

Canva pricing teardown

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Reviewing <https://www.canva.com/pricing/>

Summary

The finding in one line: the tier Canva recommends is the one that changes the pricing model, and the four words that say so are the smallest text on the card. Pro is priced "/year for one person". Business, wearing the Recommended badge, is priced "/year per person". A buyer reads \$180 then \$250 and takes away "seventy dollars more". For the team of five that Business is sold to, the real step is **\$1,070 a year**. For a company of 25 it is **\$6,070**.

Run cold against the public pricing page on 6 September 2026, US. No account, nothing submitted. Both billing states surfaced from the page itself.

The price story the page transmits

In the buyer's words: *"Free is generous, Pro is a hundred and eighty a year, and Business is a bit more than that."*

What is true: Pro is \$180 a year for exactly one person and cannot be used by a team at all. The moment a second person is involved you are on Business at \$250 per person per year, plus tax, plus an unpriced AI add-on if you use the AI tools much.

The buyer math

Buyer	Plan	Yearly	Monthly billing
One person	Pro	\$180/year	\$216/year
A team of five	Business (Pro is unavailable to teams)	\$1,250/year	\$1,500/year
A company of 25	Business	\$6,250/year	\$7,500/year
A company of 25 on Enterprise	Enterprise	Cannot determine	Cannot determine

Findings, worst first

MISLEADS

1. The Recommended tier is the only one priced per person, and the page never says so above the fold. Pro reads "/year for one person", Business reads "/year per person", in grey, at about a third the size of the price. Between two adjacent cards that is a fifteen-fold difference in what the upgrade costs a five-person team, presented as a \$70 step. *Direction: put the per-person unit in the price itself, or show a worked total for a small team on the Business card.*

2. Pro cannot be used by a team, and that fact lives only in the FAQ. A buyer whose team is about to grow is not choosing between two prices; they are about to be moved onto per-seat billing with no flat option available. That belongs on the Pro card as a limit. *Direction: state "one person only" on the Pro card, where the buyer decides.*

3. Prices are annual totals while the category quotes monthly. "US\$180 /year" against competitors' "\$20/month" is not a comparison most shoppers will normalise. The unit is disclosed, in the smallest line on the card, under the largest number. *Direction: show both, as the monthly state already can.*

STALLS

4. The AI allowance is the binding limit and it is not a usable unit. Free is "Up to 200 Standard AI uses or 20 Premium AI uses", and the footnote says higher tiers consume more of the allowance and that uses "may vary by tool". A buyer cannot work out whether a normal month fits inside their plan, which is the entire job of a usage limit.

5. The remedy for that limit is an add-on with no price on the pricing page. AI Pass appears in a banner promising "40x more AI than Canva Pro" and is not costed anywhere here. The cards set a limit in an undefined unit and point at an uncoded purchase.

6. Enterprise has neither a starting price nor a seat threshold. A 25-person company cannot tell whether it belongs on Business or must contact sales.

FRICTION

7. On a phone the AI Pass banner consumes roughly a fifth of the fold before the page heading, and only the Free card is visible on the first screen. The Recommended tier is several screens down, so the phone visitor meets the plans in a different order to the desktop one.

Keep list, the do-not-regress half

- **Every card carries an audience label above the plan name.** Individuals, Individuals, Individuals and teams, Organizations. A visitor can locate their row before reading a single price.

- **The free tier is real and specified, not a teaser.** 1.6M templates, 4.7M assets, 5GB storage, a brand kit, all listed rather than gestured at.

- **The FAQ is substantial and answers the awkward questions,** including how billing works when you add a team member mid-cycle and what happens to nonprofits and students. That is the question a per-seat plan most needs to answer and it is answered.

- **"Prices exclude applicable tax" is stated** rather than discovered at checkout.

- **Free trials on both paid tiers,** with no card demanded on the card face.

- **Each plan explicitly includes everything in the previous one,** stated in the footnotes, which removes a common source of confusion in feature tables.

Scope and method

Public page only, on 6 September 2026. The desktop fold and the phone fold were rendered and captured in the default Yearly state. The Monthly state was surfaced by switching the page's own toggle and reading the resulting prices from the page, and is reported as text

rather than a capture. Buyer math uses the page's own figures with no assumptions beyond seat count.

Note on access: this page refuses plain text fetches with a 403, so the figures here come from a rendered browser session rather than a document fetch. That is worth recording because it means most automated readers, including the answer engines people now ask about pricing, cannot read this page at all.

Canva pricing, desktop fold, default state

Canva

Design Product Plans Business Education Help

Sign up Log in

Fast-track your creative vision with AI Pass, available as an add-on to any Canva Pro or Business plan. Learn more

Plans and pricing

Individuals and business Education

Monthly Yearly Save 16%

8 Individuals

Free

Design anything and bring your ideas to life. No cost, just creativity.

US\$0
/year for one person

Get started

8 Individuals

Pro

Unlock premium content, more powerful design tools, and AI features.

US\$180
/year for one person

Start a free trial

Recommended

8 Individuals and teams

Business

Create content faster, market smarter, and grow your business with advanced tools.

US\$250
/year per person

Start a free trial

Organizations

Enterprise

Empower your organization with end-to-end visual communication.

Let's talk
Get in touch to learn more

Contact Sales

Source: <https://www.canva.com/pricing/>

The phone fold: the Free card fills the screen

Fast-track your creative vision with AI Pass, available as an add-on to any Canva Pro or Business plan.

[Learn more](#)

Plans and pricing



Individuals and business



Monthly



Yearly

Save 16%

8 Individuals

Free

Design anything and bring your ideas to life. No cost, just creativity.

US\$0

/year for one person

[Get started](#)

Key features



Pass A: the five-second fold

Desktop, default state. From the fold alone:

1. How many plans and what are they called? **Four: Free, Pro, Business, Enterprise.** Clear, and each carries an audience label above the name: Individuals, Individuals, Individuals and teams, Organizations.
2. Which is mine? **Mostly answerable**, with one trap covered below.
3. What does it cost? **US\$0, US\$180, US\$250, and "Let's talk".**

Except those are **annual totals**, not monthly prices. The unit line reads **"/year for one person"**. Almost every product this page competes with quotes a monthly number, so a shopper comparing Canva at \$180 against a rival at \$20 is comparing a year to a month unless they read the small grey line under the figure. The toggle defaults to Yearly with a "Save 16%" badge attached.

Read in the other state, by clicking the toggle: **Pro is US\$18/month for one person, Business is US\$25/month per person.** Both states were surfaced from the page itself, the yearly one captured in the screenshots above and the monthly one read from the page after switching the toggle.

Phone: the Free card fills the entire first screen. The AI Pass banner takes roughly a fifth of the fold before the heading even appears, and the Recommended tier is several screens down.

Pass B: the buyer math

Buyer	Plan the page steers them to	Yearly billing	Monthly billing
One person	Pro	\$180/year	\$18/mo, \$216/year
A team of five	Business (Pro is not available for teams)	5 x \$250 = \$1,250/year	5 x \$25 x 12 = \$1,500/year
A company of 25	Business, or Enterprise	25 x \$250 = \$6,250/year	\$7,500/year
A company of 25 on Enterprise	Enterprise	Cannot determine	Cannot determine

Pass C: the trap in the Recommended tier

This is the finding.

Pro is priced "/year for one person". Business is priced "/year per person". The distinction is four words long, set in grey, at roughly a third of the size of the number above it. And Business is the tier wearing the **Recommended** badge.

A buyer reading the cards left to right sees \$180, then \$250, and takes away "Business is seventy dollars more". For the team of five that Business is explicitly sold to, "Individuals and teams", the real step from Pro to Business is **\$1,070 a year**, and for a company of 25 it is

\$6,070. The number on the card is right. The impression it creates is wrong by a factor of fifteen.

The playbook's rule for this is that a highlighted tier which flips the pricing model is a trap rather than a nudge, and this is the cleanest example of it I have seen. It is made worse by a detail that lives only in the FAQ: **Pro cannot be used by a team at all.** So the moment a second person is involved, the buyer is not choosing between \$180 and \$250, they are being moved onto a per-seat plan with no single-price option available, and the page never says so above the fold.

Pass D: the limits, and the add-on the cards do not price

The real constraint on every Canva plan now is the AI allowance, and it is not a number a buyer can act on.

- Free is "Up to 200 Standard AI uses or 20 Premium AI uses".
- The footnote says: "Use estimates represent total AI uses across AI tiers. Paid plans include a shared AI allowance across Standard, Premium and Ultra AI... Higher-tier AI use more of your allowance and uses may vary by tool."

So a "use" is not a fixed unit, the tiers consume the allowance at different and unstated rates, and consumption "may vary by tool". A buyer cannot estimate whether their month of work fits inside their plan, which is the one thing a usage limit exists to tell them.

And the thing those limits push you toward is not priced on this page. A dismissible banner across the top, repeated further down, offers AI Pass: "Unlock 40x more AI than Canva Pro - or 20x more than Canva Business - to use across Ultra, Premium and Standard AI tools; available as an add-on to both plans." No price appears anywhere on the pricing page. The cards set a limit in an undefined unit, and the remedy for hitting it is an add-on whose cost the buyer has to go and find.

Pass E: trust

"Prices exclude applicable tax" is stated plainly in the footnotes rather than hidden. The FAQ is unusually substantial, about eighteen questions, and it answers real ones: how billing works when you add a team member, whether you can invite people during a trial, what happens to nonprofits and students. Free trials are offered on both paid tiers without a card being mentioned on the card face. Enterprise has no seat threshold and no starting price, which is the standard fog at that end.

