

State of SaaS Pain Points 2026

What 1M+ real user complaints reveal about what to build. The biggest opportunities in SaaS right now are boring: better reporting and analytics (gaps affecting 153,725 companies) and integrations (133,213 companies). Here is the data.

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1M+

real user complaints analyzed

39,935

severity-scored pain points

40,937

documented feature gaps

3,177

scored SaaS opportunities

This report is built on observed complaint data, not surveys: 273,727 software reviews across 13,316 named products, distilled by AI into scored, deduplicated signals. The average pain point severity is 3.83 out of 5, and 386 opportunities score 7.0 or higher out of 10.

Where unmet demand actually lives

Grouping all 3,177 opportunities by type and summing companies affected, the demand concentrates in the unglamorous middle of the stack. AI enhancement is dead last.

Opportunity Type	Opportunities	Companies Affected
Analytics & Reporting	509	153,725
Integration Layer	590	133,213
Workflow Automation	385	70,124
New Standalone Product	383	39,534
Feature-as-a-Service	835	24,014
Vertical Solution	379	14,394
AI Enhancement	96	7,839

The 18 highest-scoring SaaS gaps of 2026

Each row is a real opportunity scored from clustered complaints, confirmed across at least 15 companies. Pain is 0 to 5, Demand and Score are 0 to 10.

SaaS Gap	Type	Cos.	Pain	Demand	Score
Comprehensive support & integration solutions	Integration	18	4.5	9.0	8.7
Custom reporting for financial insights	Analytics	70	4.5	9.5	8.6
Automated batch processing	Automation	50	4.5	9.0	8.6
Enhanced reporting & customization (churches)	Feature	36	4.5	9.0	8.6
AI + user-feedback advanced filtering	AI	30	4.0	9.0	8.6
Comprehensive message archiving	Integration	145	4.7	9.0	8.5

SaaS Gap	Type	Cos.	Pain	Demand	Score
Faster customer-support access	Automation	58	4.2	9.0	8.5
Real-time inventory synchronization	Integration	16	4.5	9.0	8.5
Affordable tiered pricing for SMBs	New product	100	4.2	8.0	8.4
Advanced mobile engagement platform	New product	30	4.2	8.5	8.4
Reporting that integrates with daily ops	Analytics	15	4.2	9.0	8.4
Courier performance analytics dashboard	Analytics	75	4.2	8.0	8.3
Customer-support ticketing system	Feature	50	4.5	9.0	8.3
Dynamic (non-static) reporting	AI	48	4.4	8.2	8.3
Automated billing management	Feature	40	4.8	8.5	8.3
Mobile parity for on-the-go users	Feature	40	4.6	9.2	8.3
Automated reporting with customization	Analytics	30	4.5	9.0	8.3
Streamlined onboarding for billing systems	Automation	60	4.5	9.0	8.2

Reporting and analytics appear seven times in the top 18. Almost every high-scoring gap is a tool failing at something operational: reports, sync, support, billing, mobile.

What software users complain about most

Complaint Category	Pain Points	Total Mentions	Avg Severity /5
User Experience	5,003	27,003	3.75
Usability	1,328	7,131	3.71
Functionality	1,152	5,581	3.71
Customer Support	1,073	6,262	4.06
Customer Service	924	5,608	4.11
Feature Limitations	917	4,441	3.65
Reporting	789	4,263	3.89
Performance	734	3,925	3.78
Integration	651	3,090	3.79
Operational Efficiency	633	3,034	3.91
Pricing	603	3,326	3.86
Data Management	437	2,049	3.86

Systemic problems plaguing entire categories

Systemic Pain Point	Companies Affected	Severity /5	Market Gap /10
Search functionality inefficiencies	168	4.5	8.5
Limited customization across platforms	180	4.2	8.0
Lack of mobile access	168	4.2	8.0
Cumbersome software navigation	150	4.5	8.0
Insufficient reporting capabilities	168	4.3	7.0
Ineffective collaboration features	168	3.8	7.5
Inefficient integration with existing systems	160	4.3	6.5
Lack of automation in key processes	190	4.2	4.6

What users actually say

Real, unedited complaints from software reviews, anonymized to role and industry.

"The customer service experience here has been the worst. When a critical issue arises, it can take forever to get it solved."

Vice President, shipping company (Capterra review)

"I wish there was better functionality to use this as a more robust roadmap and portfolio planning tool, as the reporting tends to be slow."

Director, PMO, food & beverage (Capterra review)

"Manual syncing takes up a lot of extra time we could save; it really disrupts our workflow."

Office Manager, law practice (Capterra review)

"Spent hours only to be told they would escalate my issue. They don't care about your business."

Owner, marketing & advertising (Capterra review)

Methodology

All figures are queried directly from BigIdeasDB's production database in June 2026. The complaint library spans 1M+ user complaints collected across Reddit, G2, Capterra, the Apple App Store and Google Play, Product Hunt, and Upwork. Structured figures are drawn from the software-review analysis layer: 273,727 reviews across 13,316 products, distilled by large language models into 39,935 severity-scored pain points, 40,937 feature gaps, and 3,177 scored opportunities. Severity (0 to 5) reflects user frustration, business impact, and churn risk. Opportunity scores (0 to 10) blend pain intensity, market demand, and competitive gap. Companies-affected counts are model estimates. Quotes are real review excerpts, anonymized, with no personally identifying information.

Explore the complaints behind every number, and find your validated SaaS idea, at bigideasdb.com