THE RISE OF THE SUPERAPPS

The mobile app ecosystem is in flux as people spend increasing amounts of time and money on their mobile devices. As mobile habits evolve, apps need to evolve with them, and the newest addition is the superapp.

Superapps have emerged only in the last few years with the Chinese WeChat being credited for having started this trend. **Over 1.2 billion active users use WeChat for messaging, video games, digital payments, social media, and more.**

These are mobile applications that offer a wide range of services and features within a single platform. It aims at providing users with a more convenient and seamless experience by eliminating the need to switch between multiple apps to access different services**.**

Consider this, a person has, on average 40 apps on their smartphone: each requiring a user id and password.

There are over a million apps in different app stores at any given time. Despite that, around 70% of the apps users churn within 90 days of installation. Consumers aren't getting the desired value from them. More apps don't seem to be the answer to the problem. Maybe, it's time to try something altogether new.

The younger generation of users born in the age of smartphones and tablets expect increasingly powerful and intuitive user experiences. A superapp is like a one-stop shop for all your needs with a comprehensive range of mini-apps that users add and remove as needed.

Gartner expects that by **2027**, more than **50% of the global population** will be daily active users of multiple superapps. The superapp concept will also expand to include enterprise mobile and desktop experiences, such as workflow, collaboration, and messaging platforms.

User Case for Superapps

The idea behind superapps is how they integrate their services with everyday life and commerce, so they rely heavily on UX design and app performance. With mobile phones being inundated with single-purpose apps, Superapps provides users with a variety of services without having to exit, switch the app or search their phone.

Having multiple accounts and passwords is also overwhelming and a security risk. Consolidating services reduces the risk of data or identity theft. Enterprises that invest in superapps will tend to invest in high-security single-tenant data storage.

A major cause for an app to be uninstalled is its consumption of resources: battery life, memory, and data. Superapps, on the other hand, provide multi-functional services in a single package that consumes fewer resources.

The Business Case for Superapps

Grow new revenue streams: Enterprises capitalize on existing customers at low or zero customer acquisition costs.

Customer Acquisition and Value Add: Superapps attract legions of users because of its multiple features and functionalities. With multiple touchpoints, it encourages high retention rates and increased spending from its customers.

Closed Data Environments: Reducing third-party data collection has become crucial to protect enterprises from legal repercussions as well as address rising concerns for customer privacy. Superapps collect massive amounts of first-party data that can be used for research, advertising, and user experience development.

Cost reduction: Creating stand-alone apps is not cost-effective. Superapp provides an environment for building more user-centric services at a lower overall cost than developing them independently. Consolidating apps also simplifies app performance management, reducing time and cost.

Superapps Today

Yandex Go

Europe's first superapp combining all key aspects of on-demand transportation and delivery.

Rappi

Superapp developed in South America worth around $3.5 billion. Rappi provides many services such as e-scooter, payments, P2P transfer, movie tickets, and more. In addition, it also allows access to live concerts, listening to music streaming, and playing video games.

TATA NEU Live the Neu

Tata Neu created a buzz with around **2.2 million app downloads and 2.1 million app enrolments within its first week.** The app presently offers hotel reservations, travel reservations, food orders, and quick loans, with plans to expand into micro-financing, micro-insurance, buy now & pay later, and other services in the future.

Tata Neu's in-app brands are Starbucks, Westside, Tata CliQ, BigBasket, 1mg, IHCL Hotels, Qmin, Croma, and Air Asia.

Revolut

A financial superapp with services in spending, saving, budgeting, and investing.

Paytm

Digital payment giant has over 300 app-based service providers such as Decathlon, Ola, Rapido, Netmeds, 1MG, and Domino's Pizza join their app.

The Future

Superapps will play a crucial role in shaping the future of work and commerce. With the growth of the gig economy and remote work, superapps will provide a platform for freelancers and entrepreneurs to connect with customers and manage their businesses more efficiently.

They have the potential to foster collaboration and community building, serving as a platform for social networking, peer-to-peer lending, and civic engagement. As technology evolves, superapps will become even more integral to our daily lives.
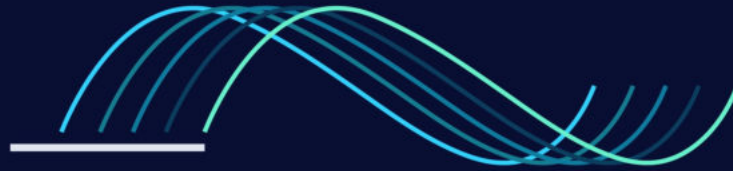
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