What mattered this week · Creative Software (sample)

Pricing week: three of four competitors changed what they charge.

So what?

Pricing is moving across the whole category. Canva and Adobe both charge more, while Affinity went free. That squeeze makes value messaging more important than feature lists right now. Figma reports earnings soon and just launched Sites, so expect a wave of web-publishing messaging. Suggested move: refresh your pricing comparison page this week and brief sales on the Affinity free tier.

Top changes

5 **Canva:** Canva raised Teams pricing and cut the included seats from 5 to 3.
Direct price increase on the plan most agencies buy. Smaller teams now pay more per seat.

5 **Affinity:** Affinity moved to a free core app with paid AI features through Canva Pro.
Big pricing model change. A free pro-grade editor puts pressure on paid desktop tools.

5 **Adobe:** Adobe renamed All Apps to Creative Cloud Pro and raised the monthly price by $10.
Price increase bundled with AI credits. Watch for churn chatter from freelancers.

4 **Adobe:** Adobe's homepage headline now leads with commercially safe AI.
A positioning shift toward AI trust and safety. Expect this message in their ads soon.

4 **Figma:** Figma announced a website builder that publishes directly from design files.
New product that moves Figma into web publishing. Overlaps with Canva websites and Adobe Express pages.

By competitor

Adobe: 2
Canva: 2
Figma: 1
Affinity: 1

By tag

product: 4
pricing: 3
messaging: 2
content: 1
partnership: 1

Messaging shifts

Adobe

~~“Creativity for all.”~~

“Create anything with AI you can trust.”

Canva

~~“Design anything. Publish anywhere.”~~

“The visual suite for everyone, now with Canva AI.”

Stock performance

Adobe (ADBE)	$315.14	$308.46	-2.1%

Figma (FIG)	$34.22	$37.68	+10.1%

Market context only, not investment advice.

Upcoming earnings

Adobe (ADBE): Nov 24, 2026
Figma (FIG): Nov 17, 2026