Adobe price increase confuses customers

Adobe is putting its prices up in the US, Canada and Mexico from April 16, 2018. UK prices aren't rising, but Adobe has sent out emails to some UK customers mentioning a price rise, which is likely to cause confusion.

This morning we received an email notifying us that our annual membership is about to renew automatically next month, followed by a paragraph stating the price of Creative Cloud will increase from April 16, 2018. This caused us some confusion as the 'new' price was what we were paying already, and a 'further info' link went to a page about increases in North America.

Other UK customers are likely to have been equally confused by similar emails because in fact, the price of Creative Cloud plans for us *will not* go up (an increase already took place for the UK back in March 2017) – price hikes are only for North American customers specifically in the US, Canada and Mexico.

This was actually announced in a blog post published back in October 2017, although most of us probably missed that until we received an email in our inbox over the last few days.

Pricing will vary by plan, and existing customers should receive specific information about their membership pricing directly from Adobe. If you have an annual plan, the price will not change until the following annual term, and you should be notified at least 30 days in advance.

New prices for annual pay monthly plans for US customers

Creative Cloud for individuals Single App plans will increase to US$20.99 per month from US$19.99 per month, a $1 per month increase.

Creative Cloud for individuals All Apps plans will increase to US$52.99 per month from US$49.99 per month, a $3 per month increase.

Creative Cloud for teams All Apps plans will increase to US$79.99 per month from US$69.99 per month, a $10 per month increase.

If you have a **month-to-month plan**, you'll see the price increase on your statement at the next billing date that occurs on or after April 16, 2018.

If you have **an annual plan** and you pay monthly – the new price goes into effect at the end of your annual term that ends on or after April 16, 2018. If you pre-pay annually, your price will not increase.

New subscribers can lock in a year subscription at the current price with no additional charge. Adobe's STE Student/Education, Creative Cloud Photography and Acrobat CC plans will see no pricing change.

For more information about price changes, read this more recent Adobe blog post.

Adobe says this is the first time in over five years that it's raised the base price of Creative Cloud. Adobe doesn't seem to have any specific reasoning for price increases, with explanations kept vague, for example – Creative Cloud "continues to evolve and improve."

Here's what was written in the blog post published in October

2017:

“For our All Apps plan customers, we recently released five all-new Creative Cloud apps – Adobe XD CC, Dimension CC, Character Animator CC, Photoshop Lightroom CC, and Spark with premium features. Single App customers also benefited from the addition of Spark with premium features and Adobe Portfolio in their plans. Until April 16, 2018, new members will benefit from current pricing and will not see any pricing adjustment until their contract renewal.”

Price increase for Adobe UK customers?

Adobe already announced a subscription price increase in March 2017 for UK customers, with the US company saying this was due to “recent changes in exchange rates in your region”, aka Brexit. If you’re a UK-based Adobe customer, our story from March 2017 outlines the new prices for you, which does include the Photography Plan paid monthly (which is not set to increase in price for US customers).

For individuals: the annual Photography Plan paid monthly is going up from £8.57 to £10.10 (a rise of 18%). The full Creative Cloud bundle is going up from £45.73 per month (for an annual subscription) to £50.57 (an 11% rise).

The full Creative Cloud for teams will rise from £53.20 per month to around £59 (again 11%).

https://www.digitalartsonline.co.uk/news/creative-software/adobe-price-increase-confuses-customers/