

What productivity software costs in 2026

Starting prices, free plans and free trials across 1555 tools in 31 categories, counted from each vendor's own pricing page.

77%

of the 1555 tools are free or have a free plan.

\$8.00

a month is the middle starting price, among the 1020 tools that publish a monthly or yearly price in dollars.

\$9.97

a month is the middle price among the 364 tools that charge for each person.

\$7.50

a month is the middle price among the 656 tools that charge one price.

61%

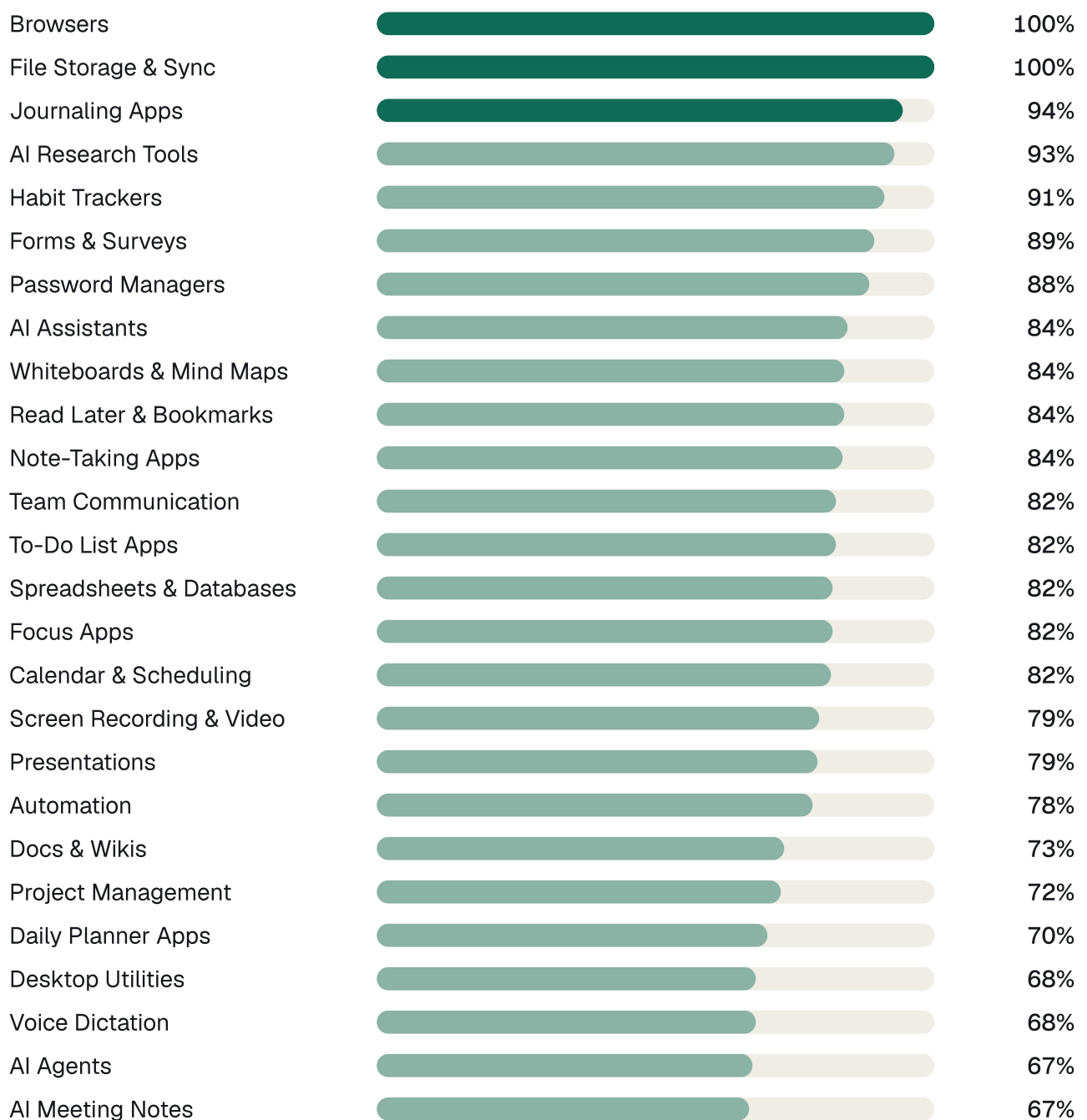
of published starting prices are under \$10 a month.

Counted from 1555 listings, each read from the vendor's own pages up to Oct 9, 2026.
toolgpa.com/reports/software-pricing

Most tools can be tried without paying

1190 of the 1555 tools are free or have a free plan, and 218 of those have no paid plan at all. A further 326 have no free plan but offer a free trial. That leaves 39, or 3%, that ask for payment before you can use them.

Free plans are most common in Browsers, File Storage & Sync and Journaling Apps and least common in CRM Software, Email Apps and AI App Builders.





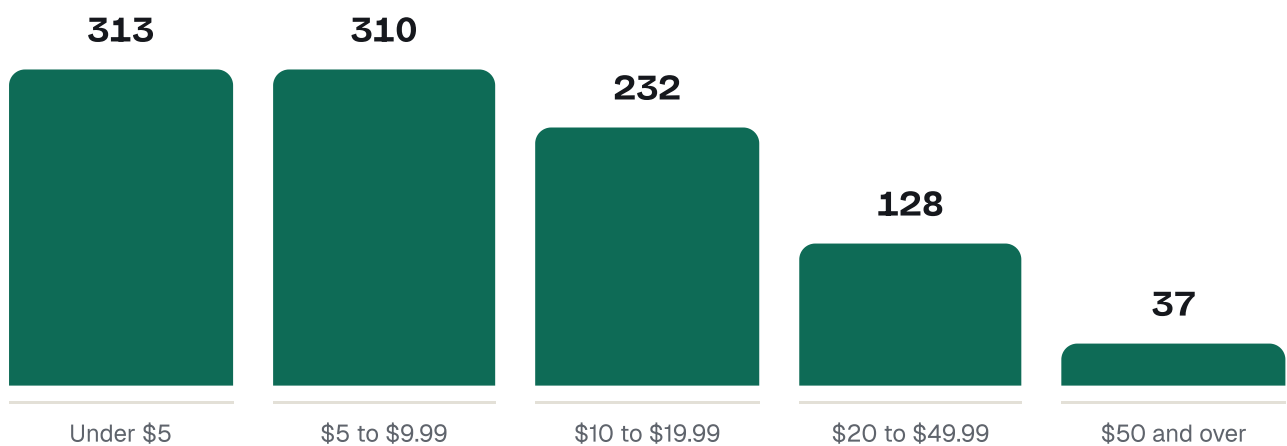
Source: ToolGPA, October 2026. 1555 tools.

02

What a paid plan starts at

Half of the 1020 published starting prices are below \$8.00 a month and half are above. 623 of them, 61%, are under \$10, and 37 start at \$50 or more.

A starting price is the lowest paid price a vendor shows, usually for its smallest plan billed yearly. It is what it costs to get past the free plan, not what a typical customer pays.

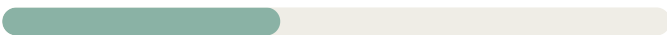
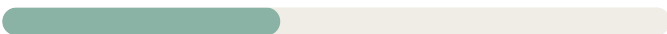
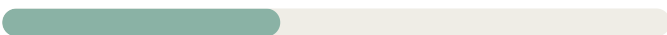
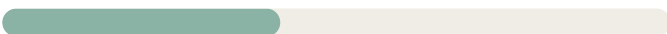
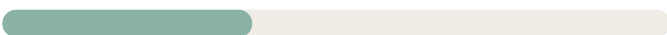
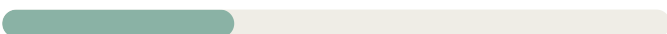
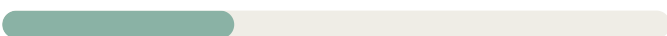
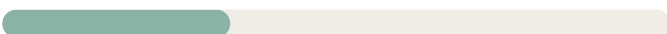
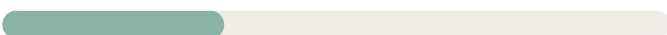
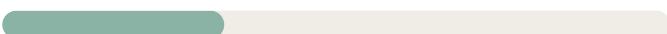
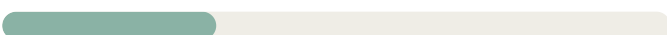
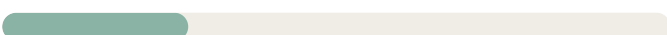
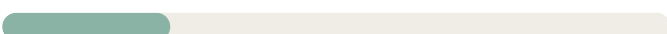
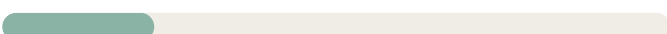
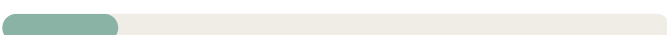


Source: ToolGPA, October 2026. 1555 tools.

Per person or one price

364 of the priced tools charge for each person who uses them, and 656 charge one price. The two should not be read as one list: the middle per-person price is \$9.97 a month, and a team of ten pays ten times that, while the middle flat price is \$7.50.

By category, the middle starting price is highest in Forms & Surveys, CRM Software and AI Agents and lowest in Habit Trackers, Password Managers and Desktop Utilities. Categories sold to teams sit at the top and apps for one person at the bottom.

Forms & Surveys		\$24.00
CRM Software		\$23.00
AI Agents		\$21.25
AI App Builders		\$19.00
Automation		\$19.00
Docs & Wikis		\$13.00
AI Assistants		\$11.99
AI Meeting Notes		\$10.00
AI Research Tools		\$10.00
Screen Recording & Video		\$10.00
Presentations		\$9.99
Spreadsheets & Databases		\$9.00
Voice Dictation		\$8.33
Whiteboards & Mind Maps		\$8.33
Writing Tools		\$8.16
Project Management		\$8.00
Email Apps		\$7.99
Browsers		\$7.67
Team Communication		\$7.00
Time Tracking		\$6.67
Calendar & Scheduling		\$6.00
Note-Taking Apps		\$5.83
Daily Planner Apps		\$5.50
File Storage & Sync		\$5.00
Journaling Apps		\$4.17

To-Do List Apps		\$3.99
Focus Apps		\$3.99
Read Later & Bookmarks		\$3.17
Desktop Utilities		\$2.99
Password Managers		\$2.99
Habit Trackers		\$2.92

Source: ToolGPA, October 2026. 1555 tools.

The highest and lowest starting prices

These are the tools at each end, with the price as their own pricing page states it. A high starting price usually means the vendor sells to companies and has no small plan.

Zenphi

Automation · \$600 / month for Pro on Google Cloud Marketplace (not shown on zenphi.com)

Keap

CRM Software · \$299 / month for 2 users, billed monthly (\$2,988 billed annually)

Helpjuice

Docs & Wikis · \$249 per month for 30 users

Whale

Docs & Wikis · \$249 per month, billed yearly (\$399 billed monthly)

BlueSpice

Docs & Wikis · \$1,620 per year for up to 25 users, cloud-hosted (about \$5.40 per user / month)

Tasks.org

To-Do List Apps · \$0.99 per year (name-your-price subscription)

Ninite

Desktop Utilities · \$1 per machine / year (Nintune); Ninite Pro starts at \$1 per machine / month

Jorte

Calendar & Scheduling · \$3.99 per year for Jorte Plus

aText

Desktop Utilities · \$4.99 for a one-year Personal license

Campfire

Writing Tools · \$0.50 per month for one module; \$12 per month for all modules (Standard)

Every category

Category	Tools	Free or free plan	No paid plan	Free trial	Middle price a month	Per person	One price	No public price
AI Meeting Notes	48	67%	0%	69%	\$10.00	\$12.50	\$8.33	0%
AI Assistants	58	84%	10%	21%	\$11.99	–	\$11.99	10%
AI Agents	52	67%	8%	33%	\$21.25	\$25.00	\$20.00	6%
AI Research Tools	28	93%	14%	14%	\$10.00	\$12.00	\$10.00	11%
AI App Builders	27	63%	0%	41%	\$19.00	–	\$19.00	0%
Voice Dictation	28	68%	18%	39%	\$8.33	\$10.13	\$8.33	0%
Note-Taking Apps	147	84%	24%	38%	\$5.83	\$6.00	\$5.00	0%
Writing Tools	68	66%	12%	57%	\$8.16	–	\$8.00	1%
Docs & Wikis	52	73%	10%	54%	\$13.00	\$11.50	\$18.00	8%
Whiteboards & Mind Maps	31	84%	13%	52%	\$8.33	\$9.00	\$7.50	0%
Spreadsheets & Databases	22	82%	5%	73%	\$9.00	\$10.00	\$6.00	0%
Presentations	24	79%	4%	54%	\$9.99	\$10.00	\$8.97	4%
To-Do List Apps	124	82%	24%	38%	\$3.99	\$7.50	\$3.13	0%
Daily Planner Apps	70	70%	6%	61%	\$5.50	–	\$5.00	1%
Calendar & Scheduling	76	82%	18%	59%	\$6.00	\$7.00	\$4.99	0%
Email Apps	52	58%	8%	67%	\$7.99	\$14.00	\$5.00	4%
Project Management	76	72%	4%	83%	\$8.00	\$8.00	–	0%
CRM Software	46	41%	0%	91%	\$23.00	\$24.00	\$11.00	2%
Team Communication	34	82%	6%	62%	\$7.00	\$7.00	–	9%
Automation	41	78%	7%	61%	\$19.00	–	\$19.99	5%
Forms & Surveys	28	89%	0%	54%	\$24.00	\$26.25	\$24.00	0%
Focus Apps	66	82%	15%	53%	\$3.99	–	\$4.49	0%
Time Tracking	43	65%	7%	84%	\$6.67	\$5.83	\$7.50	2%
Habit Trackers	44	91%	7%	36%	\$2.92	–	\$2.92	2%
Journaling Apps	36	94%	19%	58%	\$4.17	–	\$4.17	3%
Read Later & Bookmarks	37	84%	22%	43%	\$3.17	–	\$3.33	3%
Screen Recording & Video	53	79%	8%	51%	\$10.00	\$13.00	\$9.99	2%
Desktop Utilities	94	68%	39%	44%	\$2.99	\$2.50	\$2.99	1%
Browsers	16	100%	44%	31%	\$7.67	–	\$7.67	0%
Password Managers	17	88%	24%	59%	\$2.99	–	\$3.00	0%
File Storage & Sync	17	100%	6%	47%	\$5.00	–	\$4.87	0%
All categories	1555	77%	14%	52%	\$8.00	\$9.97	\$7.50	2%

How this was counted

- A starting price is the lowest paid price a vendor shows, as recorded on each tool's listing with the page it was read from.
- Yearly prices are divided by twelve. A price counts as per person when the vendor states it per user, seat, member, editor or agent; every other price counts as one price.
- One-time purchases, prices in other currencies and prices with no stated period are left out of the middle prices. A group needs at least 5 priced tools to get one.
- The middle price is the median: half the priced tools start below it and half above.

These figures describe the 1555 tools listed on ToolGPA, not every product on the market. They are counted again whenever a listing changes; this is the October 2026 edition. You may quote them with a link to [this report](#).