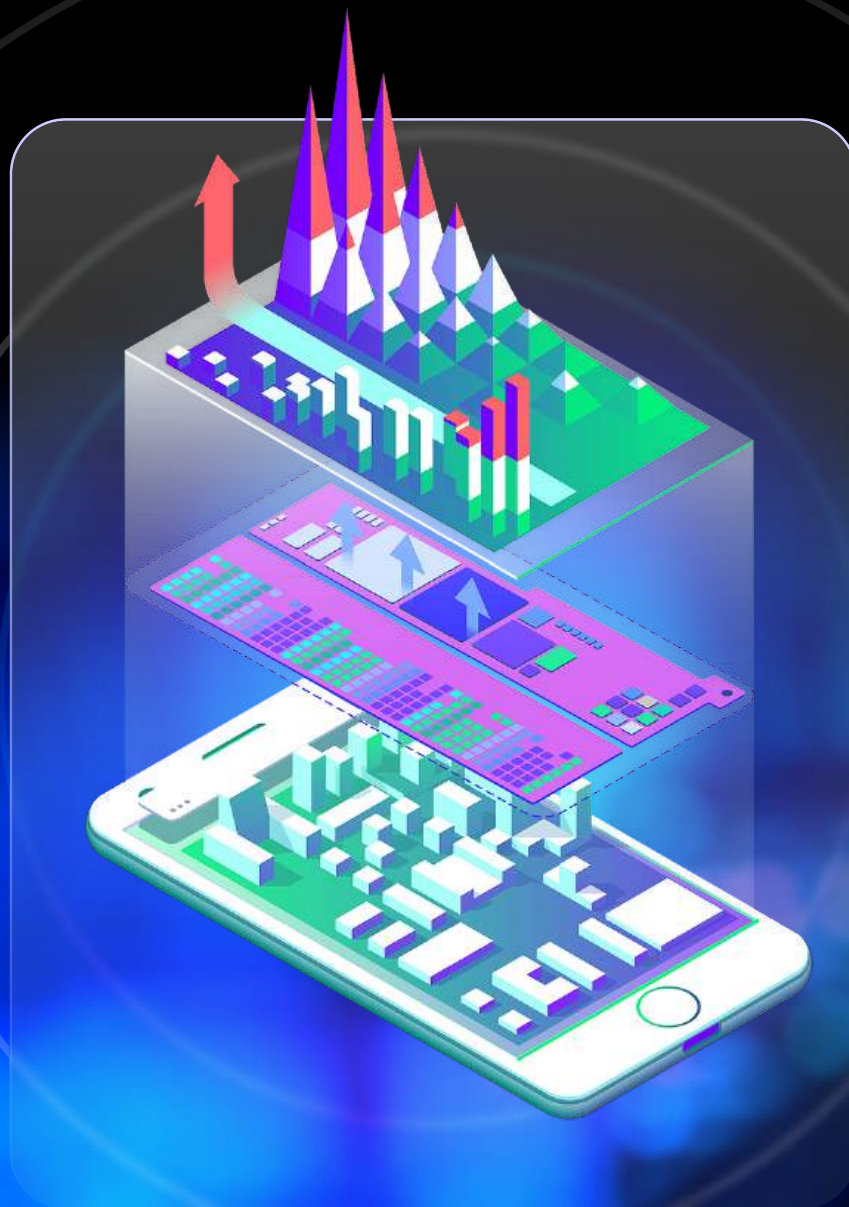


GLOBAL SUPERAPP TREND REPORT

S T A T E O F S U P E R A P P M A R K E T



2023 Market Size and Investment in SuperApp's

State of SuperApp's Trends Analysis

SuperApp's, a novel concept pioneered primarily in Asia, have brought a transformative shift in how people interact with digital services. This trends analysis emphasizes SuperApp-specific use cases and trends observed among the list of SuperApp's from 2023 Worldwide:

Sustainability & Social Responsibility

SuperApp's increasingly adopt sustainability and CSR initiatives. Kakao, a South Korean SuperApp, emphasizes social impact, aligning with user values and building a positive brand image.

Collaboration & Partnerships

SuperApp's like Grab collaborate with external entities. Grab's partnership with SEA Group led to the formation of GoTo Group, increasing its ecosystem's Gross Transaction Value (GTV) to over \$22 billion since 2020.

City's SuperApp

SuperApps have identified opportunities in providing all-in-one solutions for local governments on mobile citizen governance, making city life more convenient and efficient.

Financial Services Dominance

SuperApp's like Alipay, through its platform Alipay, have achieved over a billion users globally. It offers financial services ranging from mobile payments and wealth management to credit scoring, demonstrating the integration's impact on user engagement.

Multifunctional Platforms

Many SuperApps provide not just one or two but over 20 services. This transformation is a strategic move to enhance user engagement and overall platform stickiness. This shift has empowered users by centralizing various aspects of their daily lives, from transportation to finance and beyond.

e-commerce

Mercado Libre, a Latin American SuperApp, operates in 18 countries and provides a diverse e-commerce ecosystem. Its integrated e-commerce and digital payments services have fostered a vast community, accounting for 400 million users and a 149% increase in transactions in Q3 2021.

Data Security & Privacy

In Europe, companies like Klarna, a rapidly growing fintech firm, place a strong emphasis on data security and privacy. Klarna's "Buy Now, Pay Later" services involve handling sensitive financial information, and the company has invested significantly in cutting-edge encryption technologies and stringent data protection measures to safeguard user data.

Hyper-Localization

Gojek tailors its services to individual neighborhoods, offering personalized on-demand deliveries from local shops. Similarly, Hepsiburada, employs a robust hyper-localization strategy to meet the distinct preferences of its users across Turkey's diverse regions, boosting user engagement and satisfaction.

AI-Driven Predictive Analytics

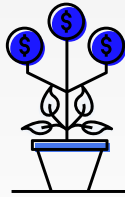
SuperApps are increasingly utilizing AI-driven predictive analytics to offer personalized recommendations and services. MercadoLibre, an e-commerce ecosystem from Latin America, employs AI algorithms to analyze user behavior and offer tailored product recommendations. With a 15% higher conversion rate on recommended products compared to non-personalized offerings.

Global SuperApp Market



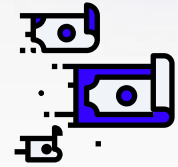
426.01 billion USD by 2030.

- The global SuperApp market is experiencing rapid growth, with a projected market size of USD 426.01 billion by 2030. This expansion reflects a compound annual growth rate (CAGR) of 27.8% from 2023 onwards.



46.4% as of 2022

- Asia Pacific continues to dominate the SuperApp market, with a significant share of 46.4% as of 2022. This dominance is largely driven by a high number of smartphone users and the presence of major players in the region.



USD 76.50 billion in 2023

- SuperApp's are contributing to a substantial portion of the digital economy, with a market size estimated at USD 76.50 billion in 2023, a considerable increase from USD 61.30 billion in 2022.

- The market's growth trajectory is fueled by factors like increasing internet and smartphone penetration, as well as growing adoption of digital payment and e-commerce services.

Investment & Usage Trends in SuperApp's

📍 SuperApp's have attracted significant venture capital investments. For instance, France-based Lydia achieved a **\$1 billion valuation**, while South Korea's Toss reached a **\$7.4 billion valuation**.

📍 Gartner's research indicates that 15 popular SuperApp's globally have been downloaded more than 4.6 billion times and have over 2.68 billion monthly active users, illustrating their widespread adoption and user engagement.

Mobile-First Approach Still Dominant

The SuperApp market's rapid expansion and significant venture capital investment underscore its growing importance in the global digital landscape.

The Asia Pacific region's leadership in this market is a testament to its digital innovation and mobile-first approach.

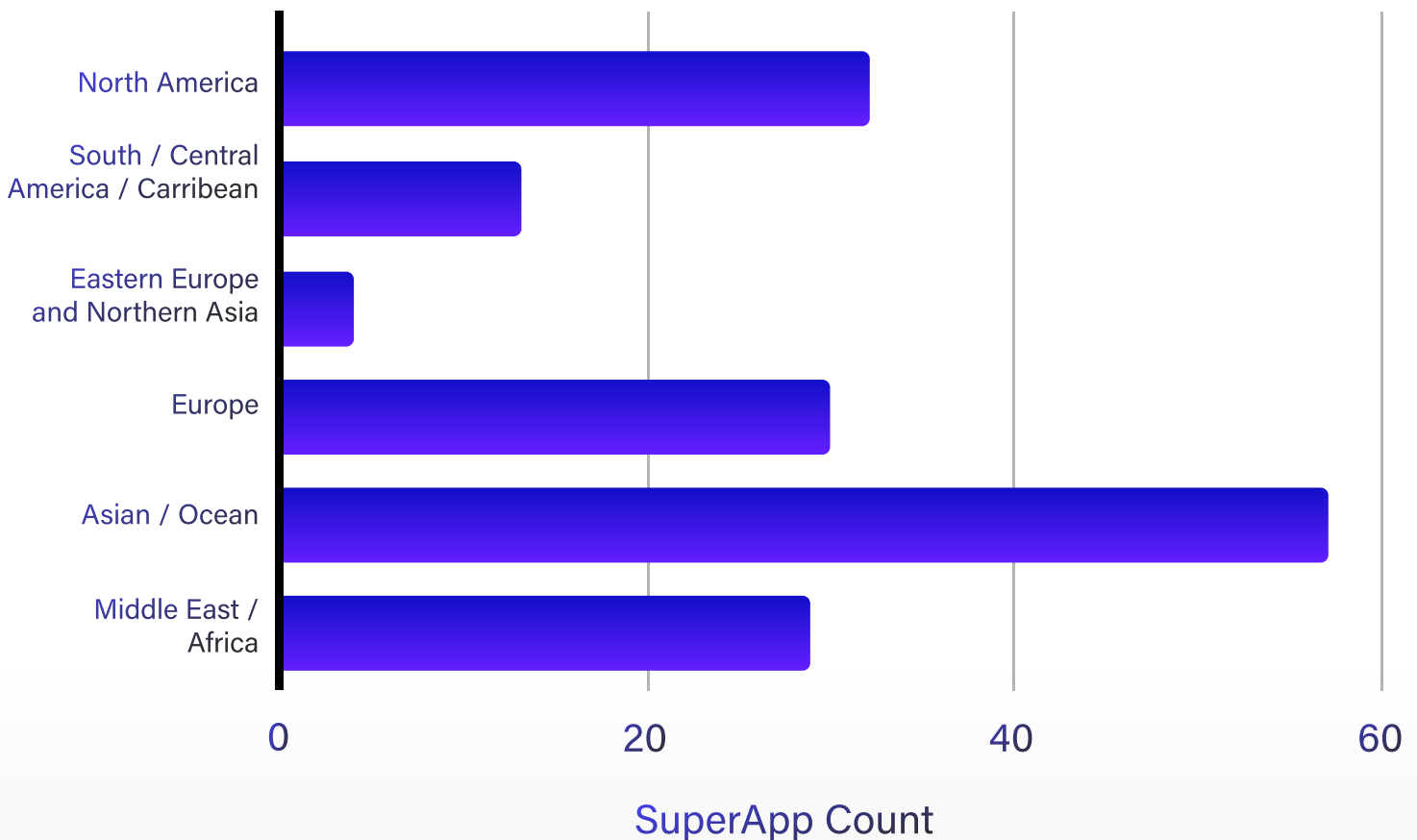
The widespread adoption, as indicated by the billions of downloads and active users, reflects the increasing consumer preference for integrated platforms offering a diverse range of services.

These trends suggest that SuperApp's are not just reshaping consumer behavior but are also becoming pivotal in the transformation of business models across various industries.

The integration of services such as e-commerce, financial transactions, social networking, and entertainment within a single platform is fundamentally altering how consumers interact with technology and access services.

As such, the SuperApp model is likely to continue driving innovation and investment in the tech sector.

Regional Breakdown



SuperApp's in North America

The SuperApp market in North America is poised for substantial growth, driven by several key factors. Firstly, the region's high disposable income levels create an ideal environment for the adoption of technology-driven solutions like SuperApps. This financial capacity allows consumers to readily engage with and invest in a diverse range of digital services spanning various verticals such as e-commerce, financial services, on-demand delivery, transportation, entertainment streaming, and social networking, to name a few.

These entities not only possess the necessary resources and expertise to develop SuperApp platforms but also have a profound understanding of local market dynamics and consumer preferences. Their involvement is instrumental in driving innovation, fostering partnerships, and enhancing the overall SuperApp ecosystem in the region. In terms of market trends and consumer behavior, North American SuperApps are focused on categories such as financial services, e-commerce, and social networking.

Moreover, North America boasts a highly advanced technological infrastructure, facilitating the seamless operation and integration of complex SuperApp platforms. This robust tech ecosystem is crucial for the development and scaling of SuperApps, ensuring they can efficiently and effectively offer a wide array of services.

This aligns with regional consumer preferences for integrated digital platforms that consolidate various services. Additionally, these SuperApps are likely to integrate advanced technologies like AI and blockchain, catering to a tech-savvy audience seeking convenience and innovation in their digital experiences.

The presence of key industry players in North America, including major tech companies and financial institutions, plays a pivotal role in this growth.

Europe's Emerging SuperApp Market

As Europe forays into the SuperApp arena, it demonstrates a burgeoning interest, despite lagging behind Asia and North America in terms of adoption rates. The region's robust digital infrastructure and high smartphone penetration are key drivers expected to propel this market's growth. The European market, characterized by its diverse and tech-savvy population, is increasingly open to integrated digital solutions.



"72%
of consumers in countries like the UK, US, Germany, and Australia are interested in SuperApp's."

PYMNTS and PayPal Research on SuperApp's

The European Union's stringent regulatory frameworks, particularly concerning data privacy (GDPR), may initially pose challenges but also offer opportunities for SuperApps that prioritize security and user privacy.

This localization could manifest in multilingual interfaces, region-specific services, and alignment with local consumer behaviors and needs.

Europeans are increasingly curious about SuperApps, particularly focusing on the financial services sector. Alongside the convenience of integrated services, there is also a concerted effort in ensuring data security and regulatory compliance.

SuperApps in Europe might need to offer more localized experiences compared to their Asian and North American counterparts.

Dominance in Asia Pacific

The Asia Pacific region exerted its dominance in the SuperApp market in 2022, commanding a substantial 46.4% share. This commanding position is propelled by the region's large smartphone user base and the presence of prominent players in the field.

The Asia Pacific region serves as the epicenter of SuperApp development, with platforms such as WeChat, Alipay, and Grab offering a comprehensive array of services under one roof.



This dominance is further solidified by the high adoption and user engagement rates within the region. This phenomenon is driven by the convenience offered by SuperApps, the integration of diverse services, and a mobile-first approach that aligns with the lifestyles of Asia Pacific consumers.

Latin America

SuperApps in Latin America, exemplified by platforms like Rappi, are experiencing a surge in popularity, particularly in the realms of e-commerce and delivery services, thanks to their strong focus on mobile payment solutions and digital financial services.

This strategic direction aligns with shifting consumer preferences for seamless, cashless transactions and the added convenience of having digital financial services seamlessly integrated into a unified platform.

Rappi, as a prime example, has established a significant presence in the SuperApp landscape of Latin America. Its rapid ascent can be attributed to a robust suite of mobile payment solutions and digital financial services that have garnered considerable attention.

Middle East & Africa's Potential Growth

Careem, a SuperApp originating from the United Arab Emirates, stands as a prominent player in the regional SuperApp landscape. Its multifaceted approach to digital services, including ride-hailing, food delivery, and more, has contributed significantly to its influence in the Middle East & Africa. Careem's presence underscores the role of SuperApps in enhancing convenience and accessibility across a variety of services.

The Middle East & Africa region is expected to progress at a significant **CAGR of 28.3%** during the forecast period.

This growth is likely spurred by increasing smartphone and internet penetration and the presence of SuperApps like U.A.E.-based Careem. As consumers in the region become more tech-savvy, SuperApps are well-positioned to cater to their evolving needs, ushering in a new era of digital convenience and accessibility across various domains. Many SuperApps are successful due to their ability to offer localized services that cater to the specific needs of their target market. For instance, African SuperApps like GoFree (Nigeria) and Hulugram (Ethiopia) have tailored their offerings to meet local demands.

Compound annual growth rate, or CAGR, is the mean annual growth rate of an investment over a specified period of time longer than one year.

Region	Dominant Trend	Consumer Preferences
Asia-Pacific	All-in-one services	Convenience, Integration
North America	Gradual shift to integrated apps	Specialization, Emerging Integration
Europe	Financial Services Integration	Data Security, Regulatory Compliance
Latin America	E-commerce and Delivery Services	Mobile Payments, Digital Finance
Africa & Middle East	Mobile-centric Solutions	Financial Inclusivity

Trends & Regions

SuperApp's have dominated the digital landscape in Asia, primarily due to the region's high smartphone penetration and a preference for integrated digital experiences.

For instance, in China, SuperApps like WeChat and Alipay have become integral to daily life, offering a multitude of services from messaging to financial transactions.²

However, in Europe and North America, the trajectory of SuperApp's is expected to diverge significantly from their Asian counterparts. This difference arises from distinct market dynamics, consumer preferences, and regulatory environments.

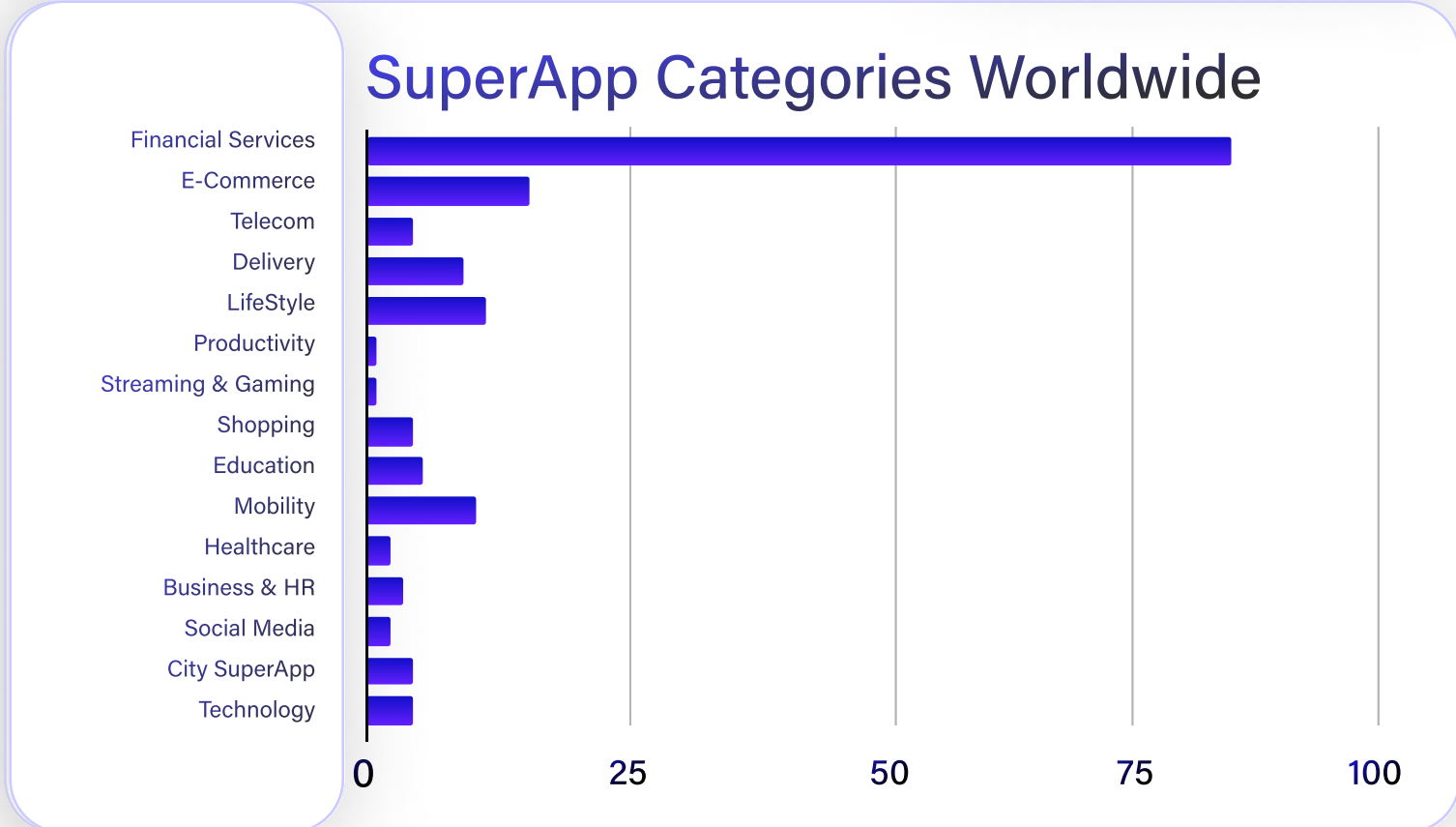
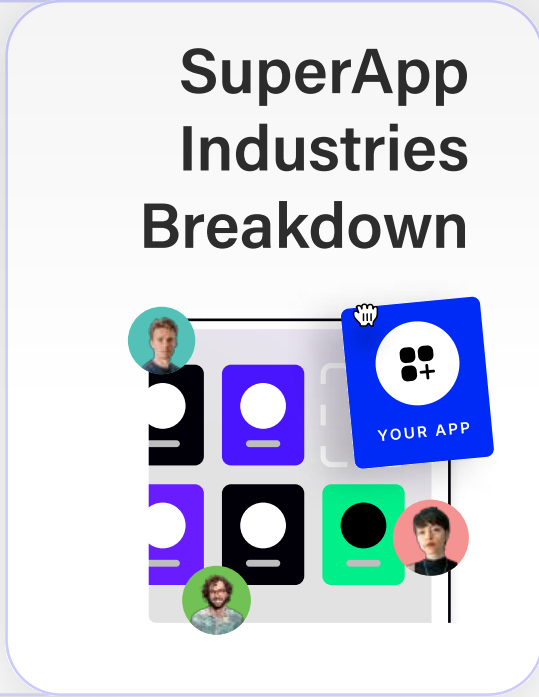
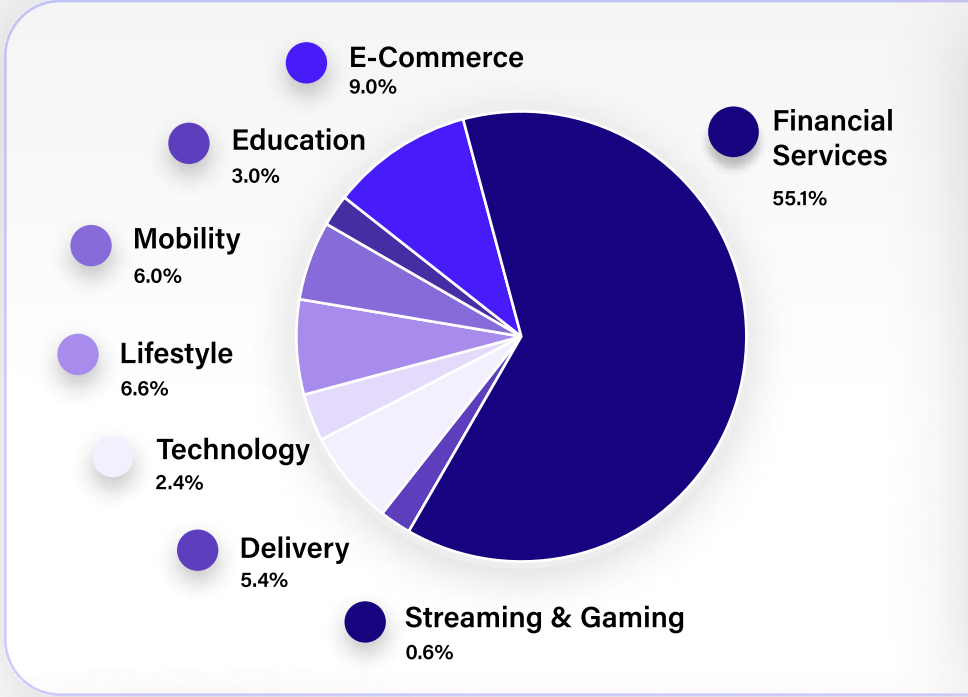
In these developed markets, consumers already have a plethora of options for banking and shopping, both online and offline, and have established preferences for specific apps. For example, Amazon holds a roughly 40% market share in e-commerce in the U.S., while Uber dominates about 70% of the ride-hailing market.

This market saturation makes it challenging for new SuperApp's to build scale around these verticals.³ Furthermore, consumers in Europe and North America are accustomed to using different apps for different purposes and seem to prefer an unbundled marketplace. This preference for "best-in-breed" apps by function over a single platform for all activities is a significant factor.

Additionally, tougher regulatory scrutiny, ongoing trade and geopolitical tensions, stricter data-privacy laws, and increased compliance costs favor established incumbents in these regions. Consequently, technology platforms like Microsoft, Apple, Uber, Google, and Amazon are likely to continue scaling their consumer businesses with separate, product-specific apps that have shared back-ends and branding, rather than converging into a single SuperApp platform.



Industry Impact and Business Opportunities in the SuperApp Ecosystem



Financial Services

Financial and Payment SuperApps now account for approximately half of the **SuperApp landscape**, signifying the substantial influence they wield in this ecosystem.

SuperApps are orchestrating a profound and far-reaching transformation within the financial and banking industry. These multifaceted platforms seamlessly integrate a suite of services, including mobile banking, peer-to-peer payments, insurance, and investment platforms. In doing so, they have emerged as formidable competitors to traditional financial institutions. Banks are now finding themselves at a crossroads, increasingly compelled to take action in response to this digital disruption.

For instance, Gojek, the Indonesian SuperApp, offers its users a digital wallet called GoPay, which has grown to process over

100 million transactions per month, making it one of the largest e-wallet services in Southeast Asia.

A notable aspect of this transformation lies in the fintech innovations that SuperApps are spearheading. Not only are they disrupting established norms, but they are also setting new benchmarks for customer experiences in the realm of financial services.

Grab Financial, a subsidiary of Grab, one of Southeast Asia's leading SuperApps, has rapidly grown its user base to over 100 million users, offering services such as lending, insurance, and digital payments.

In addition to traditional banking and financial services, the emergence of neobanks within the SuperApp ecosystem has further intensified competition and innovation. These digital-first, branchless banks are challenging established financial institutions by offering seamless and user-centric banking experiences through SuperApps. Neobanks are leveraging SuperApps to provide customers with convenient access to banking services, often including features like high-yield savings accounts, budgeting tools, and digital payment solutions.

Retail and E-commerce

E-commerce-focused SuperApps comprise approximately 30% of the SuperApp market. These apps, such as Taobao, Lazada, and Shopee, have demonstrated remarkable growth and play a pivotal role in reshaping the retail landscape.

In the retail sector, SuperApps are catalyzing a seismic shift by offering integrated shopping experiences like never before. These apps provide a unified platform that empowers retailers to extend their market reach, streamline purchasing processes, and harness advanced data analytics for delivering highly personalized customer experiences.

Alibaba's SuperApp, Taobao, has over 900 million monthly active users

and enables countless small businesses to thrive through its platform, exemplifying the power of SuperApps in retail.

Moreover, the retail revolution enabled by SuperApps is not confined to online shopping; it extends to **in-store experiences as well**. SuperApps leverage technologies such as **augmented reality and location-based services to enhance the offline shopping journey**. Tencent's WeChat integrates with retail stores in China, allowing customers to make purchases, access discounts, and receive personalized recommendations through the app.

Transportation and Urban Mobility

Transportation and Mobility SuperApps, **they constitute about 20% of the SuperApp market**. Prominent platforms like Didi Chuxing, Grab, and Gojek are at the forefront of revolutionizing how people move within cities.

SuperApps are not content with just transforming financial services and retail; they have also extended their influence to the realm of transportation and urban mobility. Their offerings go beyond conventional ride-sharing, now encompassing **last-mile delivery services, seamless public transport integrations, and even the provision of micro-mobility solutions like bike or scooter rentals**.

Didi Chuxing, often referred to as the Uber of China, completes over 30 million rides daily across its platform, showcasing the immense scale of SuperApps in the transportation sector.

This evolution is profoundly reshaping urban mobility dynamics, offering cities novel and efficient means of managing their transportation networks. SuperApps have become instrumental in addressing the challenges of urban congestion and pollution. Singapore's Grab has successfully integrated public transport options into its SuperApp, making it easier for users to plan and pay for their journeys across different modes of transportation.

Rising Opportunity for City SuperApps

In recent years, city superapps have emerged as a transformative force in urban governance and citizen engagement. These comprehensive mobile platforms offer a wide array of services, seamlessly integrating essential municipality services and city functions, from transportation to events, museums, commerce and community engagement. As these superapps continue to gain traction across the globe, they present a significant opportunity for government authorities and technology solution vendors specializing in government solutions.

City superapps are redefining the way citizens interact with their local governments. They offer real-time information on public transportation, traffic updates, utility services, government announcements, and even local commerce opportunities.

Shift Towards Integrated Digital Platforms

Consumers are increasingly favoring integrated digital platforms, as evidenced by the growing popularity of SuperApp's. These platforms offer a cohesive experience, combining various services like messaging, payments, shopping, and more, in a single app. This shift reflects a preference for convenience and efficiency in digital interactions.

Integrated Financial Services

Financial services are a key focus area for SuperApp's, with banks considering how to engage with Super App's to remain relevant. Over a third of global executives believe it is highly likely that the bulk of financial transactions will occur through SuperApp's in the near future.

One-Stop Shop

The trend towards Super App's also highlights a shift in consumer behavior. SuperApp's, with their ability to leverage user data for customized services, are well-positioned to meet hyper personalization capabilities by offering embedded solutions.

Consumer Expectations

Advancements in technology, such as AI and blockchain, are further shaping consumer expectations. Users now anticipate more intelligent, secure, and efficient digital experiences, which Super App's are increasingly equipped to provide.

Business Opportunities

Many businesses recognize the immense potential of collaborating with established SuperApps to swiftly access a wide user base. These partnerships serve as a strategic gateway to enhance brand visibility, boost sales, and gain invaluable consumer insights. The network effect theory comes into play here, as more businesses join these Super App ecosystems, the value for all users increases exponentially. This interconnectedness creates a powerful synergy where each user benefits from the collective user base and services offered.

Industries such as banking, aviation, delivery, and retail are actively exploring the creation of custom SuperApp platforms within these sectors. By developing their Super Apps, businesses gain greater control over the entire customer journey and access to valuable user data. This not only enables tailored services but also fosters higher customer retention rates. In essence, these custom SuperApps function as niche ecosystems within the broader landscape, capitalizing on the network effect to create thriving micro-communities

SuperApps accumulate a wealth of user data, facilitating businesses in offering highly personalized services and products. This data-driven approach results in improved customer experiences, which, in turn, drives operational efficiency. The network effect theory is evident here as well, as SuperApps continuously gather more data, allowing businesses to refine their offerings and deepen their engagement with users, creating a virtuous cycle of value creation.

Upcoming Trend

Corporate SuperApp's The rise of corporate SuperApp's is also a notable trend, as highlighted by Gartner, a leading research and advisory company. **Gartner predicts that by 2027, more than 50% of the global population will be daily active users of multiple SuperApp's.**

This forecast underscores the increasing importance of SuperApp's in the corporate world. Gartner's insights into the SuperApp trend emphasize its growing relevance in the corporate sector, suggesting that businesses worldwide are recognizing the potential of SuperApp's to streamline processes, enhance customer engagement, and provide a unified digital experience. This trend is a testament to the evolving digital landscape where corporations seek to leverage SuperApp's to consolidate various services and enhance overall user interaction and efficiency.



Many SuperApp's have grown through **strategic partnerships and acquisitions**. For example, **Gojek's partnership with various local businesses in Indonesia to offer a wide range of services**. On the other hand SuperApp's have attracted significant **venture capital** investments due to their high growth potential. For instance, **Magalu's growth in the e-commerce sector in Brazil**.

Technological Advancements in SuperApp's

AI and ML are integral to SuperApp's, enabling personalized recommendations, predictive analytics for business strategies, and improved customer service through chatbots and AI assistants. Machine learning enhances the responsiveness and accuracy of services, such as customizing financial advice or optimizing delivery routes in transportation.

SuperApp's are exploring the integration of technologies like **augmented reality (AR), virtual reality (VR), and Internet of Things (IoT)**. These integrations could provide more immersive shopping experiences, improved logistics in transportation, and innovative financial services.

Some SuperApp's are **incorporating blockchain technology to enhance security**, particularly in financial transactions. This offers increased trust and transparency for users.

IoT integration allows SuperApp's to connect and interact with a variety of devices and sensors, enabling services like smart home control, health monitoring, and efficient energy management.

Data Security and Compliance

With the vast amount of personal and transactional data processed, SuperApp's prioritize implementing strong security protocols. This includes end-to-end encryption, secure authentication methods, regular security audits and more. SuperApp's are aligning with international data protection regulations such as GDPR and CCPA.

They are transparent about data usage policies and provide users with control over their personal information. To protect user privacy, SuperApps use data anonymization techniques where personal identifiers are removed from data sets, ensuring that user data cannot be traced back to an individual.

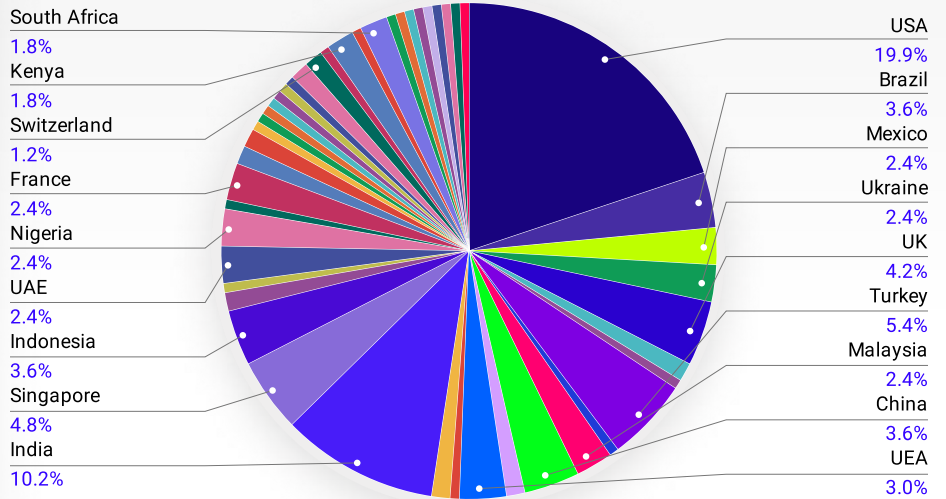
As threats evolve, SuperApp's invest in continuous monitoring and regular updates of their security systems to safeguard against new vulnerabilities and cyber threats.

Country Breakdown of SuperApps

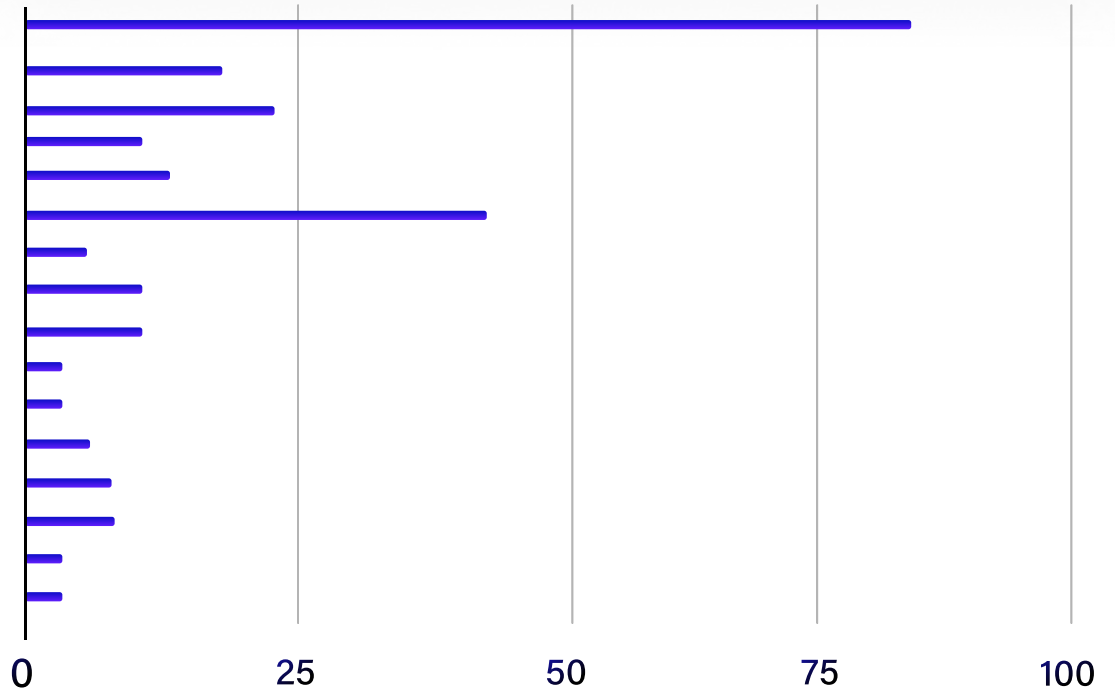
Country Breakdown of SuperApps

The pie chart shows the percentage distribution of SuperApp's across different countries. The USA leads with a significant portion, followed by India, Singapore, the UK, and Turkey.

Other countries contribute smaller percentages to the global SuperApp market.



- USA
- Ukraine
- Argentina
- Malaysia
- UEA
- India
- South Korea
- Nigeria
- Germany
- Sri Lanka
- Colombia
- Egypt
- Kenya
- Spain
- Malasia
- Australia



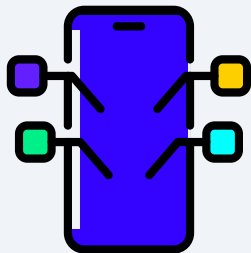
Country Breakdown

Global Landscape

The map shows us examples of prominent SuperApps from around the world in 2022. This contains almost all live SuperApps available to end users globally. This is the most inclusive and biggest list of global SuperApps published today.

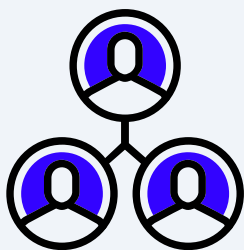


Assumptions and Definitions



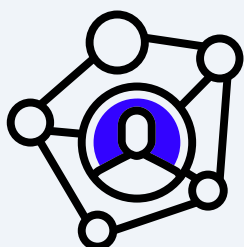
Definition of SuperApp

The term SuperApp was coined by BlackBerry founder Mike Lazaridis back in 2010. He defined it as “a closed ecosystem of many apps” that people would use every day because they offer such a seamless, integrated, contextualized, and efficient experience



Platform Business Model

This is a business model that creates a value by facilitating transactions between buyers and sellers in an ecosystem, with the aim of capturing part of that value. In other words, platforms enable people to get what they need from each other!



Multi-sided Platform Business Model

Multi-sided platforms (MSPs) are technologies, products, or services that create value primarily by enabling direct interactions between two or more customer or participant groups.

- **Supply side:** seller, service provider, host, content creator, etc.
- **Demand side:** buyer, service seeker, guest, consumer, etc.



Building Blocks of the Future Go beyond the borders!

KOBIL, a leading technology and security company with a proven track record in securesystems, digital solutions, invites government authorities and technology vendors to collaborate in SuperApp platform solutions.

With KOBIL's expertise any business can harness the potential of mobile multi sided platform business models, such as SuperApp's, to create smarter, more efficient, and user-centric digital ecosystems.



[Learn More About KOBIL Secure SuperApp](#)

1. Accenture - Banking Top 10 Trends for 2022

2. Gartner