



MARKET REPORT

UPDATED

06/05/2025

Replit at \$70M ARR

TEAM

Jan-Erik Asplund

Co-Founder

jan@sacra.com

DISCLAIMERS

This report is for information purposes only and is not to be used or considered as an offer or the solicitation of an offer to sell or to buy or subscribe for securities or other financial instruments. Nothing in this report constitutes investment, legal, accounting or tax advice or a representation that any investment or strategy is suitable or appropriate to your individual circumstances or otherwise constitutes a personal trade recommendation to you.

This research report has been prepared solely by Sacra and should not be considered a product of any person or entity that makes such report available, if any.

Information and opinions presented in the sections of the report were obtained or derived from sources Sacra believes are reliable, but Sacra makes no representation as to their accuracy or completeness. Past performance should not be taken as an indication or guarantee of future performance, and no representation or warranty, express or implied, is made regarding future performance. Information, opinions and estimates contained in this report reflect a determination at its original date of publication by Sacra and are subject to change without notice.

Sacra accepts no liability for loss arising from the use of the material presented in this report, except that this exclusion of liability does not apply to the extent that liability arises under specific statutes or regulations applicable to Sacra. Sacra may have issued, and may in the future issue, other reports that are inconsistent with, and reach different conclusions from, the information presented in this report. Those reports reflect different assumptions, views and analytical methods of the analysts who prepared them and Sacra is under no obligation to ensure that such other reports are brought to the attention of any recipient of this report.

All rights reserved. All material presented in this report, unless specifically indicated otherwise is under copyright to Sacra. Sacra reserves any and all intellectual property rights in the report. All trademarks, service marks and logos used in this report are trademarks or service marks or registered trademarks or service marks of Sacra. Any modification, copying, displaying, distributing, transmitting, publishing, licensing, creating derivative works from, or selling any report is strictly prohibited. None of the material, nor its content, nor any copy of it, may be altered in any way, transmitted to, copied or distributed to any other party, without the prior express written permission of Sacra. Any unauthorized duplication, redistribution or disclosure of this report will result in prosecution.

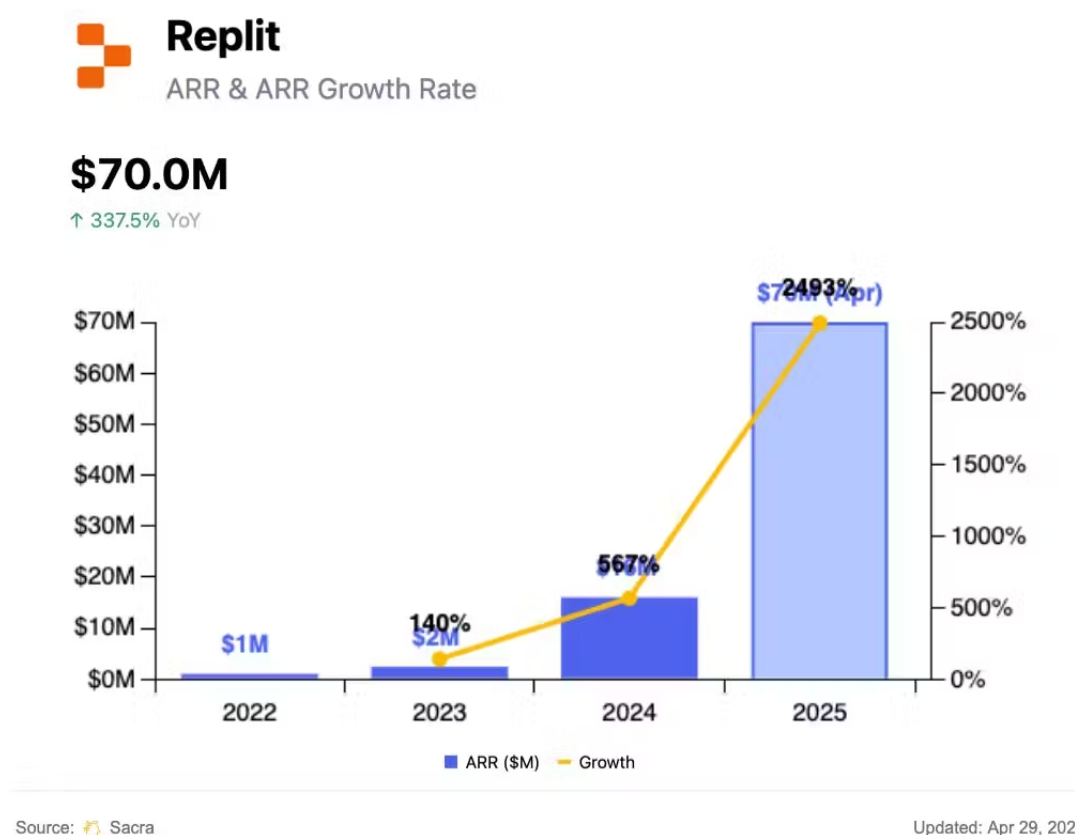


Published on Jun 05th, 2025

Replit at \$70M ARR

By Jan-Erik Asplund

TL;DR: Replit's multiplayer browser IDE (2016) grew to tens of millions of users but with no clear path to monetization at scale. After the September 2024 launch of Replit Agent, revenue growth took off, with Sacra estimating that Replit hit \$70M in ARR in April 2025, up 2,493% YoY from \$2.7M in April 2024. For more, check out our [full report](#) and [dataset](#).



Key points on Replit via Sacra AI:

- **Following browser-based coding playgrounds like Codecademy (founded in 2011, acquired by Skillsoft in 2021 for \$525M) which taught users how to code by letting them write code in the browser and see it run instantly, Replit launched in 2017 by taking the playground and turning it into a wedge into a full stack IDE, helping students learn to code by building fully-functioning apps**



instead of writing code snippets. Part of the “learn to code” movement circa the mid 2010s, Replit focused purely on software tooling for novice developers and SaaS as a business model—not creating courses or content (vs. educational startups like Codecademy) or employing instructors (vs. coding bootcamps like Lambda School).

- **Hitting 20M total users by 2023, Replit’s ARR grew from just \$1M in 2022 to \$2.4M in 2023**—reflecting the challenges of monetizing non-professional developers—with its progressive bundling of collaboration, databases & version control giving it inroads into the rising class of software creators (non-professional developers that monetize the ability to code) and professional use cases (e.g., interviewing). Replit spread via word of mouth on a consumer-style adoption curve through classrooms, coding clubs, Reddit threads, and YouTube tutorials as a lightweight way to experiment with code, powered by a generous free tier offering always-on hosting and only late in 2023 shifting toward monetization with per-seat Core (\$20–25/month) and Teams (\$35–40/month) plans.
- **Revenue growth took off with the launch of Replit Agent in September 2024**—layering an AI code generator on top of their existing IDE and deployment infra ala Vercel to enable one-click publishing—with Sacra estimating that **Replit grew from \$2.7M in April 2024 to \$70M ARR in April 2025, up 2,493% YoY.** Compare to “AI in your IDE” GitHub Copilot at ~\$400M ARR as of November 2024, growing 281% YoY; AI-native IDEs Cursor at \$200M ARR in March 2025, up from \$100M at the end of 2024 and Codeium at \$40M ARR in February 2025, up 1,500% YoY; AI app generators like Bolt.new at \$40M ARR in February 2025 up from \$20M at the end of 2024, and Lovable at \$17M ARR, up from \$7M at the end of 2024, and Vercel’s full-stack app generator PaaS at \$172M ARR in February 2025, up 80% YoY.

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

- Vercel (dataset)
- Vibe coding index
- \$172M/year Heroku of vibe coding
- 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
- Lovable (dataset)
- Bolt.new (dataset)
- Anthropic (dataset)
- OpenAI (dataset)
- Scale (dataset)
- Cursor (dataset)