The report on **HubSpot** · CRM platform

Company size	AMER	EMEA	981 with a decision
Solo founder or freelancer	99	108	**207**
Small business under 10 people	90	99	**189**
Growing company of 10 to 100 people	90	90	**180**
Mid-sized company of 100 to 1,000 people	99	99	**198**
Large enterprise	99	108	**207**

`Which AI, and when`

Claude, every release from Sep 2025 to Sep 2026, web search off

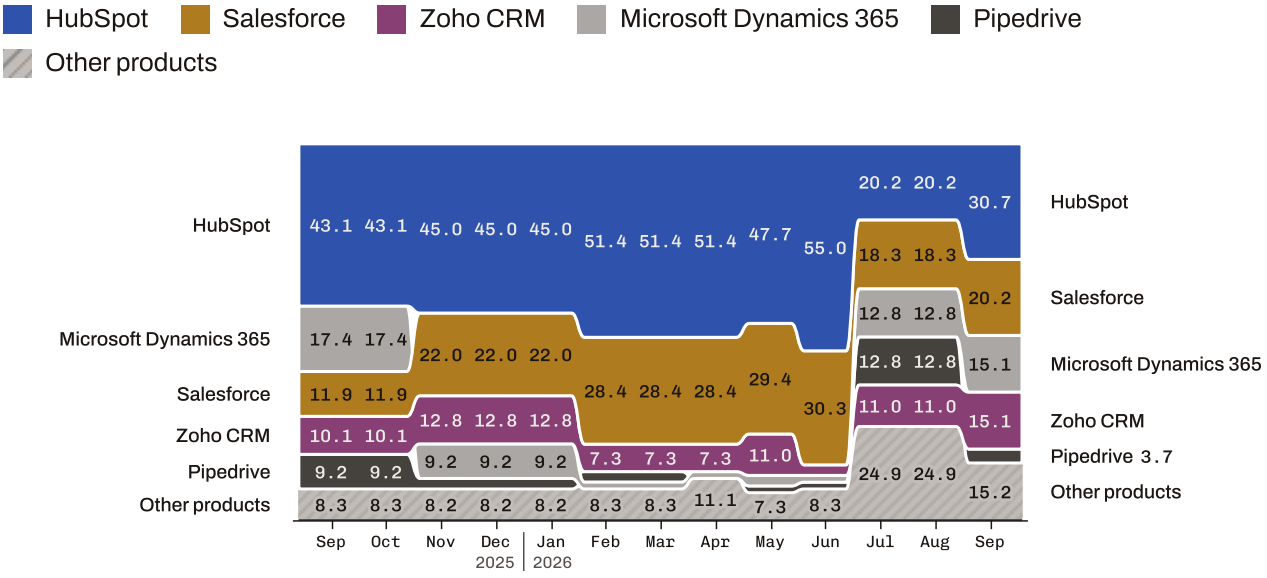
`What it measures`

Which products Claude recommends to each kind of buyer, and how that has moved

HubSpot's share of Claude's picks moved from 46% to 39%; it lost most among `solo founder or freelancer`, losing share to Pipedrive.

Share of Claude's answers by product, month by month

Products in order of share each month, the leader at the top; each ribbon is as thick as its share of answers, adding to 100%



HubSpot the top pick, then and now

47% → 39%

of answers for buyers in AMER and EMEA, across five company sizes

Then	Now
Sep 2025 to Feb 2026	**Apr to Sep 2026**

Moved most

Small business under 10 people **−18** points

HubSpot's share of Claude's picks for each company size and each region, then (Sep 2025 to Feb 2026) and now (Apr to Sep 2026), sorted by where it stands against the nearest rival.

Won in none

Took the lead, or its lead over the nearest rival grew by 3 points or more, on strong or moderate evidence.

No company size or region won against its nearest rival.

Held in 5 segments

Kept its place against the nearest rival: the lead moved less than 3 points, or not by enough to call.

Small business under 10 people

70% → **52%** **–18**

`Company size · moderate`

Lead over Zoho CRM narrowed from 54 to 33 points, on weak evidence. Pipedrive led in 1 of the 5 releases since April. About 40 more answers would decide it.

AMER

47% → **38%** **–9**

`Region`

Lead over Salesforce narrowed from 23 to 8 points, on weak evidence. Salesforce led in 1 of the 5 releases since April. About 50 more answers would decide it.

EMEA

46% → **41%** **–5**

`Region`

Lead over Salesforce narrowed from 29 to 21 points, on weak evidence. About 1,360 more answers would decide it.

Mid-sized company of 100 to 1,000 people

26% → **24%** **–2**

`Company size`

Trails Salesforce by 5 points, 11 now. Salesforce led in 3 and Microsoft Dynamics 365 in 2 of the 5 releases since April. About 1,920 more answers would decide it.

Growing company of 10 to 100 people

68% → **68%** **0**

`Company size`

Lead over Zoho CRM narrowed from 57 to 52 points. About 3,390 more answers would decide it.

Lost in 1 segment

Lost the lead, or its lead over the nearest rival shrank by 3 points or more, on strong or moderate evidence.

Solo founder or freelancer

73% → **56%** **–16**

`Company size · moderate`

Lead over Pipedrive shrank from 65 to 46 points, on moderate evidence.

Never the top pick in 1 segment

Under 5% of the segment's picks then and now, and never its top pick: the race there is among the others.

Large enterprise

0% → **0%** **0**

`Company size`

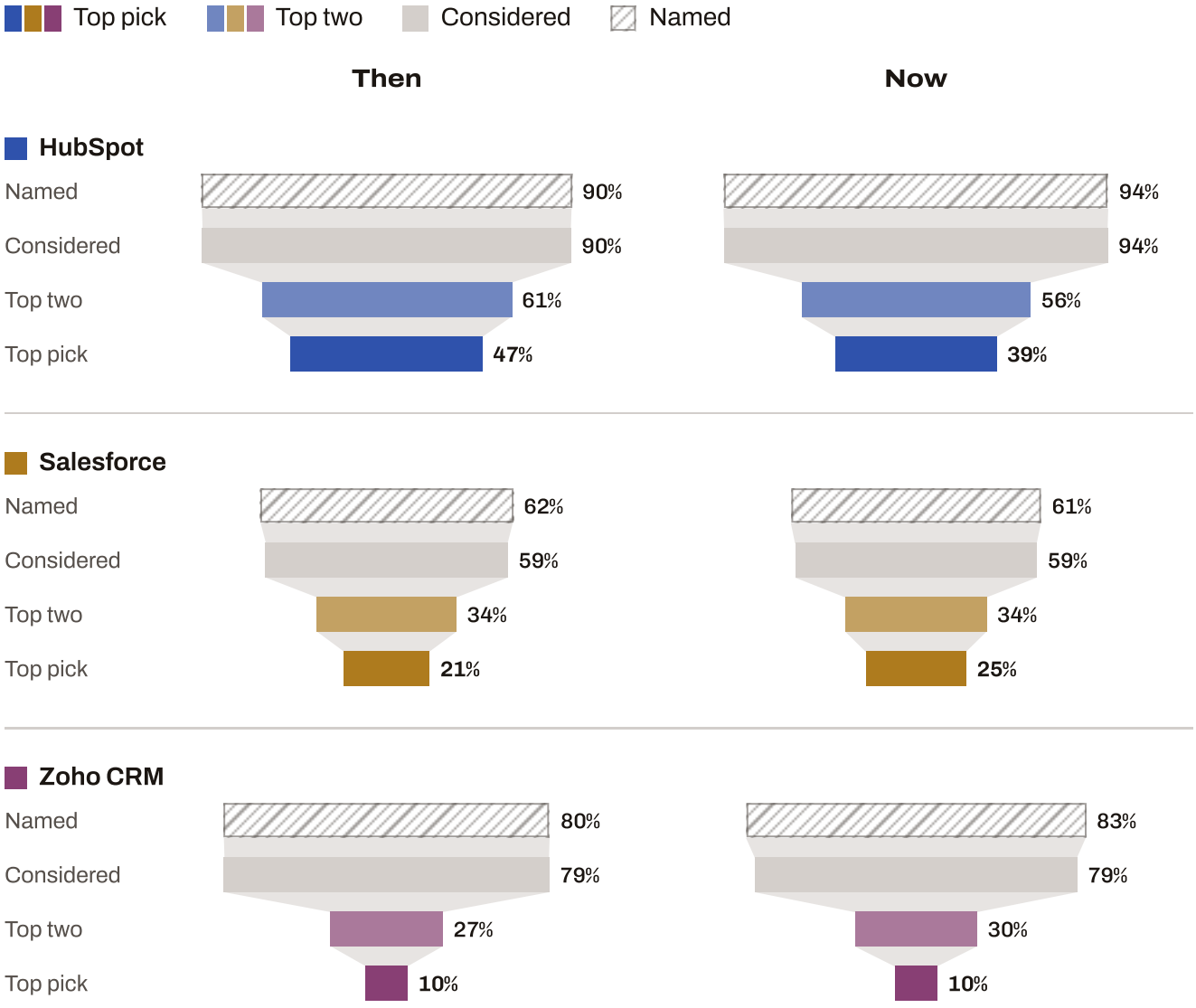
Salesforce led then and now.

Top pick, top two, considered

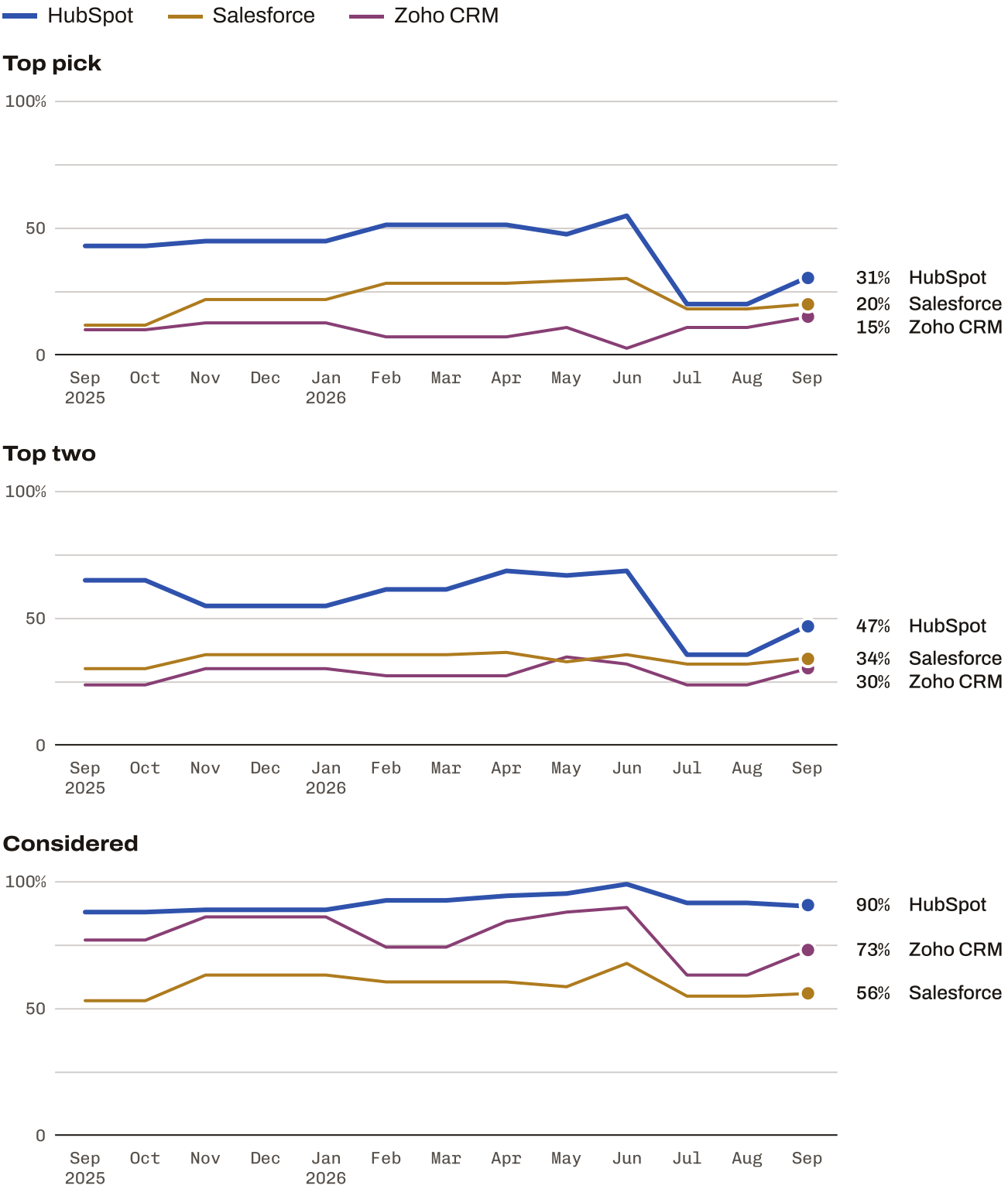
How far HubSpot, Salesforce and Zoho CRM get in Claude's answer: named, considered, in the top two, the top pick.

Where each product sits, then against now

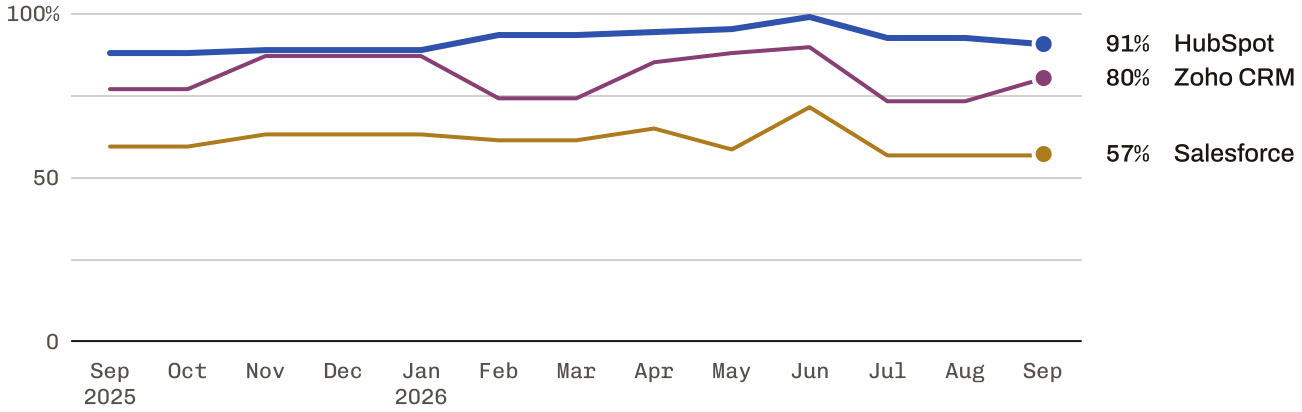
The share of answers that name it, consider it, put it in the top two, and pick it first.



Each level, month by month Share of answers.



Named

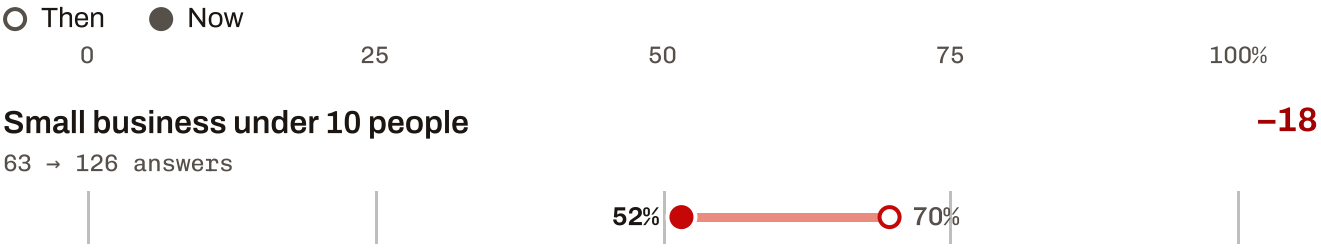

100%
50
0
Sep 2025
Oct
Nov
Dec
Jan 2026
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
91% HubSpot
80% Zoho CRM
57% Salesforce

Where the share moved

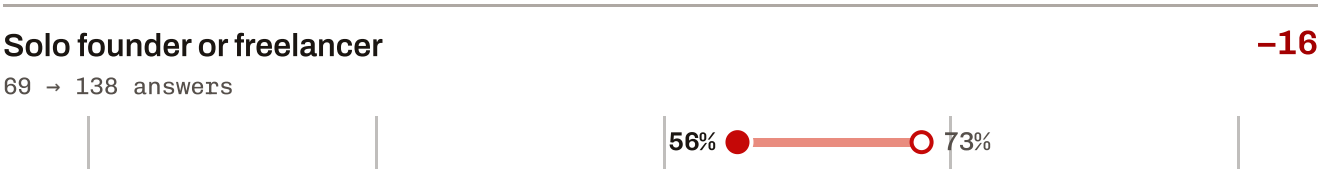
HubSpot lost 3 points or more in three segments, the biggest loss first below. For `large enterprise`, it held while Salesforce gained 11 points. Below, every segment: HubSpot's share then and now, and the product that moved most the other way.

Where HubSpot lost share, and who took it

Its share then and now, the biggest loss first.

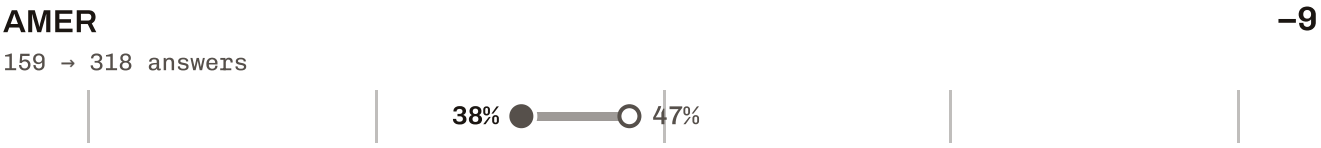


Lead over Zoho CRM narrowed from 54 to 33 points, on weak evidence. Pipedrive led in 1 of the 5 releases since April. About 40 more answers would decide it.



to **Pipedrive +4**

Lead over Pipedrive shrank from 65 to 46 points, on moderate evidence.



to **Salesforce +5**

Lead over Salesforce narrowed from 23 to 8 points, on weak evidence. Salesforce led in 1 of the 5 releases since April. About 50 more answers would decide it.

Green where HubSpot gained 3 points or more, red where it lost as much, grey where it held or not by enough to call.

HubSpot, segment by segment

Its share then and now, and who took it or gave it up.



All buyers

All buyers

−7

327 → 654 answers



to **Salesforce +4**

Lead over Salesforce shrank from 26 to 15 points, on moderate evidence.

By region

EMEA

−5

168 → 336 answers



Lead over Salesforce narrowed from 29 to 21 points, on weak evidence. About 1,360 more answers would decide it.

AMER

−9

159 → 318 answers



to **Salesforce +5**

Lead over Salesforce narrowed from 23 to 8 points, on weak evidence. Salesforce led in 1 of the 5 releases since April. About 50 more answers would decide it.

By company size

Growing company of 10 to 100 people

0

60 → 120 answers



held; **Zoho CRM +5** gained most

Lead over Zoho CRM narrowed from 57 to 52 points. About 3,390 more answers would decide it.

Large enterprise

0

69 → 138 answers



held; **Salesforce +11** gained most

Salesforce led then and now.

Mid-sized company of 100 to 1,000 people

–2

66 → 132 answers



held; **Salesforce +5** gained most

Trails Salesforce by 5 points, 11 now. Salesforce led in 3 and Microsoft Dynamics 365 in 2 of the 5 releases since April. About 1,920 more answers would decide it.

Solo founder or freelancer

–16

69 → 138 answers



to **Pipedrive +4**

Lead over Pipedrive shrank from 65 to 46 points, on moderate evidence.

Small business under 10 people

–18

63 → 126 answers



Lead over Zoho CRM narrowed from 54 to 33 points, on weak evidence. Pipedrive led in 1 of the 5 releases since April. About 40 more answers would decide it.

Green where HubSpot won against its nearest rival, red where it lost, grey where it held or was never the top pick.

The race in each segment Who Claude picks

first now, how far ahead the leader is, and who is one step behind.

All buyers

654 answers now



HubSpot 39% · Salesforce 25% · Zoho CRM 10% · Microsoft Dynamics 365 8%

Clear lead

Lead 26 → 15

One step behind: Microsoft Dynamics 365 **23%**

1st

Growing company of 10 to 100 people

120 answers now



HubSpot 68% · Zoho CRM 17% · Microsoft Dynamics 365 3% · Odoo 2%

Dominated

Lead 57 → 52

One step behind: Zoho CRM **36%**

1st

Large enterprise

138 answers now



Salesforce 80% · Microsoft Dynamics 365 16%

Dominated

Lead 45 → 65

One step behind: Microsoft Dynamics 365 **75%**

–

Mid-sized company of 100 to 1,000 people

132 answers now



Salesforce 36% · HubSpot 24% · Microsoft Dynamics 365 21% · Zoho CRM 18%

Clear lead

Lead 5 → 11

One step behind: Microsoft Dynamics 365 **33%**

2nd

Small business under 10 people

126 answers now



HubSpot 52% · Zoho CRM 18% · Pipedrive 8%

Clear lead

Lead 54 → 33

One step behind: Zoho CRM **41%**

1st

Solo founder or freelancer

138 answers now



HubSpot 56% · Pipedrive 11% · Zoho CRM 1%

Dominated

Lead 65 → 46

One step behind: Pipedrive **43%**

1st

AMER

318 answers now



HubSpot 38% · Salesforce 30% · Zoho CRM 8% · Microsoft Dynamics 365 5%

Close

Lead 23 → 8

One step behind: Microsoft Dynamics 365 **25%**

1st

EMEA

336 answers now



HubSpot 41% · Salesforce 19% · Zoho CRM 13% · Microsoft Dynamics 365 11%

Clear lead

Lead 28 → 22

One step behind: Microsoft Dynamics 365 **21%**

1st

Why each is the top pick, and why not

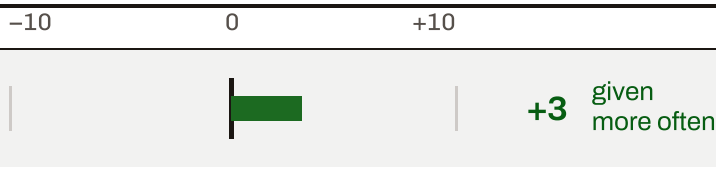
The reasons the answers give for and against HubSpot, Salesforce and Zoho CRM, grouped into themes, in English, across all buyers. Open a reason for its definition and the answers' own words.

HubSpot: picked because, and not picked because Each reason's change, then to now, the biggest first.

Green where the change is good for HubSpot, red where it is bad

Picked because

1,447 → 3,043 reasons given for HubSpot



Marketing, sales and service share one platform and data model, giving a single view of the customer.

Then **6%** of the reasons for HubSpot, 86 of 1,447. Now **9%**, 273 of 3,043. Up 3 points.

Now

> “All-in-one platform that combines sales, marketing and customer service, useful if the distributor wants to consolidate channels”
>
> Apr 2026

> “It lets you manage international contacts, sales pipelines and emails from a single place, useful for following up with foreign coffee buyers.”
>
> Apr 2026

Then

> “All-in-one platform that unifies sales, marketing and customer service in a single place”
>
> Sep 2025

> “Marketing and sales alignment features help unify your teams on one platform”
>
> Sep 2025

Ready-made reporting and dashboards

3% → **5%**



+3 given more often

Reports and dashboards work out of the box, without a separate BI tool or programmers.

Then **3%** of the reasons for HubSpot, 38 of 1,447. Now **5%**, 162 of 3,043. Up 3 points.

Now

> “Robust reporting dashboards help a head of sales track team KPIs”
> Apr 2026

> “Strong pipeline, deal, and activity reporting out of the box, giving sales ops immediate visibility without heavy configuration”
> Apr 2026

Then

> “Visual reports and dashboards that help you see where your customers come from”
> Sep 2025

> “Strong reporting and dashboard capabilities let you track client acquisition and retention metrics easily”
> Sep 2025

Start free, learn needs first

11% → **8%**



−3 given less often

A free entry point lets the buyer start without upfront cost and find out what they really need before investing.

Then **11%** of the reasons for HubSpot, 154 of 1,447. Now **8%**, 232 of 3,043. Down 3 points.

Now

> “Very complete free plan to start at no cost”
> Jun 2026

> “A real free tier, not a demo. You can put in the whole pipeline and all contacts without paying a shekel and see if it catches on.”
> Jul 2026

Then

> “A truly good free version - zero shekels to start”
> Sep 2025

> “Robust free plan to start with and scale according to needs, ideal for trying out without financial commitment”
> Sep 2025

Not picked because

1,364 → 3,044 reasons given against HubSpot



Per-user and contact costs scale up

6% → **12%**



+6 given more often

Pricing is charged per seat or per contact volume, so cost grows sharply with team size or lead count.

Then **6%** of the reasons against HubSpot, 81 of 1,364. Now **12%**, 352 of 3,044. Up 6 points.

Now

> “The cost rises quickly when adding contacts and advanced features; it can become expensive for 140 users”
>
> Apr 2026

> “The 'marketing contacts' model can make the bill more expensive if you load large lists of trade-show contacts who almost never buy.”
>
> Jul 2026

Then

> “Enterprise tier required for 450 users can get expensive and narrows the cost advantage over competitors”
>
> Sep 2025

> “Per-seat pricing on paid plans can strain budgets as headcount grows”
>
> Nov 2025

Useful features locked behind pricier tiers

20% → **16%**



−4 given less often

Specific capabilities such as automation, advanced reporting or customization are only available in the more expensive plans.

Then **20%** of the reasons against HubSpot, 272 of 1,364. Now **16%**, 496 of 3,044. Down 4 points.

Now

> “Some basic project management features require subscriptions to other HubSpot products.”
>
> Apr 2026

> “Some powerful automation features are reserved for the most expensive levels.”
>
> May 2026

Then

> “Advanced features require paid tiers that can get expensive quickly if you need automation or custom reporting”
>
> Sep 2025

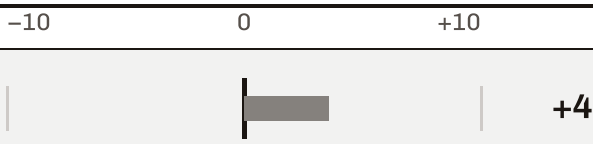
> “Robust custom reports only available on the most expensive plans”
>
> Sep 2025

Salesforce: picked because, and not picked because

Each reason's change, then to now, the biggest first.

Picked because

923 → 1,923 reasons given for Salesforce



Deepest features for complex selling

4% → **7%**

given more often

Pipeline, opportunity, account-hierarchy, territory, quoting and key-account features cover even complex business sales processes.

Then **4%** of the reasons for Salesforce, 35 of 923. Now **7%**, 143 of 1,923. Up 4 points.

Now

> “Highly configurable account and opportunity hierarchies that fit large key-account engineering teams”
>
> Apr 2026

> “It is the market-leading CRM with the greatest functional depth for managing complex B2B sales, which is typical in construction materials distribution with corporate clients and construction companies.”
>
> May 2026

Then

> “Industry-leading platform with most comprehensive feature set available”
>
> Sep 2025

> “Advanced capabilities for managing long-term B2B relationships, complex contracts, and multiple stakeholders per customer”
>
> Sep 2025

Ready-made solutions for your sector

11% → **8%**
given less often



–4

Industry-specific modules, data models or marketplace apps fit the buyer's sector, so less has to be built from scratch.

Then **11%** of the reasons for Salesforce, 105 of 923. Now **8%**, 149 of 1,923. Down 4 points.

Now

> “Designed specifically for the healthcare and life sciences sector, with modules adapted to medical devices.”
>
> Apr 2026

> “Purpose-built edition fits insurance workflows like policy, claims, and household/relationship modeling out of the box”
>
> May 2026

Then

> “Highly customizable through the AppExchange platform for the specific needs of agribusiness”
>
> Sep 2025

> “AppExchange has specific solutions for the food and beverage industry”
>
> Sep 2025

▼ **Many local implementation partners, consultants**

12% → **16%**

given more often



+3

A wide network of certified partners and consultants is available locally for implementation and support, and skilled professionals are easy to hire.

Then **12%** of the reasons for Salesforce, 114 of 923. Now **16%**, 301 of 1,923. Up 3 points.

Now

> “World-leading platform with broad presence in Latin America, including support in Spanish and local partners in the Southern Cone.”
>
> Apr 2026

> “Strong partner and consultancy presence, including firms operating in Nigeria and across Africa”
>
> May 2026

Then

> “Recognized worldwide, which makes it easier to hire people who are already familiar with it”
>
> Sep 2025

> “Huge community of consultants and partners in Mexico makes support and development easier”
>
> Sep 2025

▶ **Strong access controls and compliance**

4% → **7%**

given more often

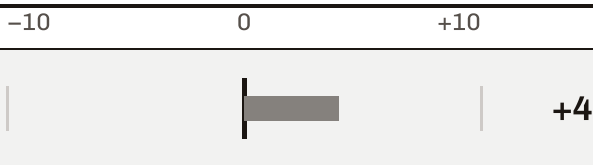


+3

One more reason was given fewer than ten times and isn't drawn.

Not picked because

960 → 1,926 reasons given against Salesforce



Key features sold as add-ons

9% → **13%**
given more often

Important functions sit in higher editions or separately licensed modules, so costs grow unpredictably.

Then **9%** of the reasons against Salesforce, 83 of 960. Now **13%**, 243 of 1,926. Up 4 points.

Now

> “Many key features (CPQ, Marketing Cloud, Service Cloud) are sold separately, inflating the budget”
> Apr 2026

> “Complex licensing with many paid add-ons”
> May 2026

Then

> “Many useful features come as additional paid add-ons that inflate the budget”
> Sep 2025

> “Notorious for surprise fees around data storage, API calls, and add-ons that make budgeting for your MD's approval difficult”
> Sep 2025

Requires a dedicated ongoing administrator

10% → **13%**
given more often



+4

Keeping Salesforce running needs a dedicated internal or external administrator over time, which is a recurring cost.

Then **10%** of the reasons against Salesforce, 95 of 960. Now **13%**, 258 of 1,926. Up 4 points.

Now

> “Dependence on specialized administrators creates risk if there is internal turnover”
> Apr 2026

> “Complexity typically requires dedicated admins and external consultants to implement and maintain”
> May 2026

Then

> “Extremely complex; you need a full-time Salesforce administrator or more”
> Sep 2025

> “Can require substantial ongoing investment in specialized administrators and developers”
> Sep 2025

Per-user price too high

9% → **4%**
given less often



–4

Salesforce's subscription price per user is high relative to this buyer's team size or budget.

Then **9%** of the reasons against Salesforce, 84 of 960. Now **4%**, 83 of 1,926. Down 4 points.

Now

> “Per-user licensing becomes expensive when operations, logistics and the plant are included in the workflow”
> Apr 2026

> “High license cost, especially when multiplied by 140 users”
> Apr 2026

Then

> “Most expensive system on the market; the per-user price may be prohibitive for the whole workforce”
> Sep 2025

> “Very high license cost, especially for large-scale company-wide deployments”
> Sep 2025

▸ **Steep learning curve, needs training**

13% → **9%**

given less often



–4

▸ **High total cost of ownership**

13% → **16%**

given more often



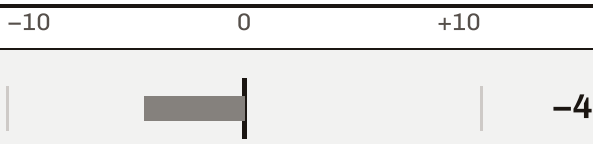
+3

Zoho CRM: picked because, and not picked because

Each reason's change, then to now, the biggest first.

Picked because

1,253 → 2,547 reasons given for Zoho CRM



▼ **Free plan for a few users**

8% → **3%**

given less often

−4

A free tier covers a handful of users, which can be enough for a very small business.

Then **8%** of the reasons for Zoho CRM, 95 of 1,253. Now **3%**, 86 of 2,547. Down 4 points.

Now

> “Very competitive price, including a free plan for up to 3 users”
>
> Apr 2026

> “Has a free plan for a few users, suitable for starting at no cost”
>
> May 2026

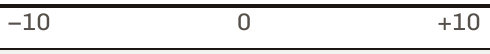
Then

> “There is a free version for up to 3 users if you'd like to try it first”
>
> Sep 2025

> “Free plan for up to three users that could work if only part of the team uses it”
>
> Sep 2025

Not picked because

1,239 → 2,563 reasons given against Zoho CRM



Interface dated and less intuitive

18% → **13%**
given less often



−5

The user interface looks older, cluttered and less polished than modern competitors.

Then **18%** of the reasons against Zoho CRM, 223 of 1,239. Now **13%**, 336 of 2,563. Down 5 points.

Now

> “The UI feels older and less polished than HubSpot's and Pipedrive's”
> Apr 2026

> “User experience and reporting, while improved, still lag Salesforce, Dynamics and HubSpot”
> Apr 2026

Then

> “The interface can seem outdated and less intuitive than other, more modern options”
> Sep 2025

> “The interface feels somewhat outdated and cluttered”
> Nov 2025

Setup needs time or consultant

6% → **10%**
given more often



+4

Getting the system configured well takes considerable time, scripting or a paid partner.

Then **6%** of the reasons against Zoho CRM, 71 of 1,239. Now **10%**, 249 of 2,563. Up 4 points.

Now

> “Although customization is powerful, setup can take time”
> May 2026

> “Integrating the whole ecosystem can become complex without good planning”
> Jun 2026

Then

> “Customization sometimes requires technical knowledge that may need external consultants”
> Sep 2025

> “Initial setup may require technical knowledge”
> Sep 2025

▼ **Strains at large enterprise scale** +4

6% → **10%**
given more often

Performance, governance and advanced reporting may fall short for very large, complex multi-entity organisations.

Then **6%** of the reasons against Zoho CRM, 71 of 1,239. Now **10%**, 253 of 2,563. Up 4 points.

Now

> “At very large scale, performance and depth may lag behind enterprise competitors”
> May 2026

> “Lower reputation and maturity for operations at the scale of thousands of employees compared to Salesforce/Dynamics”
> Jun 2026

Then

> “Scalability limitations when handling very large volumes of data or simultaneous users compared with enterprise solutions”
> Sep 2025

> “Occasional performance issues reported when handling larger datasets or complex automations”
> Sep 2025

▶ **Steeper learning curve** −4

11% → **8%**
given less often

▶ **Suite feels fragmented and uneven** +3

3% → **6%**
given more often

▶ **Support limited on cheaper plans** +3

5% → **8%**
given more often

▶ **Native-language support and translation weaker** −3

7% → **4%**
given less often

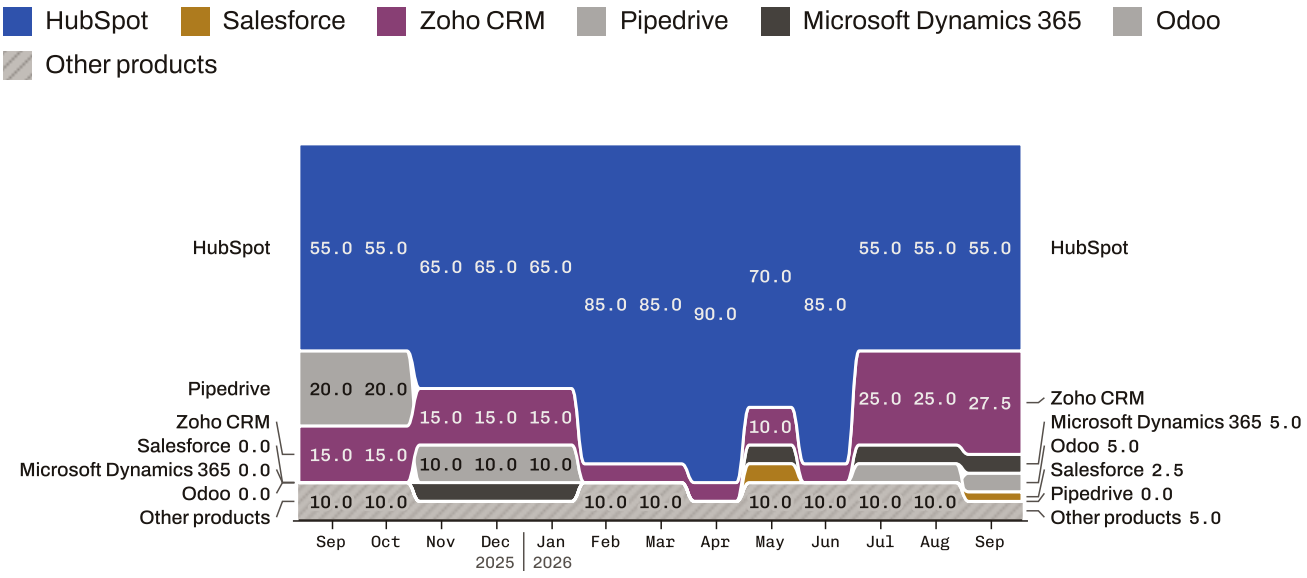
▶ **Too many features for buyer** −3

7% → **5%**
given less often

Each company size

Who Claude picks for each company size, month by month, and the reasons the answers give for and against HubSpot there.

Growing company of 10 to 100 people Ribbons as thick as each product's share, the leader at the top



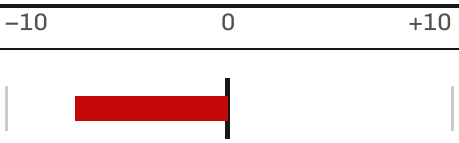
Growing company of 10 to 100 people: why HubSpot, and why not

Each reason's change, then to now, the biggest first.

Green where the change is good for HubSpot, red where it is bad

Picked because

288 → 600 reasons given for HubSpot

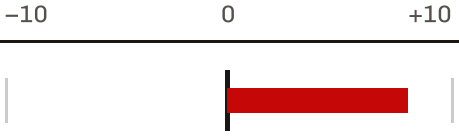


- **Start free, learn needs first** — 17% → **10%** — **−7** given less often
- **Grows with you, no switching** — 15% → **10%** — **−5** given less often
- **Ready-made reporting and dashboards** — 4% → **7%** — **+4** given more often

Three more reasons were given fewer than ten times and aren't drawn.

Not picked because

267 → 598 reasons given against HubSpot

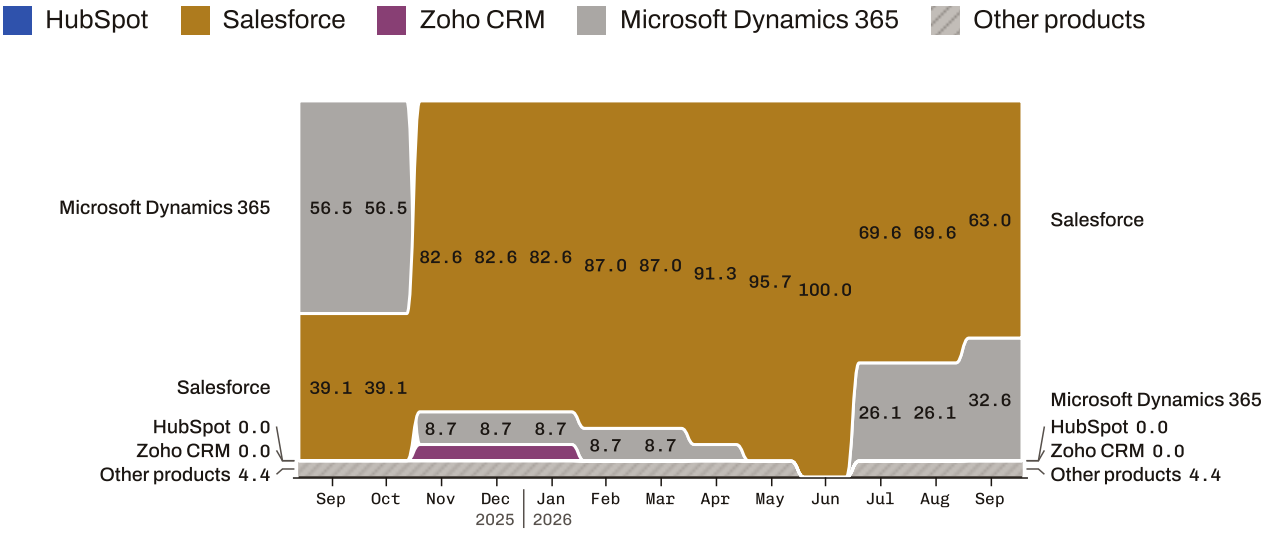


- **Per-user and contact costs scale up** — 10% → **18%** — **+8** given more often
- **Free version has tight limits** — 6% → **1%** — **−5** given less often
- **Useful features locked behind pricier tiers** — 27% → **22%** — **−5** given less often
- **Paid plans get expensive fast** — 19% → **15%** — **−4** given less often
- **Billed in foreign currency** — 2% → **5%** — **+3** given more often
- **ERP integration needs third-party connectors** — 3% → **5%** — **+3** given more often
- **Geared to marketing, not projects** — 4% → **7%** — **+3** given more often

- **Less depth for complex enterprises**
  3% → **6%**
  +3 given more often
- **Rigid annual contracts and onboarding fees**
  1% → **5%**
  +3 given more often
- **Overkill for a small business**
  7% → **4%**
  −3 given less often
- **Weak local support and partners**
  8% → **5%**
  −3 given less often

Four more reasons were given fewer than ten times and aren't drawn.

Large enterprise Ribbons as thick as each product's share, the leader at the top

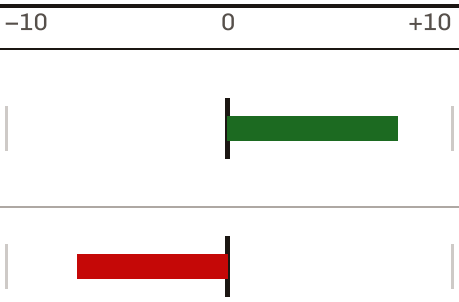


Large enterprise: why HubSpot, and why not Each reason's change, then to now, the biggest first.

Green where the change is good for HubSpot, red where it is bad

Picked because

231 → 540 reasons given for HubSpot

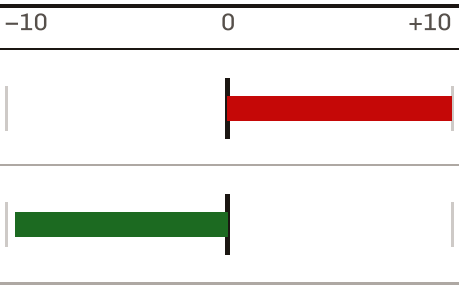


- **Ready-made reporting and dashboards** — 0% → **8%** — **+8** given more often
- **Start free, learn needs first** — 10% → **4%** — **−7** given less often

Six more reasons were given fewer than ten times and aren't drawn.

Not picked because

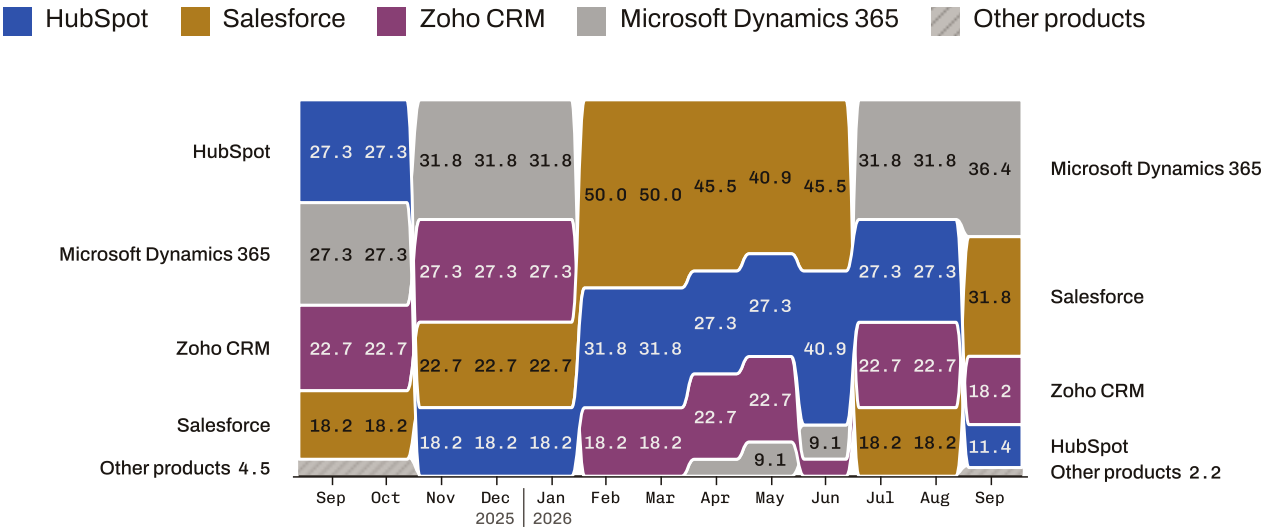
235 → 550 reasons given against HubSpot



- **Per-user and contact costs scale up** — 6% → **16%** — **+10** given more often
- **Weak local support and partners** — 14% → **5%** — **−10** given less often
- **Not tailored to the industry** — 20% → **15%** — **−5** given less often
- **Less depth for complex enterprises** — 38% → **41%** — **+3** given more often

Seven more reasons were given fewer than ten times and aren't drawn.

Mid-sized company of 100 to 1,000 people Ribbons as thick as each product's share, the leader at the top



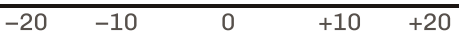
Mid-sized company of 100 to 1,000 people: why HubSpot, and why not

Each reason's change, then to now, the biggest first.

Green where the change is good for HubSpot, red where it is bad

Picked because

313 → 651 reasons given for HubSpot

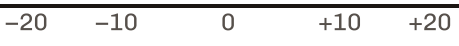


- **Start free, learn needs first**
  17% → **5%**
  −12 given less often
- **Ready-made reporting and dashboards**
  5% → **9%**
  +4 given more often
- **Large ecosystem of integrations**
  6% → **10%**
  +3 given more often
- **Marketing, sales, service unified**
  9% → **12%**
  +3 given more often

Five more reasons were given fewer than ten times and aren't drawn.

Not picked because

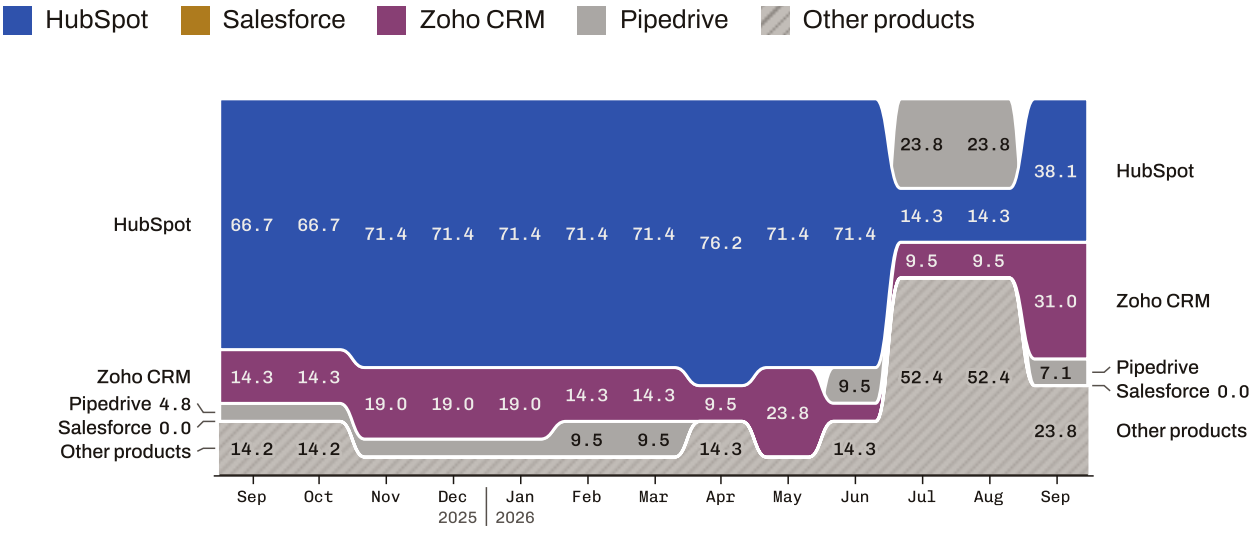
314 → 653 reasons given against HubSpot



- **Useful features locked behind pricier tiers**
  17% → **10%**
  −7 given less often
- **Per-user and contact costs scale up**
  12% → **18%**
  +6 given more often
- **Less depth for complex enterprises**
  15% → **21%**
  +5 given more often
- **ERP integration needs third-party connectors**
  8% → **12%**
  +4 given more often
- **Not tailored to the industry**
  24% → **20%**
  −4 given less often
- **Paid plans get expensive fast**
  12% → **9%**
  −3 given less often

Six more reasons were given fewer than ten times and aren't drawn.

Small business under 10 people Ribbons as thick as each product's share, the leader at the top



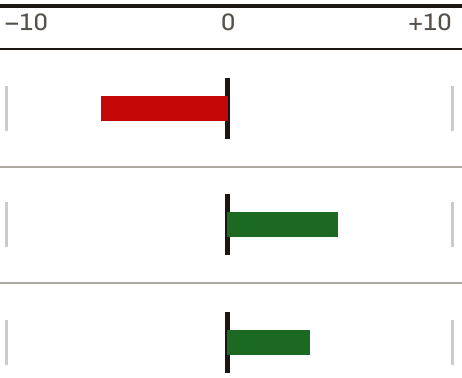
Small business under 10 people: why HubSpot, and why not

Each reason's change, then to now, the biggest first.

Green where the change is good for HubSpot, red where it is bad

Picked because

303 → 617 reasons given for HubSpot

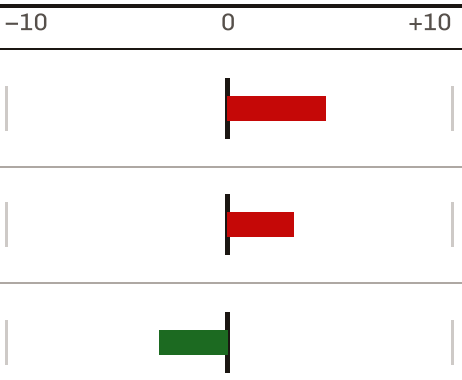


- **No-cost tier fits whole team**
  18% → **12%**
  −6 given less often
- **Start free, learn needs first**
  4% → **9%**
  +5 given more often
- **Strong marketing and lead generation**
  6% → **9%**
  +4 given more often

Four more reasons were given fewer than ten times and aren't drawn.

Not picked because

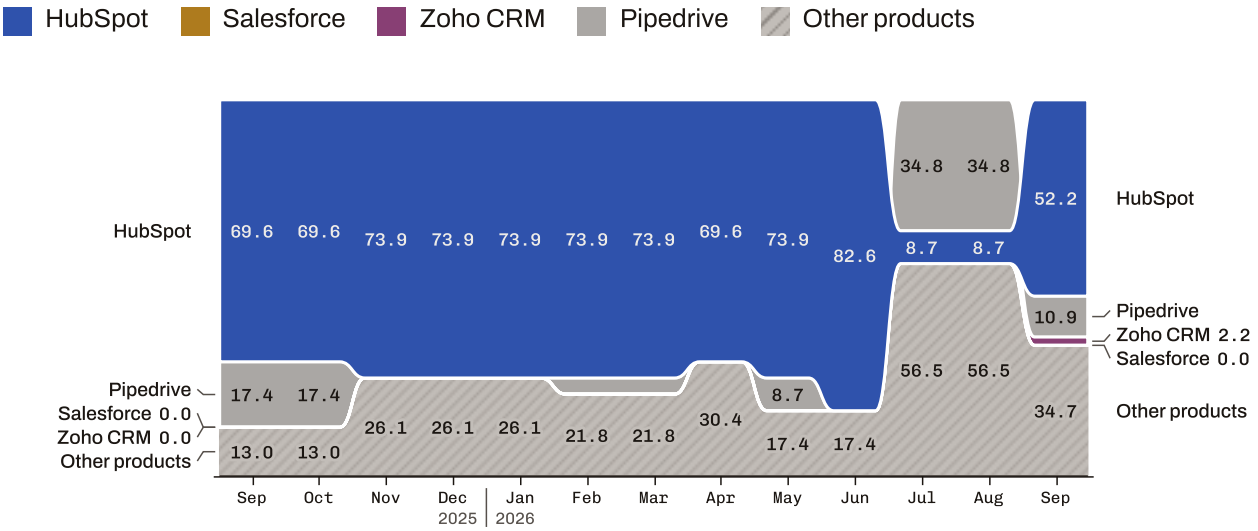
271 → 616 reasons given against HubSpot



- **Per-user and contact costs scale up**
  0% → **4%**
  +4 given more often
- **Geared to marketing, not projects**
  4% → **7%**
  +3 given more often
- **Little support on free tiers**
  4% → **1%**
  −3 given less often
- **Overkill for a small business**
  15% → **12%**
  −3 given less often
- **Useful features locked behind pricier tiers**
  26% → **22%**
  −3 given less often

Three more reasons were given fewer than ten times and aren't drawn.

Solo founder or freelancer Ribbons as thick as each product's share, the leader at the top

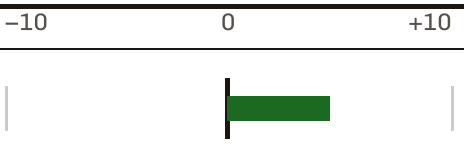


Solo founder or freelancer: why HubSpot, and why not Each reason's change, then to now, the biggest first.

Green where the change is good for HubSpot, red where it is bad

Picked because

312 → 635 reasons given for HubSpot

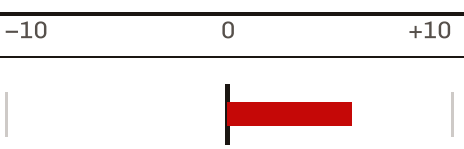


- **Start free, learn needs first** — 5% → **9%** — **+5** given more often
- **Easy to learn, no tech skills** — 15% → **10%** — **−5** given less often
- **Marketing, sales, service unified** — 0% → **4%** — **+4** given more often
- **Rich documentation, training and community** — 12% → **15%** — **+3** given more often

Four more reasons were given fewer than ten times and aren't drawn.

Not picked because

277 → 627 reasons given against HubSpot



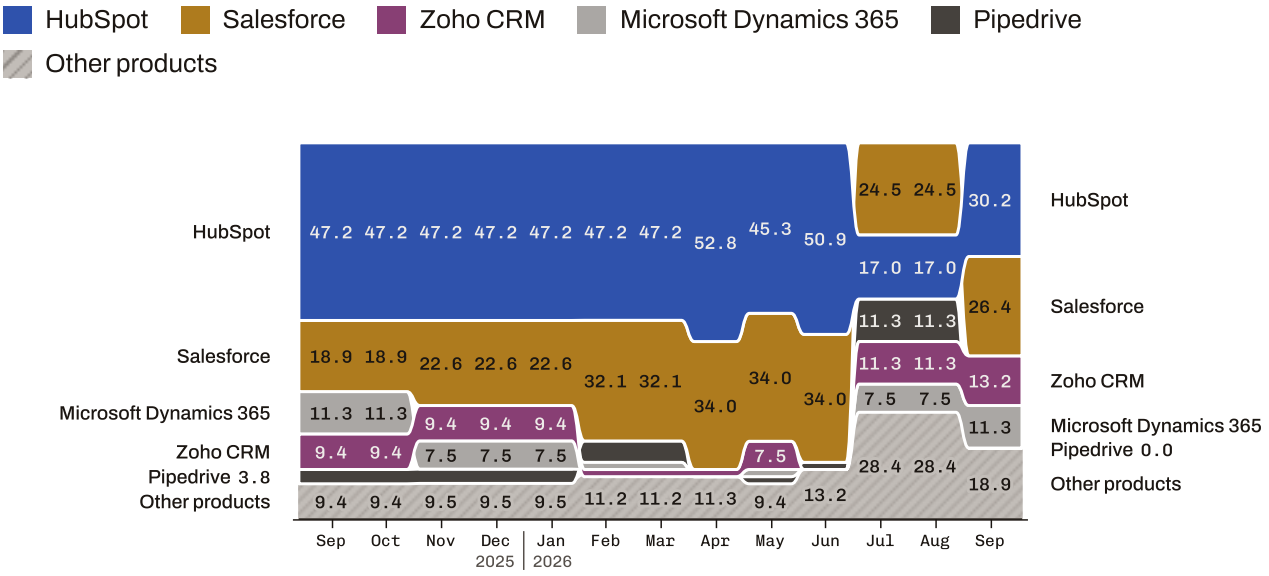
- **Not tailored to the industry** — 4% → **9%** — **+6** given more often
- **Overkill for a small business** — 26% → **21%** — **−5** given less often
- **Ecosystem lock-in, awkward data export** — 2% → **6%** — **+4** given more often
- **Paid plans get expensive fast** — 16% → **19%** — **+3** given more often

Six more reasons were given fewer than ten times and aren't drawn.

Each region

Who Claude picks in each region, month by month, and the reasons the answers give for and against HubSpot there.

AMER Ribbons as thick as each product's share, the leader at the top



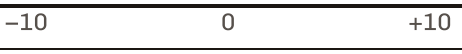
AMER: why HubSpot, and why not

Each reason's change, then to now, the biggest first.

Green where the change is good for HubSpot, red where it is bad

Picked because

712 → 1,518 reasons given for HubSpot

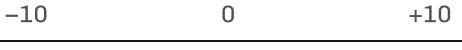


- **Start free, learn needs first**
  12% → **8%**
  −4 given less often
- **Marketing, sales, service unified**
  6% → **9%**
  +3 given more often
- **Ready-made reporting and dashboards**
  2% → **5%**
  +3 given more often
- **Rich documentation, training and community**
  12% → **15%**
  +3 given more often

One more reason was given fewer than ten times and isn't drawn.

Not picked because

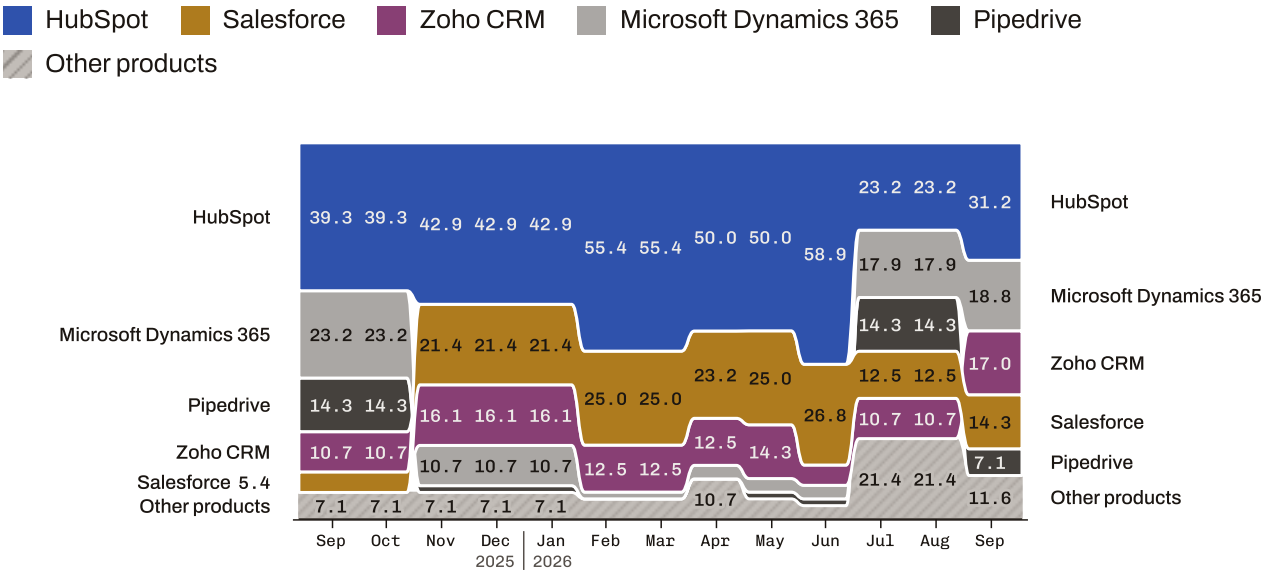
677 → 1,523 reasons given against HubSpot



- **Per-user and contact costs scale up**
  6% → **12%**
  +6 given more often
- **Useful features locked behind pricier tiers**
  21% → **17%**
  −4 given less often

One more reason was given fewer than ten times and isn't drawn.

EMEA Ribbons as thick as each product's share, the leader at the top



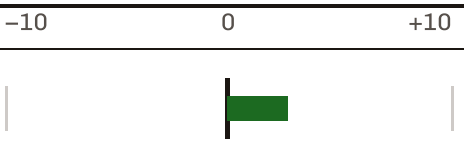
EMEA: why HubSpot, and why not

Each reason's change, then to now, the biggest first.

Green where the change is good for HubSpot, red where it is bad

Picked because

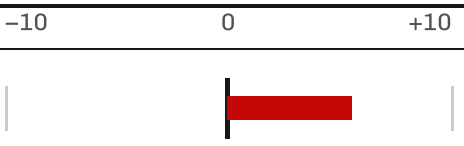
735 → 1,525 reasons given for HubSpot



- **Marketing, sales, service unified** — 6% → **9%** — **+3** given more often
- **Sales team adopts it quickly** — 11% → **14%** — **+3** given more often
- **No-cost tier fits whole team** — 7% → **4%** — **−3** given less often

Not picked because

687 → 1,521 reasons given against HubSpot



- **Per-user and contact costs scale up** — 6% → **11%** — **+6** given more often
- **ERP integration needs third-party connectors** — 4% → **6%** — **+3** given more often
- **Useful features locked behind pricier tiers** — 19% → **16%** — **−3** given less often
- **Weak local support and partners** — 8% → **5%** — **−3** given less often

One more reason was given fewer than ten times and isn't drawn.

New entrants and departures

Products Claude started or stopped picking in a segment, and the other products that rose or fell there.

New entrants

No new entrant: no product rose from under 2% of a segment's picks to 5% or more.

Departures

Pipedrive

Growing company of 10 to 100 people

Then	Now	
10%	1%	−9

To whom Zoho CRM +5

Rising

Pipedrive

Solo founder or freelancer

Then	Now	
7%	11%	+4

From whom HubSpot −16

Falling

Microsoft Dynamics 365

Large enterprise

Then	Now	
25%	16%	−9

To whom Salesforce +11

The strongest moves

HubSpot's share then and now in every segment and every combination of company size and region, strongest evidence first.

All 17 segments and combinations

Ranked by the strength of the evidence.

Small business under 10 people

Then Now

70% 52% −18

Strength of evidence moderate

Answers, then → now 63 → 126

Solo founder or freelancer

Then Now

73% 56% −16

Strength of evidence moderate

Who took it, or gave it up Pipedrive +4

Answers, then → now 69 → 138

AMER

Then Now

47% 38% −9

Who took it, or gave it up Salesforce +5

Answers, then → now 159 → 318

Solo founder or freelancer · AMER

Then Now

73% 53% −20

Answers, then → now 33 → 66

Small business under 10 people · AMER

Then Now

73% 53% −20

Who took it, or gave it up Zoho CRM +13

Answers, then → now 30 → 60

Small business under 10 people · EMEA

Then Now

67% 50% −17

Who took it, or gave it up Pipedrive +8

Answers, then → now 33 → 66

Solo founder or freelancer · EMEA

Then Now

72% 60% −12

Who took it, or gave it up Pipedrive +7

Answers, then → now 36 → 72

EMEA

Then Now

46% 41% −5

Answers, then → now 168 → 336

Growing company of 10 to 100 people · EMEA

Then Now

70% 77% +7

Who took it, or gave it up Pipedrive −13

Answers, then → now 30 → 60

Growing company of 10 to 100 people · AMER

Then Now

67% 60% −7

Who took it, or gave it up Zoho CRM +7, Odoo +3, Salesforce +3

Answers, then → now 30 → 60

Mid-sized company of 100 to 1,000 people

Then Now

26% 24% −1

Who took it, or gave it up Salesforce +5

Answers, then → now 66 → 132

Mid-sized company of 100 to 1,000 people · EMEA

Then Now

24% 23% −1

Who took it, or gave it up Zoho CRM +3

Answers, then → now 33 → 66

Mid-sized company of 100 to 1,000 people · AMER

Then Now

27% 26% −1

Who took it, or gave it up Salesforce +9, Microsoft Dynamics 365 +3

Answers, then → now 33 → 66

Growing company of 10 to 100 people

Then Now

68% 68% 0

Who took it, or gave it up Pipedrive −9

Answers, then → now 60 → 120

Large enterprise

Then	Now	
0%	0%	0

Who took it, or gave it up Microsoft Dynamics 365 −9

Answers, then → now 69 → 138

Large enterprise · AMER

Then	Now	
0%	0%	0

Who took it, or gave it up Microsoft Dynamics 365 −11, Zoho CRM −3

Answers, then → now 33 → 66

Large enterprise · EMEA

Then	Now	
0%	0%	0

Who took it, or gave it up Microsoft Dynamics 365 −7

Answers, then → now 36 → 72

How to read this report

Source

Claude's answers to 99 buyer questions, every release from Sep 2025 to Sep 2026, web search off; 981 answers with a decision. Cavern of Time, cavernoftime.app.

How the report counts

981 answers with a decision, from nine releases in eight months, Claude called without web access. Every figure counts the answers for all buyers that end in a decision. An answer that picks a product outside the list (most often SAP Sales Cloud) is a pick of something else and stays in the count. Then is three release months (Sep 2025 to Feb 2026), now is five (Apr to Sep 2026): the split is the calendar midpoint between the first and last release. A chart's last month is the latest (Sep 2026); "now" pools Apr to Sep 2026. Releases in the same month are pooled; the months are to scale. Strength of evidence: strong, moderate or weak, how far the change exceeds the swing of a single month. The briefs never name a product. Preview: built from our own test run through a Claude subscription, which adds a few lines of its own to every question (the app's identity, the date and the account); the paid report asks every question again through Claude's API, without them.

Then and now

Then is Sep 2025 to Feb 2026; now is Apr to Sep 2026. A share then or now pools the answers of every release in that period.

A segment

All buyers, one value of an axis the report cuts (a company size or a region), or one of HubSpot's own groups of buyers; a segment needs 15 answers a period to be listed.

Top pick, top two, considered, named

Top pick: the answer's first choice. Top two: first or second. Considered: on the list at all. Named: mentioned anywhere in the answer. Each level is part of the one before it.

Who leads each month

Led the month: the product with the largest share of that month's answers. Coloured: HubSpot and the two rivals the report names, Salesforce and Zoho CRM. Every other product with 5% or more of a month's answers here is named, in grey; the rest, and any outside the list, are hatched as other products. A month with no release shows the release then current.

Won, held, lost

Green: won, against the nearest rival: HubSpot took the lead, or its lead grew by 3 points or more on strong or moderate evidence; red: lost, the reverse; grey: held. A segment that held while its lead narrowed by 3 points or more, or while another product led in a release since April, says so under its name, with how many more answers would decide it where the evidence can't yet. Never the top pick: under 5% of the segment's picks then and now, and never its top pick, so it is in no race there; grey, with who led then and now.

Who took it

Who took it, or gave it up: where HubSpot gained 3 points or more, the product that lost the most points; where it lost 3 points or more, the product that gained the most; where it moved less than 3 points, it held, and the product that gained the most is named. Shares are rounded; changes are worked out before rounding.

Reasons

Picked because: the reasons the answers with a product as the top pick gave for it; Not picked because: the reasons the answers that passed it over gave against it. Each is a share of the reasons given on its side, then and now; a reason is drawn once given ten times in a period.

Reports on how Claude recommends products to every kind of buyer, and how that has moved over time. Every figure comes from Claude, called without web access. Not affiliated with Anthropic; Claude is Anthropic's trademark.