

Super Apps Market is poised to reach USD 722.4 Billion, growing at a 28.9% CAGR by 2023 to 2032

The growing adoption of mobile services and increasing advancements in digital technologies are driving the growth of this market.

PORTLAND, PORTLAND, OR, UNITED STATE, May 11, 2023 /

EINPresswire.com/ -- According to the report, the global [super apps market](#) generated \$58.6 billion in 2022, and is anticipated to generate \$722.4 billion by 2032, witnessing a CAGR of 28.9% from 2023 to 2032.



The global super apps market is driven by factors such as growing adoption of mobile services, increasing advancements in digital technologies, and rise in government support for promoting the use of super apps.

Request Sample Report at: <https://www.alliedmarketresearch.com/request-sample/74998>

However, data security, privacy concerns, and the high cost of super apps limit the growth of this market. Conversely, a rise in the integration of blockchain technology in super apps is anticipated to provide numerous opportunities for the expansion of the market during the super apps market forecast period.

Covid-19 Scenario

The outbreak of the Covid-19 pandemic had a positive impact on the global super apps market, owing to social distancing norms during the lockdown. With an aim to reduce the risk of transmission of the virus, many super apps providers had started promoting contactless payment options such as mobile wallets, QR code payments, and digital payments, which in turn, boosted the growth of the market.

For Report Customization: <https://www.alliedmarketresearch.com/request-for-customization/74998>

Based on end user, the business segment accounted for the largest share in 2022, contributing to nearly three-fifths of the global super apps market, and is projected to maintain its lead position during the forecast period. This is owing to the growing use of cloud-based solutions. However, the consumer segment is expected to portray the largest CAGR of 30.1% from 2023 to 2032, owing to the growing integration of travel and transportation features, such as booking flights and rideshare services, which allows consumers to manage their travel needs from a single platform.

Based on application, the social media and messaging segment held the highest market share in 2022, accounting for nearly one-third of the global super apps market, and is estimated to maintain its leadership status throughout the forecast period, owing to the growing type of integration that can improve communication and increase user engagement. However, the BFSI segment is projected to manifest the highest CAGR of 31.6% from 2023 to 2032, owing to the rapidly growing in popularity.

Based on device, the smartphone segment held the highest market share in 2022, accounting for nearly half of the global super apps market, and is estimated to maintain its leadership status throughout the forecast period, owing to the increasing number of smartphone users.

Procure Complete Report (496 Pages PDF with Insights, Charts, Tables, and Figures) at: <https://www.alliedmarketresearch.com/checkout-final/e07cbf81e98ba2ed0e5e778db7b94d1f>

However, the others segment is projected to manifest the highest CAGR of 30.2% from 2023 to 2032, as it offers additional services such as document creation, file sharing, and project management tools.

Based on region, Asia-Pacific held the highest market share in terms of revenue in 2022, accounting for more than two-fifths of the global super apps market, and is likely to dominate the market during the forecast period, owing to the high rate of smartphone ownership in the Asia-Pacific region. However, the LAMEA region is expected to witness the fastest CAGR of 31.0% from 2023 to 2032, owing to rise in number of mobile services, along with the incorporation of IoT and other emerging technologies in apps.

The global super app market is dominated by key players such as Alibaba Cloud, Cisco Systems Inc., Genexus, Qualcomm Technologies, IBM Corporation, Huawei Technologies, Agiletech Vietnam, Elluminati Inc., Line Corporation and Go To. These players have adopted various strategies to increase their market penetration and strengthen their position in the industry.

Inquiry Before Buying: <https://www.alliedmarketresearch.com/purchase-enquiry/74998>

Thanks for reading this article; you can also get individual chapter-wise sections or region-wise report versions like North America, Europe, or Asia.

If you have any special requirements, please let us know and we will offer you the report as per your requirements.

Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

About Us:

Allied Market Research (AMR) is a full-service market research and business-consulting wing of Allied Analytics LLP based in Portland, Oregon. Allied Market Research provides global enterprises as well as medium and small businesses with unmatched quality of "Market Research Reports" and "Business Intelligence Solutions." AMR has a targeted view to provide business insights and consulting to assist its clients in making strategic business decisions and achieving sustainable growth in their respective market domains.

Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies. This helps us dig out market data that helps us generate accurate research data tables and confirm utmost accuracy in our market forecasting. Every data company in the domain is concerned. Our secondary data procurement methodology includes deep presented in the reports published by us is extracted through primary interviews with top officials from leading online and offline research and discussion with knowledgeable professionals and analysts in the industry.

Contact:

David Correa

5933 NE Wi

Toll-Free: 1-800-792-5285

UK: +44-845-528-1300n Sivars Drive

#205, Portland, OR 97220

United States

Hong Kong: +852-301-84916

India (Pune): +91-20-66346060

Fax: +1-855-550-5975

help@alliedmarketresearch.com

Web: <https://www.alliedmarketresearch.com>

Follow Us on: LinkedIn Twitter

Allied Market Research

Allied Market Research

+1 800-792-5285

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/633089563>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.