

Trendreport

SUPER APPS



OVERVIEW

A super app is a mobile application that provides a variety of seemingly unrelated services via a single mobile interface. Rather than having multiple apps for different services, a super app aims to provide users with access to multiple services in a single location. For example, in one app, users can chat, shop, order rides, apply for a bank loan, and do a variety of other things.

Trending Examples:

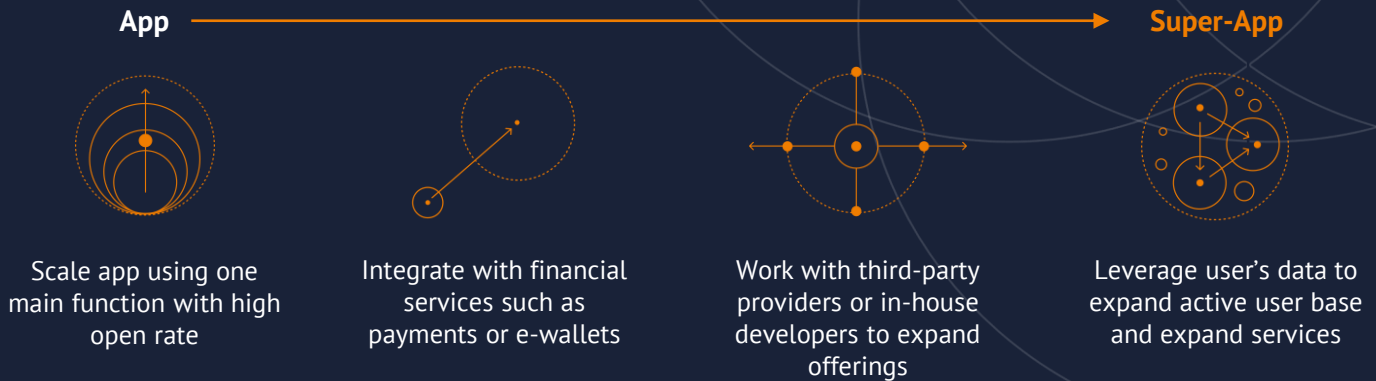
- WeChat & Alipay (China)
- OMNi (USA)
- Revolut (UK)
- Tata Neu (India)

Benefits for Company:

- Improves customer loyalty and stickiness
- Collects more user data
- Exponentially scales revenue while decreasing customer acquisition costs (CAC)
- Reduces development costs
- Easy and fast onboarding
- Faster and less risky product launches



HOW DOES AN APP BECOME „SUPER“?



ANALYSIS

- As one of the first super apps, “WeChat” has expanded from being a messaging app into a commerce platform that enables its 1.25 billion active monthly users to conduct a variety of day-to-day tasks. [1]
- Super apps offer a wide range of services from a single app. As an example, Southeast Asia’s leading super app “Grab” offers services in three main areas: deliveries (food, meals, packages, documents), transportation (ride hailing) and financial services (payments, e-commerce and insurance). [2]
- China stays the largest market for super apps with WeChat being the number 1 with over 1 billion monthly active users (MAU) right before Alipay as the second largest super app. [3]

Benefits for Users

- Access everything from a single app
- Access data with a single sign on
- Receive more relevant offers

IoT-Ecosystem Impact

When done right, super apps can become the customer-facing interface of different IoT ecosystems. New super apps will e.g. offer a holistic travel app instead of a more narrow “room-booking”-app. Relevant hardware OEMs need to make sure they are technically prepared to participate in these ecosystems or even facilitate them with their own super app.

References

- [1]. <https://www.forbes.com/sites/columbiabusinessschool/2022/03/08/the-shift-to-super-apps-will-the-latest-trend-of-tech-giants-make-consumers-stay-online-for-longer/?sh=7eed4b775270>
 [2]. <https://bankingblog.accenture.com/rise-of-the-super-app>
 [3]. <https://www.soprabanking.com/insights/banks-super-apps/>

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