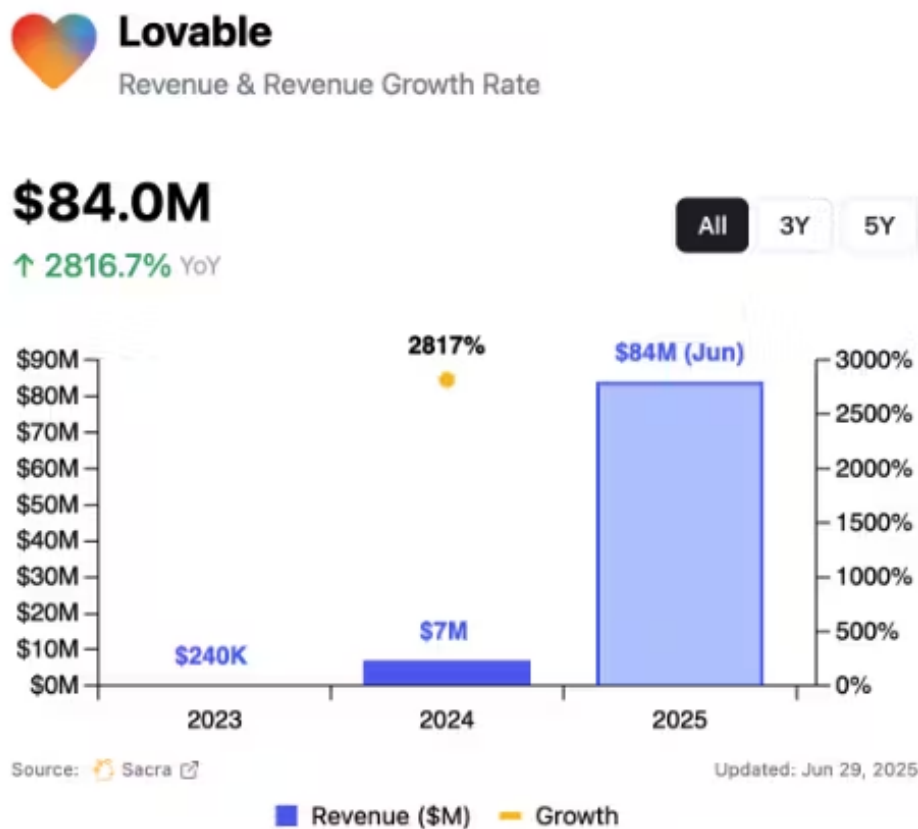
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By Jan-Erik Asplund

TL;DR: With every AI app generator from Replit to Bolt.new to Vercel's v0 converging & competing on the same core feature set, Lovable is differentiating through multiplayer "vibe coding" and a GitHub-style ecosystem of forkable projects. Sacra estimates that Lovable hit \$84M ARR in June 2025, up from \$7M at the end of 2024. For more, check out our full report and dataset on Lovable.



We last covered Lovable in March 2025, hitting \$17M ARR in 3 months after launch with their tool for generating full-stack apps from natural language. We first covered Lovable in January, having reached \$7M ARR two months after launch.

Here's our Lovable update with key points via Sacra AI:

- Sacra estimates Lovable hit \$84M ARR at the end of June 2025, with its 3-month compounded monthly growth rate (CMGR3) dropping to 36% vs. its 51% CMGR6, with plans to



raise \$150M at a \$2B valuation, pricing Lovable at 24x ARR—compared to [Replit](#) raising at a \$3B valuation in April at ~\$70M ARR for a 43x revenue multiple and [Bolt.new](#) raising at a \$700M valuation in January at ~\$25M ARR for a 28x multiple.

- Every AI app generator from [Lovable](#) to [Replit Agent](#), [Bolt.new](#), and [Vercel](#)'s v0 now has live previewing, visual WYSIWYG edits & “code mode” for manual code changes, one-click deploy & custom domains, and native integrations into GitHub (for version control) & [Supabase](#) (for the back-end)—with Replit building from its collaborative IDE, Vercel building on top of its PaaS deployment platform, and Bolt.new and Lovable as AI-native upstarts that have launched in the last 9 months.
- Similar to how [Figma](#) and [Notion](#) built collaborative products for design & docs (local / team-level network effect) that later layered on two-sided marketplaces for plugins & templates (ecosystem-level), [Lovable](#) is pushing to win on single player, multiplayer and ecosystem, by stacking real-time “multiplayer vibe coding” for teams on a GitHub-esque graph of forkable & remixable Lovable projects.

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

- [Lovable \(dataset\)](#)
- [Vercel \(dataset\)](#)
- [\\$172M/year Heroku of vibe coding](#)
- [Vibe coding index](#)
- [Why OpenAI wants Windsurf](#)
- [Lovable vs Bolt.new vs Cursor](#)
- [Bolt.new at \\$40M ARR](#)
- [Claude Code vs. Cursor](#)
- [Cursor at \\$200M ARR](#)
- [Cursor at \\$100M ARR](#)
- [Bolt.new \(dataset\)](#)
- [Anthropic \(dataset\)](#)
- [OpenAI \(dataset\)](#)
- [Scale \(dataset\)](#)
- [Cursor \(dataset\)](#)