ToolGPA

NOVEMBER 2026

Piktochart

The Insider's Guide

Online design tool for infographics, reports and slide decks



Every plan, grade, refund rule and rival among presentation tools, read from Piktochart's own pages.

Made by Piktochart LLC · checked Nov 13, 2026 · toolgpa.com

2.0
GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Piktochart's own pages, its app-store listings and our grades. Every fact in it is on Piktochart's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.0

GPA, above 20 of the 89 other presentation tools we grade

Piktochart is a browser-based design tool for infographics, presentations, reports and other visuals, built on templates and an AI design generator. A free plan has limited downloads and templates, and paid plans unlock premium assets, brand controls and PowerPoint export.

To get you started, here are **9 things to know about Piktochart**, taken from its own pages and our grades.

> "
>
> **You build the design yourself from a template.**
>
> From our grade for ease of use

1 **Best for infographics and visual reports in a browser**

Piktochart is a browser design tool for infographics, reports and presentations, with a free plan and paid plans from $10 a member a month.

2 **Paid plans start at $10 a month for each person**

As its pricing page puts it: $10 per member / month, billed annually ($15 billed monthly).

3 **There is a free plan**

Unlimited visual projects, 60 AI credits, free templates only, 2 PNG downloads and 1GB of storage.

4 **It runs on Web**

Web.

5 **Templates for many formats**

Start from templates for infographics, presentations, reports, brochures and social graphics.

6 **AI design generator**

Turns text or data into a first draft; every plan has a monthly allowance of AI credits.

7 **Brand kit**

The Business plan adds unlimited brand color schemes, custom fonts and logos.

8 **A 2.0 GPA, above 20 of 89**

That is against the other presentation tools we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

The plain part of Piktochart you could make: templates. What surrounds it you could not. The 4 things listed below take a company, not a weekend.

Piktochart at a glance

PRICING Free plan, from $10 per member / month, billed annually ($15 billed monthly)	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Piktochart LLC	CATEGORY Presentations
OUR GRADE 2.0 GPA, fair	

The report card

Best for infographics and visual reports in a browser

Piktochart is a browser design tool for infographics, reports and presentations, with a free plan and paid plans from $10 a member a month.

The free plan allows 2 PNG downloads, and PDF and PowerPoint downloads need Business at $17.

TOOLGPA REPORT CARD	Piktochart	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	Pro is $10 per member a month billed annually, on the $10 middle for presentation tools. Business at $17 adds PDF and PowerPoint downloads.
Free plan and trial	C	The free plan gives unlimited projects, but only free templates, 2 PNG downloads and 1 GB.
Features	C	Templates, an AI generator, brand kit, video editor and collaboration. It is a visuals tool more than a slide tool, and PDF and PowerPoint export are not on Pro.
Ease of use	C	No store rating on record. You build the design yourself from a template.
Platforms and integrations	C	Web only, with no desktop app or integrations list.
Grade point average		Fair, out of 4.0 **2.0**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Piktochart is for

- ✓ Fits if you make infographics and reports more than slide decks
- ✓ Makes sense if your team shares one brand kit on Business

Who it is not for

- ✗ Tight if you stay free, with 2 PNG downloads and free templates only
- ✗ Watch out: PDF and PowerPoint downloads are not on Pro
- ✗ Watch out: AI credits are capped at 60 on Free, 500 on Pro and 1,000 on Business
- ✗ Pricey if you buy for a team, as each paid price is per member
- ✗ Watch out: its pricing page returned an error when we checked, so the figures are from the listing

Good to know

Good for

- ✓ Teachers and students making visual reports and slides
- ✓ Small teams that want infographics and decks in one tool
- ✓ Nonprofits that qualify for the reduced plan

Worth knowing

- ⓘ The free plan allows 2 PNG downloads and only free templates.
- ⓘ PDF and PowerPoint downloads are not on Pro.
- ⓘ AI credits are capped each plan: 60 on Free, 500 on Pro and 1,000 on Business.
- ⓘ The page shows each paid price per member, and Enterprise is aimed at 101 or more members.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$10

A month to start, for each person.
There is a free plan too

Piktochart has a free plan. Paid plans start at $10 per member / month, billed annually ($15 billed monthly).

FREE

$0

Unlimited projects, free templates only, 60 AI credits, 2 PNG downloads and 1GB storage.

PRO

$10

per member / month, billed annually ($15 billed monthly)

Premium templates and icons, unlimited PNG downloads, 500 AI credits and 100GB storage.

BUSINESS

$17

per member / month, billed annually ($20 billed monthly)

Adds PDF and PPT downloads, brand kit, branded templates, 1,000 AI credits, 250GB.

EDUCATION

$39

per member, billed annually

For students and teachers with an educational email; 250 AI credits and PDF and PPT downloads.

NONPROFIT

$60

per member, billed annually

For nonprofit organizations; 250 AI credits, limited brand kit and PDF and PPT downloads.

ENTERPRISE

Custom

For teams of 101 or more, with SSO/SAML, security review and a dedicated account manager.

The free plan

Unlimited visual projects, 60 AI credits, free templates only, 2 PNG downloads and 1GB of storage.

Read from piktochart.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save up to 33% with annual billing

The pricing page lists annual billing as up to 33% cheaper than monthly, for example Pro at $10 versus $15 a month.

Stated on piktochart.com

EDUCATION

Education plan for students and teachers

A discounted plan at $39 per member per year; a valid educational email address is required.

Stated on piktochart.com

NONPROFIT

Nonprofit plan

Registered nonprofits can take a $60 per member, yearly plan that includes PDF and PPT downloads.

Stated on piktochart.com

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Online design tool for infographics, reports and slide decks. Here is what it does, as its own site describes it, and what it covers: AI features, real-time collaboration, templates, presentations.

"

Templates, an AI generator, brand kit, video editor and collaboration.

From our grade for features

Templates for many formats

Start from templates for infographics, presentations, reports, brochures and social graphics.

AI design generator

Turns text or data into a first draft; every plan has a monthly allowance of AI credits.

Brand kit

The Business plan adds unlimited brand color schemes, custom fonts and logos.

Export formats

Free plans download PNG only; PDF and PowerPoint downloads start on Business, Education and Nonprofit.

Team collaboration

Workspaces let members share visuals, set permissions and comment on designs.

Video editor

A separate video editor is listed in the product menu next to the visual editor.

Where it runs

Web

What it works with

Its own pages name no integrations.

Piktochart is made by Piktochart LLC.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

20/89

Other presentation tools it is graded above

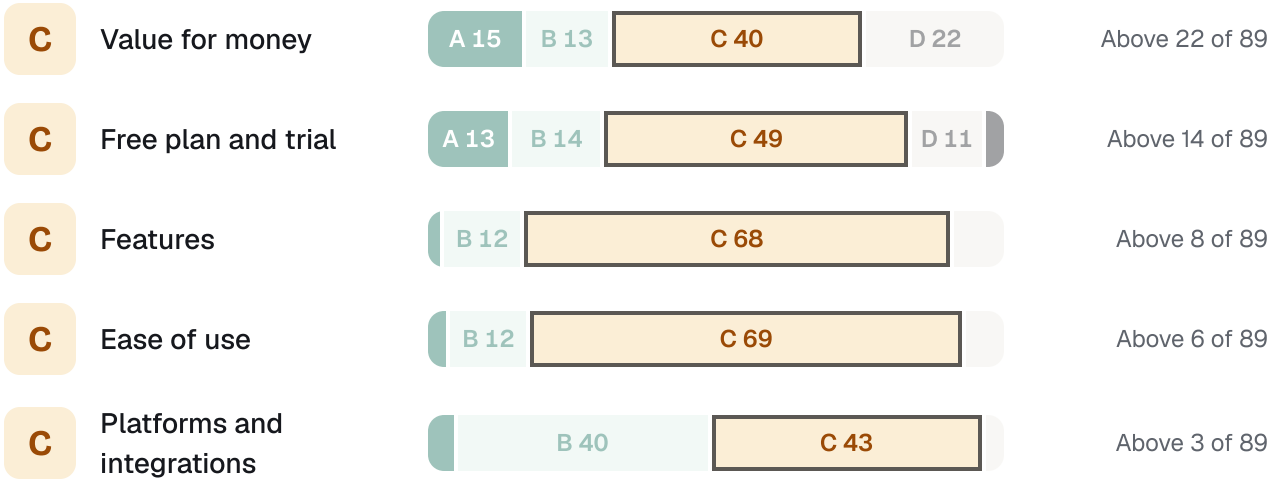
Piktochart's GPA of 2.0 is higher than 20 of the 89 other presentation tools we grade, and level with 16.

Its paid plans start at $10 a month for each person, against a middle price of $10 for the category: 31 of the 63 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 19 tools score higher and cost less.

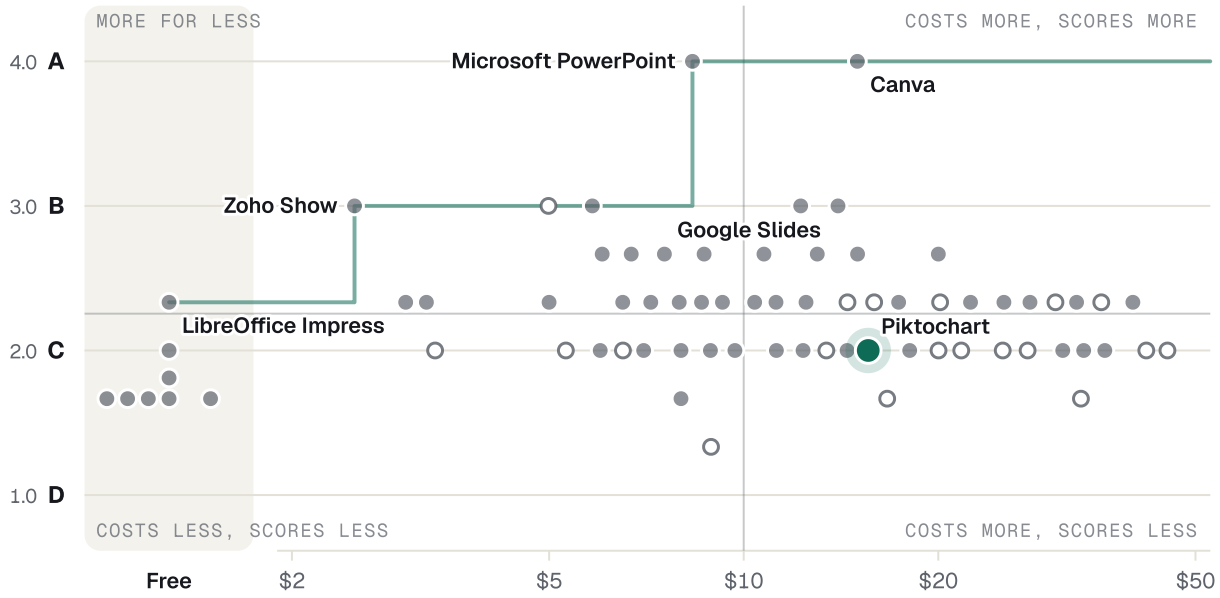
Each grade against the category

Every bar is all 90 presentation tools we grade, cut by the letter each got. Piktochart's own letter is outlined.



Price against what you get

Each dot is one of 72 presentation tools. Further left costs less; higher up scores better on features, ease of use and platforms. Piktochart is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

The plain part of Piktochart you could make: templates. What surrounds it you could not. The 4 things listed below take a company, not a weekend.

That makes this kind of software worth paying for, not this one in particular: 53 of the 89 other presentation tools grade higher. It costs $120 a year.

What you could make

- Templates: an app builder makes this well.

What you could not

- A slide editor.

- ✕ Several people working in it at the same moment.
- ✕ AI features, unless you pay a model provider for each request yourself.
- ✕ What a company asks for before it lets staff use something: roles and permissions.

What this rests on. Piktochart's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Canva, Visme, Venngage, Genially and Beautiful.ai

The 5 tools Piktochart is most often weighed against, with where each one differs from it.

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Canva

Free plan · from $14.99/mo

Template-based design platform for slides, graphics and video.

- Only Canva lists macOS, Windows, iOS and Android apps.
- Canva also covers video editing.

Piktochart and Canva compared in full

2.4 GPA

Visme

Free plan · from $12.25/mo

Template-based design tool for presentations and infographics.

- Only Visme lists macOS, Windows and iOS apps.
- Visme also covers whiteboard, documents and forms.

Piktochart and Visme compared in full



1.8
GPA

Venngage

Free plan · from $10/mo

Online maker for infographics, diagrams and business documents.

- Venngage also covers mind mapping and diagrams.

Piktochart and Venngage compared in full



2.4
GPA

Genially

Free plan · from €6/mo

Interactive presentations, quizzes, games and learning content.

- Genially also covers surveys.

Piktochart and Genially compared in full



1.8
GPA

Beautiful.ai

Free trial · from $14.50/mo

Presentation software with auto-formatting Smart Slides.

- Piktochart has a free plan. Beautiful.ai does not, though it has a free trial.

Piktochart and Beautiful.ai compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

13

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Piktochart free?

Piktochart has a free plan. Unlimited visual projects, 60 AI credits, free templates only, 2 PNG downloads and 1GB of storage.

How much does Piktochart cost?

Piktochart lists 6 plans. Free: $0.

What platforms does Piktochart work on?

Piktochart is available on Web.

Does Piktochart offer any discounts?

Piktochart publicly lists the following: Save up to 33% with annual billing; Education plan for students and teachers; Nonprofit plan.

Does Piktochart have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Piktochart is listed for Web.

Does Piktochart have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Piktochart is listed for Web.

Is Piktochart open source?

Piktochart is not described as open source on its own site, as read on Nov 13, 2026.

Does Piktochart have a student discount?

Education plan for students and teachers. A discounted plan at $39 per member per year; a valid educational email address is required.

Who makes Piktochart?

Piktochart is made by Piktochart LLC.

What are the alternatives to Piktochart?

The closest alternatives to Piktochart in our directory are Canva, Visme, Venngage, Genially and Beautiful.ai.

How does Piktochart compare with other presentation tools?

Piktochart's GPA of 2.0 is higher than 20 of the 89 other presentation tools we grade, and level with 16.

Is Piktochart good value for money?

ToolGPA grades Piktochart C for value for money. On features, ease of use and platforms it scores 2.0 out of 4.

Could I make my own version of Piktochart?

The plain part of Piktochart you could make: templates. What surrounds it you could not.

Where this guide comes from

The prices, plans, platforms and features were read from Piktochart's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Piktochart's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Piktochart LLC. Prices change, so check piktochart.com before you buy.

piktochart.com/pricing/

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Piktochart, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/piktochart

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Piktochart: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/piktochart
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Know someone choosing between presentation tools?

Send them this guide:
toolgpa.com/tools/piktochart/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded presentation tools after Piktochart, each with an Insider's Guide of its own.

Presentations Insider's Guide

Every one of the 90 presentation tools we grade, compared

Microsoft PowerPoint Insider's Guide

Slide presentation app sold with Microsoft 365, free in the browser

3.4 GPA

Zoho Show Insider's Guide

Online presentation software, free for individuals

3.4 GPA

Canva Insider's Guide

Template-based design platform for slides, graphics and video

3.2 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Piktochart's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Piktochart is a trademark of its owner, and this guide is not made, paid for or approved by Piktochart LLC. Prices and plans change: check piktochart.com before you buy.