

The Great SaaS List – 2025 Edition

The Tools Businesses Are Adopting, Dropping, and Replacing



The SaaS industry is entering a new era of **consolidation, selectivity, and smart stack management**.

In a crowded marketplace, companies are rethinking their toolkits—trimming redundant subscriptions, shifting to bundled platforms, and prioritizing seamless integration over single-purpose apps.

To uncover which tools are falling out of favor in 2025, [DesignRush](#) analyzed year-over-year trends in **Google search demand** and **organic web traffic** for 14 leading SaaS platforms. The results paint a clear picture: **some tools are thriving**, while others are **quietly being replaced** or abandoned altogether.

This report ranks the tools, highlights major drop-offs, and maps clear migration trends. If you're wondering what SaaS products are at risk of being cut in the next budget review—this is your guide.

Top 5 SaaS Tools of 2025

Based on Website Traffic, Search Volume & Growth Signals

The following tools rank highest in our Great SaaS List – 2025 Edition, which combines:

- **Search Keyword Growth (40%)**
- **Website Traffic Growth (60%)**

These final scores reflect tools that are not only visited more but are also increasingly searched for and discussed—making them the most popular and relevant in today's SaaS ecosystem.

Rank	Tool	Website	Website Traffic (2024-2025)	Total Annual Searches (2024-2025)	Search Keywords Growth (2024-2025)	Website Traffic Growth (2024-2025)	Final Score
1	Canva	canva.com	391,925,512	18,127,750	124.0%	46.24%	10.0
2	Teams	www.microsoft.com/en-us/microsoft-teams	28,699,865	860,750	25.5%	35.75%	8.3
3	Trello	trello.com	5,304,041	279,000	20.9%	3.35%	7.5
4	Workday	workday.com	17,673,759	1,185,000	10.9%	3.46%	7.3
5	Dropbox	dropbox.com	33,397,308	1,593,000	9.5%	-9.04%	7.0
6	Basecamp	basecamp.com	2,062,313	123,500	-18.4%	-7.27%	6.6
7	Slack	slack.com	23,882,881	1,183,000	-3.0%	-19.85%	6.5
8	Quickbooks	quickbooks.intuit.com	64,384,683	1,823,000	0.0%	-23.24%	6.5
9	Asana	asana.com	15,083,737	308,350	-0.5%	-25.86%	6.4
10	Tableau	tableau.com	11,736,867	216,100	-15.4%	-20.77%	6.3
11	Salesforce	salesforce.com	43,784,445	835,000	-18.3%	-22.96%	6.2
12	Mailchimp	mailchimp.com	19,213,796	461,000	-0.5%	-42.45%	6.0
13	Hubspot	hubspot.com	36,227,705	321,150	-1.3%	-71.16%	5.2
14	Zoom	zoom.us	47,339,190	3,228,000	-18.2%	-64.84%	5.2



1. Canva

Website: canva.com

Rank: #1

Final Score: 10.0

Canva tops the list as the #1 most popular SaaS tool of 2025, with a perfect score of **10.0**. It leads both in absolute numbers and year-over-year momentum. With nearly **392 million site**

visits and over **18 million search queries**, Canva shows explosive growth in both web and user interest.

The +124% surge in search volume indicates massive brand demand, while its +46.2% increase in website traffic shows it's being used heavily—not just discovered. Canva's AI-powered features, ease of use, and appeal across marketing, education, and SMBs make it the SaaS benchmark of the year.

2. Microsoft Teams

Website: microsoft.com/en-us/microsoft-teams

Rank: #2

Final Score: 8.3

Teams claims the #2 spot with a **strong final score of 8.3**, driven by rising engagement and platform consolidation. A **+35.8% increase in website traffic** and solid **+25.5% search growth** indicate growing reliance on Teams as the de facto workplace communication hub—especially for organizations already using Microsoft 365.

Teams is winning the migration war, pulling users away from Slack and Zoom by offering built-in video, messaging, and document collaboration in one integrated interface.

3. Trello

Website: trello.com

Rank: #3

Final Score: 7.5

Trello remains resilient, ranking #3 with a **7.5 score** despite being one of the oldest task management tools on the list. Its **+20.9% increase in search** suggests growing curiosity and relevance, especially among freelancers and small teams.

Although traffic only rose **+3.35%**, Trello's visual simplicity and wide integrations keep it a reliable choice in an increasingly crowded PM space.

4. Workday

Website: workday.com

Rank: #4

Final Score: 7.3

Workday ranks #4 with a **final score of 7.3**, benefiting from stable enterprise usage. Its **+10.9% search growth** reflects strong brand awareness, while a modest **+3.46% traffic bump** signals consistent engagement in HR, finance, and ERP sectors.

Workday may not be flashy, but its deep integration into enterprise workflows ensures long-term relevance—even without rapid adoption growth.

5. Dropbox

Website: dropbox.com

Rank: #5

Final Score: 7.0

Dropbox ranks #5 with a **score of 7.0**, despite a **decline in website traffic** (–9.04%). Its spot in the top tier is preserved by **high overall traffic** and **+9.5% growth in search interest**, which shows users are still seeking it out, even as alternatives grow.

The drop in traffic may indicate shifting behavior toward Google Drive and OneDrive, but Dropbox remains widely embedded in many organizations, especially for legacy file-sharing workflows.

5 Declining SaaS Tools of 2025

This section focuses on the **five lowest-ranked tools**, based on a combination of **search keyword growth** and **website traffic change**, as used in the weighted final score formula (60% traffic, 40% search).

1. Zoom

Website: zoom.us

Report Rank: #14

Final Score: 5.2

Zoom saw one of the most dramatic declines this year, placing last with a **score of 5.2**. Despite having high absolute traffic, it suffered a **–64.8% drop in website visits** and a **–18.2% fall in search interest**.

This decline reflects a post-pandemic slowdown and growing competition from embedded alternatives like Microsoft Teams and Google Meet, both of which are tightly integrated into enterprise ecosystems.

2. HubSpot

Website: hubspot.com

Report Rank: #13

Final Score: 5.2

HubSpot ranks #13 but matches Zoom in final score due to a **steep –71.2% traffic drop**—the largest in the dataset. Although its search decline was mild, the fall in actual engagement suggests serious churn or decreasing usage.

HubSpot’s complexity and cost may be driving SMBs and startups toward modular CRMs or vertical tools like Zoho or Pipedrive.

3. Mailchimp

Website: mailchimp.com

Report Rank: #12

Final Score: 6.0

Mailchimp is falling behind, especially in ecommerce circles. While its search interest remained flat, the **–42.5% drop in website traffic** reflects weakening retention.

Platforms like Klaviyo and ConvertKit are pulling users away with better automation, personalization, and ecommerce-native features.

4. Salesforce

Website: salesforce.com

Report Rank: #11

Final Score: 6.2

Salesforce’s significant **decline in search (–18.3%)** and **traffic (–23.0%)** signals a shift in sentiment. Users may be looking for leaner, easier-to-integrate platforms as Salesforce remains powerful—but complex and expensive.

It's still widely used in enterprise, but smaller teams are increasingly opting for more modern CRMs.

5. Asana

Website: asana.com

Report Rank: #9

Final Score: 6.4

Asana shows a steep **drop in traffic (–25.9%)** and flat search demand. It remains well-known but is getting squeezed by faster-growing tools like Notion, ClickUp, and Linear that offer more flexible, all-in-one workspaces.

Its decline suggests user fatigue and competitive pressure in the task/project management market.

Tools in Decline (by Traffic Loss)

Tool	% Traffic Change	Notes
HubSpot	–71.2%	Marketing teams opting for lighter CRM options
Mailchimp	–64.8%	Losing share to ecommerce-focused platforms
Zoom	–64.8%	Post-pandemic decline + competition from Teams
Asana	–71.2%	Being replaced by hybrid tools (Notion, ClickUp)

Migration Trends: Tools Being Replaced in 2025

This section explores **clear migration patterns** in the SaaS space.

Using combined signals from traffic drops, search declines, and platform popularity, we identify which tools are most likely being **replaced**, and what **emerging alternatives** are taking their place in modern tech stacks.

These shifts are not just preference-based—they're strategic. Companies are consolidating, reducing costs, and prioritizing integration and UX.

Below are the most likely replacements in 2025:

1. Zoom → Microsoft Teams or Google Meet

- **Why:** Zoom's –64.8% traffic drop signals serious churn.
- **Replacements:**

- **Microsoft Teams** (+35.8% traffic) for enterprises using Office 365
- **Google Meet** as the default for Google Workspace users
- **Trend:** Businesses prefer integrated, bundled video tools over standalone apps.

2. HubSpot → Zoho CRM, Pipedrive, or Custom Stacks

- **Why:** A massive –71.2% traffic drop, despite minor search decline
- **Replacements:**
 - **Zoho CRM** and **Pipedrive** for budget-conscious teams
 - Modular stacks with Notion + Airtable + Zapier for flexibility
- **Trend:** HubSpot's all-in-one suite is being replaced by customizable, lower-cost options.

3. Mailchimp → Klaviyo, ConvertKit

- **Why:** –42.5% drop in traffic despite stable brand interest
- **Replacements:**
 - **Klaviyo** for ecommerce automation
 - **ConvertKit** for creators and small businesses
- **Trend:** Users want smarter email, better segmentation, and ecommerce-native features.

4. Asana → Notion, ClickUp, Linear

- **Why:** –25.9% traffic drop; flat search growth
- **Replacements:**
 - **ClickUp** for full-stack PM
 - **Notion** for flexible docs + tasks
 - **Linear** for fast, dev-centric workflows
- **Trend:** All-in-one workspaces are winning over linear task lists.

5. Slack → Microsoft Teams

- **Why:** Slack traffic down –19.9%, search down –3%
- **Replacements:** **Teams** gains from Microsoft ecosystem bundling
- **Trend:** Teams integrates meetings, chat, docs—all in one. Slack struggles to justify itself as a standalone tool in corporate IT stacks.

5. Tableau → Power BI, Looker

- **Why:** Tableau saw –20.8% traffic decline and –15.4% search drop

- **Replacements:**
 - **Power BI** (Microsoft) for native analytics
 - **Looker** (Google) for embedded dashboards
- **Trend:** Businesses favor tools embedded in their existing cloud platforms.

Categories Losing Traction in 2025

1. Communication Tools

- **Zoom:** -64.8% traffic
 - **Slack:** -42.4% traffic
- These tools are being replaced by **Microsoft Teams** or Google Meet, especially where platform bundling reduces cost.

2. Marketing Automation

- **HubSpot:** -71.2%
 - **Mailchimp:** -64.8%
- Big drops suggest marketers are moving to **specialized tools** like Klaviyo (for ecommerce) or more flexible CRMs like Zoho or Pipedrive.

3. Project Management

- **Asana:** -71.2%
 - **Basecamp:** -23.2%
- New tools like **Notion, ClickUp, and Linear** offer better UI, integrations, and cross-functional features.

4. Analytics

- **Tableau:** -19.8%
 - **Salesforce (analytics modules):** -20.8%
- These are getting replaced by **Power BI, Looker**, or embedded solutions built into product platforms.

What This Means for Businesses

1. Simplification Is Winning

Businesses are streamlining their tech stacks. Tools that are integrated, multi-purpose, or bundled into broader platforms (like Microsoft 365) are thriving.

2. Outdated UX and Complexity Are Risk Factors

High-cost, enterprise-heavy tools are being swapped for easier-to-use alternatives. Employees want tools that work across functions and don't require weeks of onboarding.

3. Bundling Drives Decisions

If a tool is already included in your productivity suite, you're more likely to use it—making standalone services more vulnerable than ever.