

Global Super Apps Market Size study & Forecast, by Platform (iOS, Android, Others), by Application (Financial Services, Transportation & Logistics Services, E-commerce, Social Media & Messaging, Others), by Device (Smartphone, Tablets, Others) by End user (Businesses, Consumers) and Regional Analysis, 2023-2030

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Abstracts

Global Super Apps Market is valued at approximately USD 61.30 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 28% over the forecast period 2023-2030. The Super Apps Market refers to a global market for mobile applications that provide a range of services beyond their core offering. These apps integrate various features such as messaging, payments, e-commerce, food delivery, ride-hailing, travel booking, and more. Super apps aim to offer a comprehensive and convenient user experience, enabling users to access a variety of services within a single application. The major driving factors for the Global Super Apps Market are the increasing adoption of smartphones and the growing popularity of digital payments. Moreover, the expansion of the e-commerce industry and investment in super app offerings is creating lucrative growth opportunities for the market over the forecast 2023-2030.

Several leading companies are investing in developing or expanding their Super App offerings to meet the increasing demand for mobile-based services. This investment is driving innovation and competition in the market, leading to more advanced and feature-rich Super Apps. For instance, in May 2020, Grab, the Southeast Asian Super App, announced a USD 3 billion investment over the next five years to expand its Super App offerings. The investment will focus on expanding Grab's food delivery, payment, and

financial services, among other areas. Similarly, in November 2020, Indian Super App Paytm announced a USD 1 billion investment in its Super App offerings. The investment will be used to expand Paytm's payment and financial services, as well as its e-commerce platform, Paytm Mall. However, privacy concerns regarding Super Apps stifle market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Super Apps Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Asia-Pacific is expected to dominate the Super Apps Market due to the high adoption of smartphones and the increasing popularity of digital services in the region. The region is home to some of the leading Super Apps such as WeChat, Alipay, and Grab, which have gained immense popularity among consumers due to their wide range of features and services. Along with this, North America and Europe are also expected to witness significant growth in the Super Apps Market due to the increasing adoption of digital services and the growing popularity of mobile payments and e-commerce. In these regions, players such as Uber, Amazon, and PayPal are expanding their services to offer a more comprehensive range of features to consumers.

Major market player included in this report are:

WeChat (Tencent)

Paytm

Gojek tech (goto)

Tata Neu (Tata Sons Private Limited)

Grab

Rappi Inc.

Revolut Ltd

LINE Corporation

Alipay (Ant Group CO., Ltd.)

PhonePe (Flipkart.com)

Recent Developments in the Market:

Paytm, the Indian digital payments company, made an announcement in January 2022 regarding the launch of an intelligent messenger named Pops, by its wholly-owned subsidiary Paytm Money. The purpose of this messenger was to offer customers news insights, stock recommendations, and other services. The launch of this messenger was aimed at providing customers with a more personalized and convenient experience.

Global Super Apps Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Platform, Application, Device, End user, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and Platform offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Platform:

iOS

Android

Others

By Application:

Financial Services

Transportation & Logistics Services

E-commerce

Social Media & Messaging

Others

By Device:

Smartphone

Tablets

Others

By End user:

Businesses

Consumers

By Region:**North America**

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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