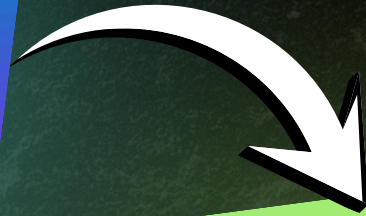


GLOBAL PULSE



Canva's acquisition
of **Affinity**



INTRODUCTION

HISTORY AND ORIGIN

Serif is a UK-based software company founded in **1987**, known for developing the Affinity creative suite. Affinity Designer launched in **2014**, followed by Affinity Photo in **2015** and Affinity Publisher in **2019**, offering fast, professional tools for designers. Together, they provide a powerful, modern alternative for graphic design, photo editing and publishing.

Canva Inc. is an Australia-born, cloud-based design platform founded in **2013**. It enables users to easily create professional visuals from presentations to social media content using intuitive tools and real-time collaboration.

INTRODUCTION OF ACQUISITION

26 March 2024, Canva announced its acquisition of Serif, bringing the Affinity suite into its growing creative ecosystem. The move strengthens Canva's capabilities by adding professional design tools, creating a more complete platform for creators at every level.

MEET THE NEW AFFINITY

30 October 2025, the new Affinity was unveiled as a unified, all-in-one creative app, bringing **photo editing, vector design and layout** tools together in a single free platform. With a smoother interface and seamless mode switching, it marks a major step forward in accessibility and power for creators, while offering optional AI enhancements through Canva's premium features.

[\(canva x affinity news\)](#)



REASON

Canva wanted to expand beyond simple, template-based design into the **professional creative market** to make high-end software **more accessible** to a broader audience.

The acquisition **strengthened Canva's position** against major industry players, enabling it to compete more directly with **Adobe**.

Serif said it felt like a “great fit”

“Product-wise, it is a great fit as Canva does not have professional design tools as part of their offering and we do not have any cloud or collaboration as part of ours.”

Together, they aim to build a **comprehensive visual design platform** that keeps design **accessible to all**.

IMPACT AND IMPLICATIONS



- Canva gained Affinity's **pro-grade tools**, helping serve both **beginners and professionals**.
- The acquisition boosted Canva's pro-design presence by adding **3M+** users and Affinity's **high-performance** engine.



- Affinity now benefits from **stronger financial backing**, giving it greater stability and resources than it had as an independent company.
- It helps Affinity **expand its presence** and visibility on a **global scale**.



- Canva's simplicity combines with Affinity's pro tools for a **stronger design workflow** for the users.
- Designers can **move more easily** between Canva and Affinity tools.



THE AFTERMATH

MARKET STANDING



AFFINITY SURPASSES ONE MILLION SIGN-UPS AS SOFTWARE GOES FREE



- Affinity now taps into Canva's massive **existing user base of over 240 million** monthly active users, many of whom previously found professional software too complex or expensive.
- Affinity acts as a **top-of-funnel acquisition channel**, attracting professionals who may later adopt Canva's AI tools, asset libraries or collaboration services.
- The free model opens professional-grade tools to a much wider **global audience, including freelancers, small studios, students** and users in regions where expensive subscription models were a major barrier.
- The removal of the cost barrier **opens up** professional design software to aspiring creatives in **emerging markets like India and Southeast Asia**, where subscription models were often out of reach.

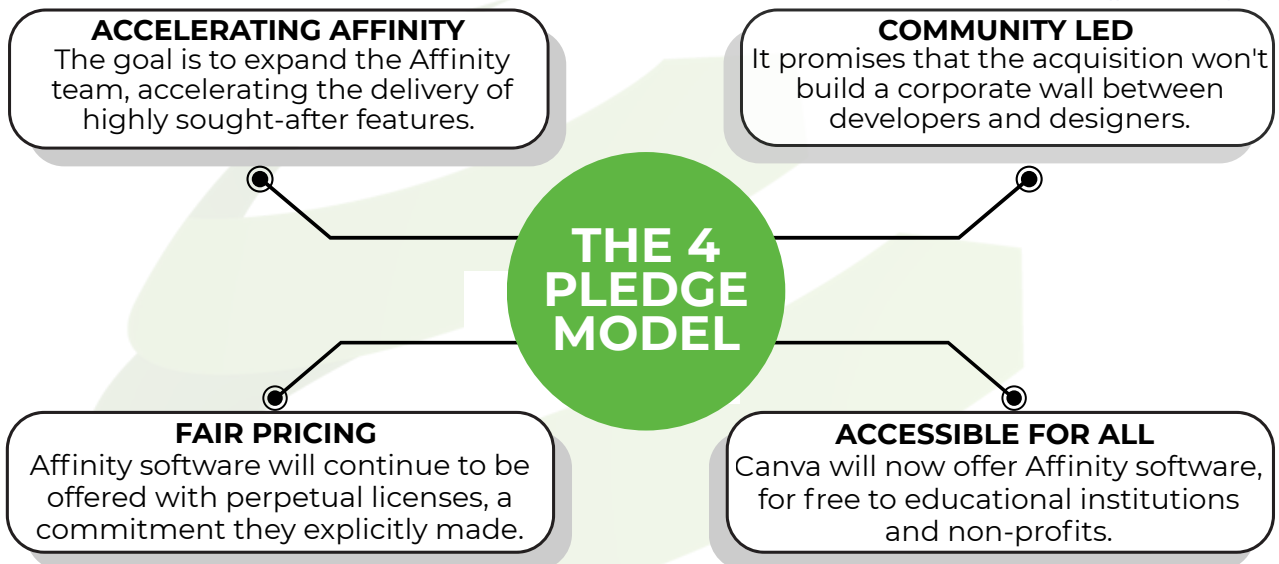
COMPETITOR ANALYSIS

BASIS	AFFINITY	ADOBE	FIGMA
Professional design capabilities	✓	✓	✓
Offline reliability	✓	✗	✗
Ease of use	✓	✗	✗
Availability at free	✓	✗	✗

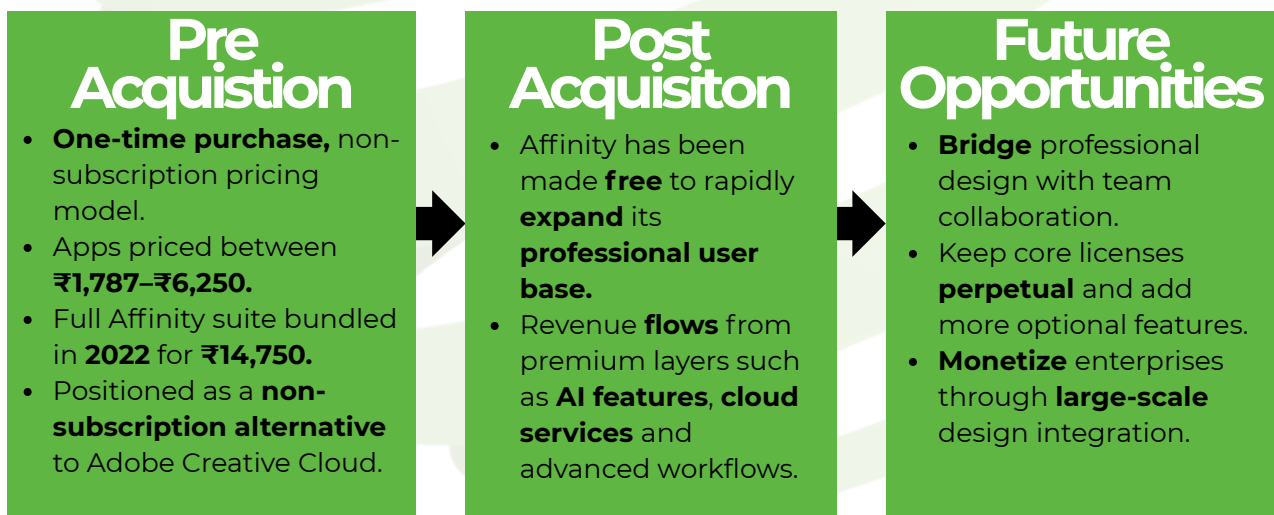


BUSINESS MODEL

Canva acquired Affinity for an estimated **\$380 million** in cash and stock, also integrating the **90-person UK-based team**, including the engineers who built the proprietary "Serif" engine. This purchase signifies buying not just software, but credibility. ([pledge](#))



REVENUE MODEL



Canva now **uses Affinity** as a low-cost entry point to **attract** pro designers, while real revenue comes from high-margin Canva Enterprise subscriptions that those assets help power. Similar to how **DaVinci Resolve** uses free software to drive sales of **Blackmagic's** premium hardware and **CapCut** monetizes through Pro features while fueling **TikTok's** ad ecosystem by making content creation easier.

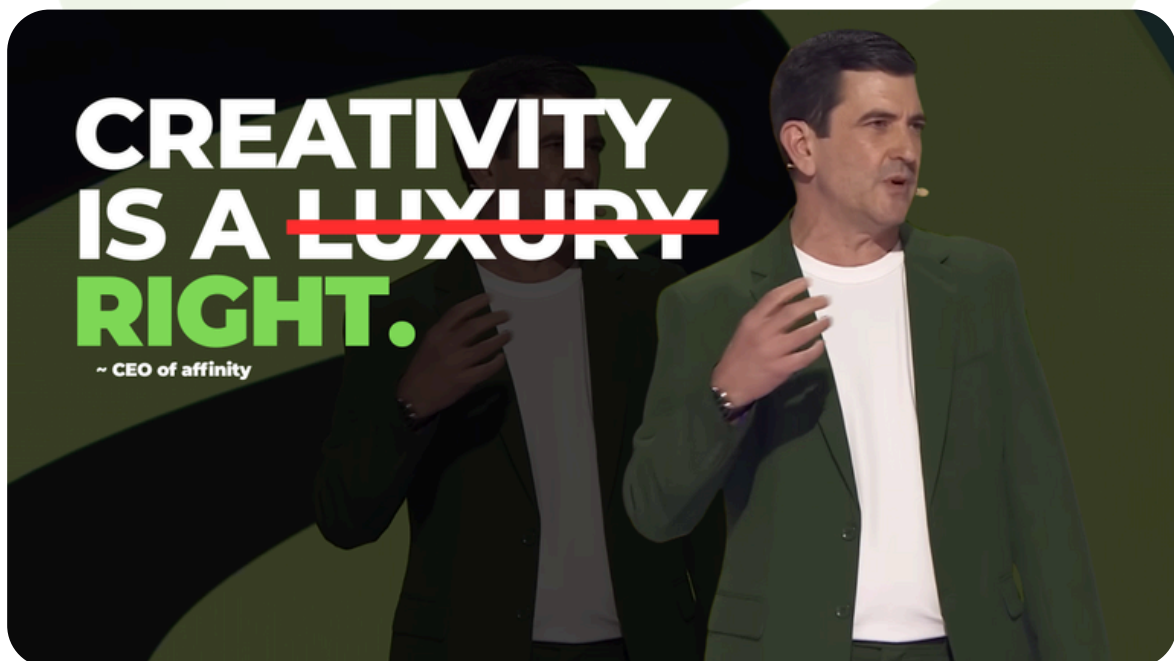


CONCLUSION

Canva's acquisition of Affinity represents a strategic transformation that extends the company's reach into professional-grade creative software. By integrating Affinity's **vector, raster and publishing** capabilities, Canva now serves the entire spectrum from **casual users to design professionals**, creating a unique position that balances **collaborative** accessibility with **professional** power.

This broadened spectrum also positions Canva to **expand** into adjacent markets like **video editing** software, solidifying its presence across the creative landscape.

Ultimately, Canva and Affinity prove that **freedom, flexibility and creativity** do not have to be luxuries but can be the **norm**. Canva hasn't just acquired Affinity-it has embraced a philosophy that **creativity should belong to everyone**.



[\(official announcement video link\)](#)



ACKNOWLEDGEMENT

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REACH US

