



THE **SUPER APP SHIFT**

The Super App Shift: How Consumers Want To Save, Shop And Spend In The Connected Economy, a

PayPal and PYMNTS collaboration, looks at how consumer demand for streamlined payment experiences has created widespread interest in a super app to manage the complexity of modern life. The report is based on a census-balanced survey of 9,904 consumers in Australia, Germany, the United Kingdom and the United States conducted between Jan. 11 and Jan. 31.

How Consumers Want To Save, Shop And Spend In The Connected Economy

July 2022

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THE SUPER APP SHIFT

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The Super App Shift: How Consumers Want To Save, Shop And Spend In The Connected Economy was done in collaboration with PayPal, and PYMNTS is grateful for the company's support and insight. **PYMNTS.com** retains full editorial control over the following findings, methodology and data analysis.

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Introduction

A broad range of recent technological changes, from advanced mobile devices to artificial intelligence (AI)-powered standalone applications to new payments technologies, have changed the parameters of the possibilities for retailers, financial institutions (FIs) and consumers.¹ Real-time connections between payment rails, retailers, essential and nonessential activities and digital identities power today's consumer experiences.² We call this decentralized, evolving global infrastructure built for efficiency, security and intuitive user experience the ConnectedEconomy™.

Within the ConnectedEconomy, consumers engage in a range of core activities that power day-to-day life

— actions that are now fundamentally interconnected. For example, shopping online can lead to ordering from restaurants via an app, which can normalize app-based grocery delivery, opening the door to many other connected undertakings. Though these actions are intertwined, the current infrastructure is anything but. The channels consumers use to engage in the ConnectedEconomy are disjointed, a nest of separate apps and websites from myriad providers that can clog smartphone home screens and necessitate the creation of overwhelming numbers of accounts (and the remembrance and safekeeping of just as many account credentials).

A super app may fix this.

A super app provides a user interface through which consumers can shop, order food, check social media, bank and so on — all within a single solution. It can help solve the current ecosystem's decentralization problem and address consumers' universal desire for consistent, secure and frictionless interactions throughout the pillars of their lives.

The Super App Shift: How Consumers Want To Save, Shop And Spend in the ConnectedEconomy, a PayPal and PYMNTS collaboration, examines how the growing consumer preferences for streamlined payment experiences have evolved into a significant interest in a super app to manage everyday life. The report is based on a census-balanced survey of 9,904 consumers in Australia,

Germany, the United Kingdom and the United States conducted between Jan. 11, 2022, and Jan. 31. Consumers were asked questions about their connected shopping, banking and leisure preferences, their concerns about data privacy and security and their mobile device usage patterns.

This is what we learned.

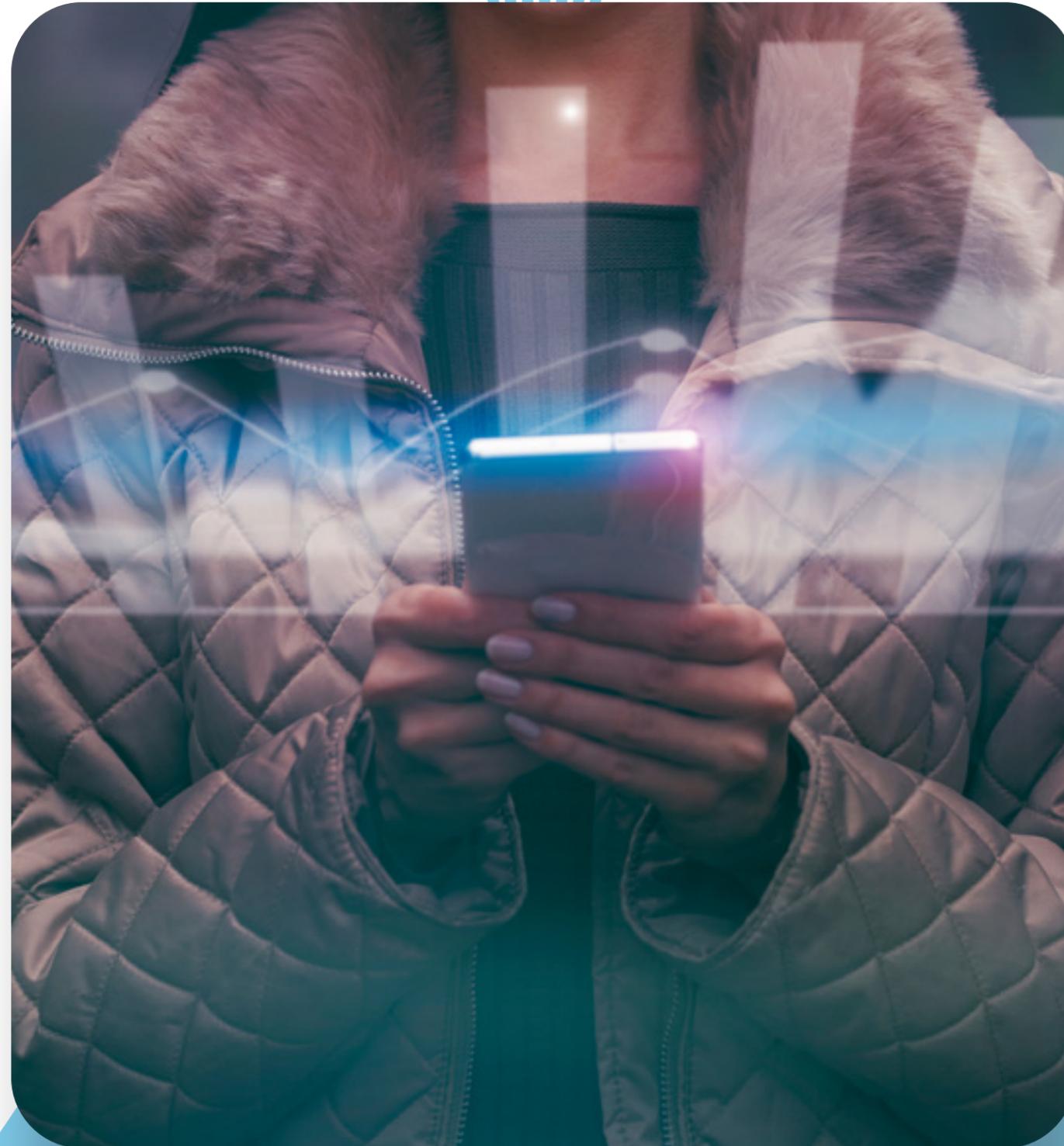
¹ Connected Economy Demands New End-To-End Banking Infrastructure. PYMNTS.com. 2021. <https://www.pymnts.com/commerce-connected/2021/connected-economy-demands-new-end-to-end-banking-infrastructure/>. Accessed May 2022.

² Study: How 73 Million Highly Connected Consumers Are Pioneering The Connected Economy. PYMNTS.com. 2021. <https://www.pymnts.com/commerce-connected/2021/study-how-73-million-highly-connected-consumers-are-pioneering-the-connected-economy/>. Accessed May 2022.

Global consumers already want a super app: Approximately seven in 10 respondents report interest in such a solution.

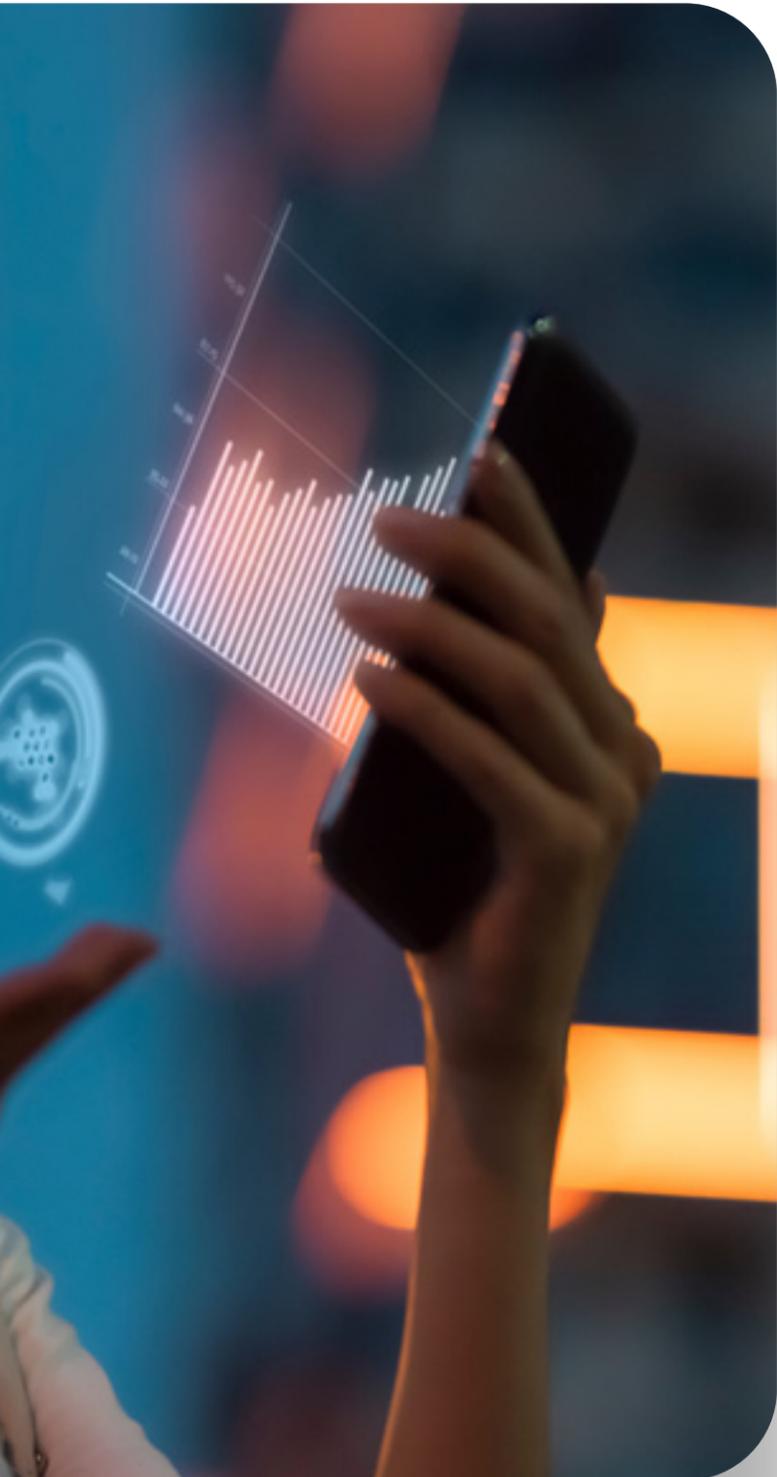
Driven by a desire for convenience and financial wellness — the latter especially among Generation Z consumers — most survey respondents have at least some interest in a solution that would allow them to manage payments and other everyday activities through a centralized tool.³ Overall, approximately one-quarter are “very” or “extremely” interested in a super app, and consumers who have fully integrated connective technology into their lives are approximately twice as likely as other respondents to exhibit this high interest.

³ Generation Z consumers were born between 1997 and 2004 and represented 11.3% of the consumers in this study.



Consumers desire a super app, particularly for convenience and security.

A core advantage of a super app is its elegance: such a solution takes what once was a tangled thread pile of apps, websites and channels and spools it into a single, centralized experience. Nearly four in 10 consumers who are “slightly” or “somewhat” interested in a super app highly value the benefit of minimizing the risk of losing sensitive information, and among highly interested consumers, that share rises to 57%. An equal share of highly interested consumers greatly values the convenience of coordinating different areas of life in one place.



A potential impediment to super app adoption globally is that respondents have concerns about a super app's role in their future data security and privacy.

While consumers are very interested in the convenience a super app offers, they are concerned about data security and their ability to limit data sharing with third parties according to their preferences. Our research reveals that consumer interest in super app use varied according to the levels of existing integration of digital technologies in their lives, as well as their purchasing patterns. We found that 45% of respondents report being “very worried” about their data security in case of hacking. Nearly 40% of consumers also have concerns about the amount of data they might have to share with a super app.

A provider's reputation for trustworthiness and security is key to alleviating international consumers' worries about sharing their data with a super app.

Consumer perception of an institution's overall reputation and trustworthiness for data security-related issues are the two most important factors influencing consumer trust in a super app. While consumers may trust a potential super app provider, they also have concerns about their ability to manage their data once they have integrated a super app into their lives.

Consumers are most willing to use super apps in areas of their lives in which they are most comfortable with technology: common purchasing venues and standard banking actions.

Across all demographics, respondents are most interested in using a super app for grocery, restaurant and entertainment purchases. Specific personas of consumers heavily correlate with certain super app integrations — for example, more than 90% of consumers primarily motivated by convenience would integrate a super app into any given area of their lives. One other key impact would involve banking: approximately four in 10 consumers say they would increase their banking activities if provided with a super app.

SUPER APP SURVEY BASICS

PERSONAS AND BEHAVIORS

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Our research revealed five groups of consumers who demonstrate similar interests in integrating tasks from specific areas of their lives into a super app.

CONVENIENCE-SEEKERS

(15% of all respondents, or an estimated 60 million consumers)

These consumers are extremely interested and are likely to want all life areas integrated into a connected app.

COMMERCE-SEEKERS

(16%, or an estimated 62 million consumers)

These consumers are likely to integrate areas that allow them to access their shopping, travel or entertainment preferences.

FINANCIAL WELLNESS-SEEKERS

(29%, or an estimated 108 million consumers)

These consumers are likely to integrate areas related to banking and money management to have access to that information and to make/receive digital payments.

WAIT-AND-SEE

(13%, or an estimated 48 million consumers)

These consumers are likely to integrate just a few tasks from a limited area of their lives.

NOT INTERESTED

(26%, or an estimated 111 million consumers)

These consumers do not want to integrate any areas of their lives.

To further contextualize our sample, our researchers identified three personas of consumers with differing levels of engagement with technology as well as varied interest in a solution that would allow them to converge and manage critical tasks through a single super app. We use the following identifying terms to refer to technology personas throughout this report:

BASIC-TECH:

These consumers primarily use computers or smartphones and exhibit low overall ownership of devices, possessing one or two devices on average. They represent 28% of respondents or an estimated 107 million consumers. This persona is composed mainly of baby boomers and seniors (41%) and low-income consumers (48%).

MAINSTREAM-TECH:

These consumers use computers, smartphones, tablets, smart TVs and gaming consoles and own four devices on average. This persona represents 60% of respondents or an estimated 234 million consumers, and is dominated by baby boomers and seniors (36%), Generation X consumers (27%) and millennials (27%). Its members are evenly distributed by income.

INTEGRATED-TECH:

These consumers have all the devices used by mainstream-tech users but also incorporate smart home and activity-tracking devices into their ecosystems. They own seven to eight devices on average and represent 12% of respondents or an estimated 48 million consumers. They are mainly millennials (42%) and high-income consumers (50%).

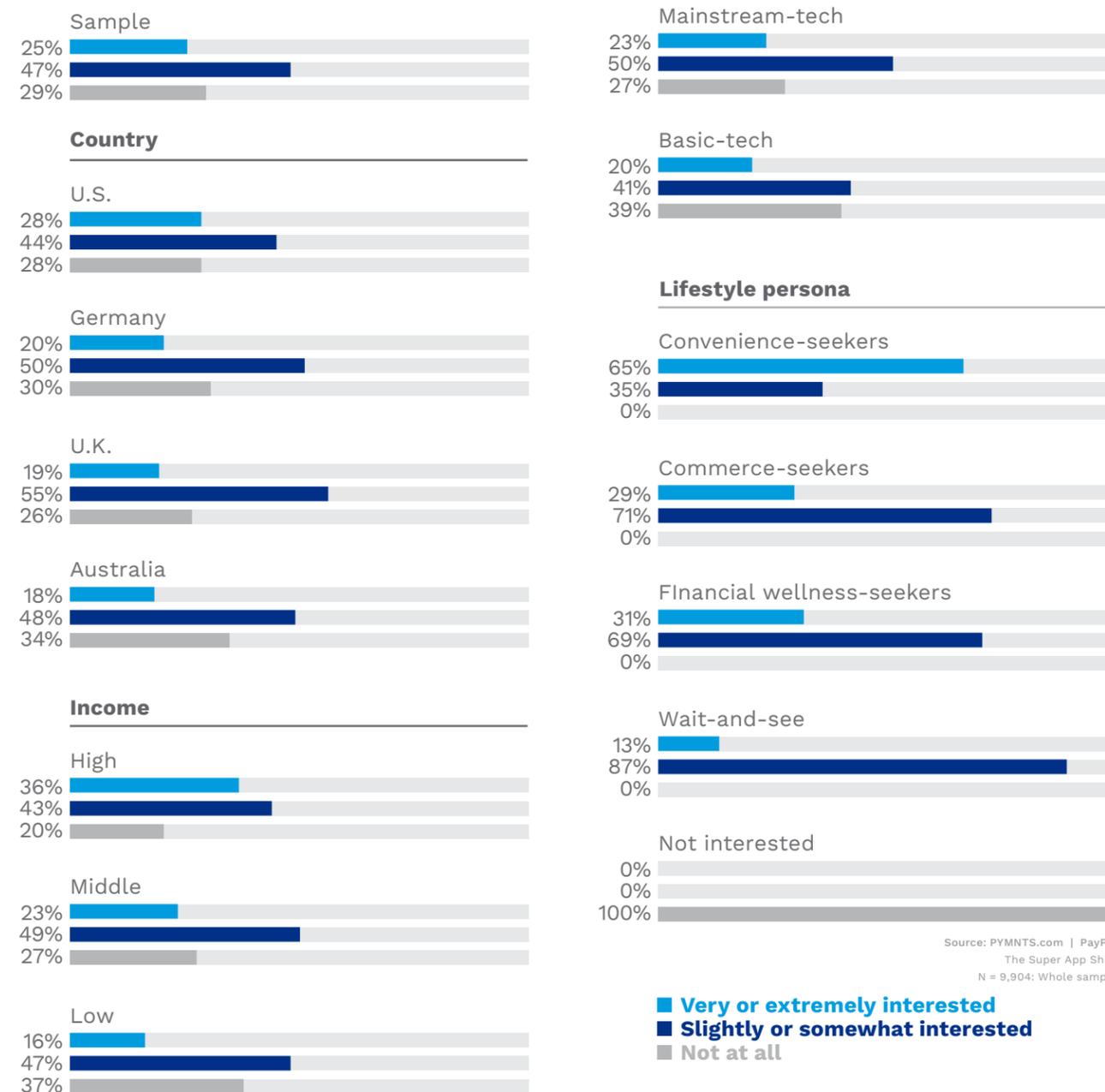
The infrastructure of intent: Consumers' desire for a super app

Consumers navigating the ConnectedEconomy exhibit significant interest in a super app: 72% of all respondents are at least “slightly” interested in a super app, and 25% are “very” or “extremely” interested. Generally, the level of interest in a super app rises along with respondents’ income and level of tech integration. Even so, most consumers in our lowest income bracket are interested in a super app, at 63%.

This interest is not just universal among specific personas — it is strong globally. At a minimum, approximately two-thirds of respondents in all countries we surveyed reported interest in a super app. Naturally, there are subtle variations: 8% to 10% more U.S. respondents are “very” or “extremely” interested in a super app than consumers in other regions. The most significant share of consumers who are “slightly” or “somewhat” interested in a super app — a group that exhibits great potential for future super app providers — hails from the U.K. and measures at 55%.

Figure 1:
Super app interest

Share of consumers interested in a super app, by country, income, device persona and lifestyle persona



Source: PYMNTS.com | PayPal
The Super App Shift
N = 9,904: Whole sample

■ Very or extremely interested
■ Slightly or somewhat interested
■ Not at all



Our research also reveals granular differences in how specific personas express interest in the prospect of a super app. Integrated-tech respondents are roughly twice as likely to be “very” or “extremely” interested in a super app than the other device personas. As for our personas that group consumers’ desires for a super app, nearly two-thirds of convenience-seekers say they are “very” or “extremely” interested in using a super app, a considerable outlay. Financial wellness-seekers and commerce-seekers each show strong interest, at 31% and 29%, respectively.

Demographic differences among those interested and not interested in a super app solution also are salient. Financial-wellness seekers dominate Generation Z: 48% of this group are part of this persona. Baby boomers and seniors, already relatively reluctant participants in the ConnectedEconomy, dominate the group uninterested in a super app (50%).⁴ Half of convenience-seekers are millennials — a demographic that tends to have high earning power and set trends for cultures at large.⁵



Table 1:
Demographic breakdown

Share of consumers who make up personas, by interest, generation, income and education

	Interest		Generation					Income			Education	
	“Very” or “extremely” interested	“Slightly” or “somewhat” interested	 Generation Z	 Millennials	 Bridge millennials	 Generation X	 Baby boomers and seniors	High	Middle	Low	College	No college
Convenience-seekers	40%	12%	15%	27%	25%	16%	6%	21%	15%	10%	21%	13%
Commerce-seekers	18%	24%	17%	17%	17%	19%	13%	18%	16%	14%	17%	15%
Financial wellness-seekers	35%	41%	48%	33%	30%	25%	19%	28%	29%	26%	29%	27%
Wait-and-see	6%	23%	8%	10%	11%	16%	13%	12%	12%	13%	11%	13%
Not interested	0%	0%	12%	13%	17%	23%	50%	20%	27%	37%	22%	31%

⁴ Benchmarking The World's Digital Transformation: The ConnectedEconomy™ Index Q1 2022. PYMNTS.com. 2022. <https://www.pymnts.com/study/benchmarking-world-digital-transformation-connected-economy-index-innovation-global-gdp/>. Accessed June 2022.

⁵ Ibid.

Source: PYMNTS.com | PayPal
The Super App Shift
N = 9,904: Whole sample

What consumers want: Core super app features

It is clear that consumers are interested in a super app, but what features are driving this interest? Consumers care deeply about the security of their data, and a key benefit of a super app is that its centralized nature can drastically cut down on the number of providers and organizations that require consumers to share their data. Minimizing the risk of losing sensitive information is the benefit most likely to be highly valued, whether consumers show enthusiastic or measured interest, and, incredibly, it is also most cited across all lifestyle persona groups.

Our research reveals additional features that are important to consumers.

Convenience also is highly valued: The ability to coordinate and manage different parts of their lives through a single solution is cited second most frequently among all personas (also by 26% of those with some interest in a super app and by 57% of those with high levels of interest). An all-in-one secure sign-on solution that minimizes the need for multiple security measures was also rated highly, with 33% of consumers with some interest and 55% of those with high interest citing this. All in all, flexibility, streamlined task management and security are what consumers consistently value around the globe.

Figure 2A:

Super app benefits

Share of consumers who value super app benefits, by level of interest



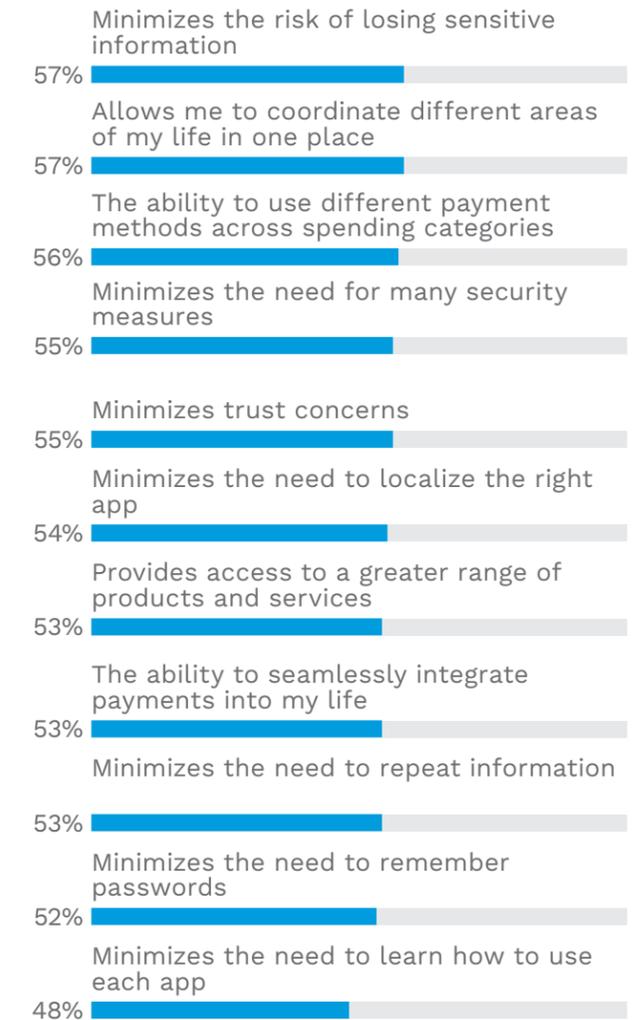
Source: PYMNTS.com | PayPal
The Super App Shift
N varies: Respondents interested in having a single online app or website and highly value the benefits received

■ Slightly or somewhat interested
■ Very or extremely interested

Figure 2B:

Super app benefits

Share of consumers who highly value super app benefits, by level of interest



Source: PYMNTS.com | PayPal
The Super App Shift
N varies: Respondents interested in having a single online app or website and highly value the benefits received

■ Very or extremely interested

One other way these key sensibilities surface is through the context of payments. Our research finds that 84% of respondents at least moderately value a potential super app’s ability to use different payment methods with varying spending categories. Specifically, 57% of respondents “very” interested in a super app highly value the ability to use different payment methods across spending categories, as do 28% of those “slightly” or “somewhat” interested. One can imagine a super app facilitating a large purchase and suggesting a buy now, pay later payment method, for example. Then, as the consumer purchases a celebratory take-out meal, it would suggest a payment with a credit card that offers the most rewards points in that context.

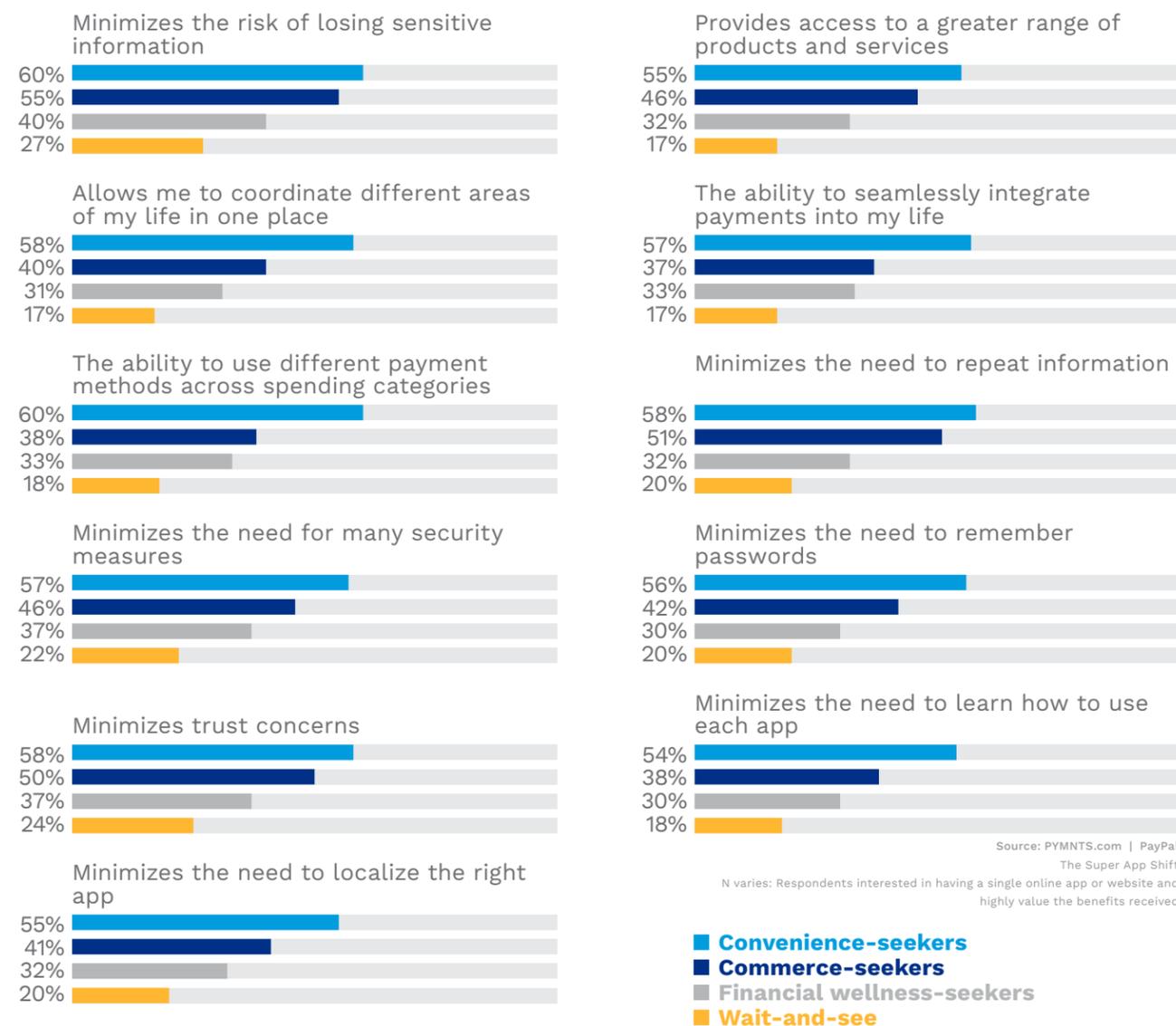
Grouping each super app benefit into one of three categories — convenience benefits, coordination benefits and security benefits — reveals interesting consumer preferences. The largest share of consumers highly values convenience

benefits at 66%, followed by security benefits at 61% and coordination benefits at 54%.⁶

While debit cards are the most common form of in-person payment worldwide, PYMNTS’ data shows that 29% to 43% of respondents globally have used digital wallets for online retail purchases.^{7,8} This may be related to the rise of neobanks — platforms and services that provide key financial services in user-friendly formats that offer elements of super app functionality, such as streamlined retail checkouts and one-click registrations with various entertainment services. The U.S. exhibits the lowest level of digital wallet adoption for in-person and online retail use but a significantly higher interest in super app usage than consumers in other regions. This difference may indicate a developing preference for a service that couples the conveniences of digital wallets with other task management features.

Figure 2C:
Super app benefits

Share of consumers who highly value select types of super app benefits, by lifestyle persona



⁶ **Security benefits include** those that minimize the risk of losing sensitive information, the need for multiple security measures and trust concerns.
Coordination benefits include those that allow consumers to coordinate different areas of their lives in one place, to use different payment methods across spending categories and to seamlessly integrate payments into their lives.
Convenience benefits include those that provide access to a greater range of products and services and those that minimize the need to localize the right app, the need to repeat information, the need to remember passwords and the need to learn how to use each app.

⁷ Author unknown. The ultimate guide to the different types of payment methods. Pomelo Pay. 2021. <https://www.pomelopay.com/blog/types-payment-methods>. Accessed June 2021.

⁸ Steele, J; Holmes, T; Ackary, M; Ruiz-Camacho, A. Payment method statistics. 2021. <https://www.creditcards.com/statistics/payment-method-statistics-1276/>. Accessed June 2022.

Figure 2D:

Super app benefits

Share of consumers who highly value select types of super app benefits

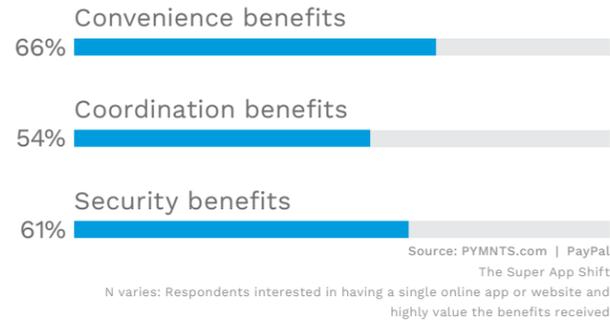


Figure 2E:

Super app benefits

Share of consumers who highly value select types of super app benefits, by lifestyle persona

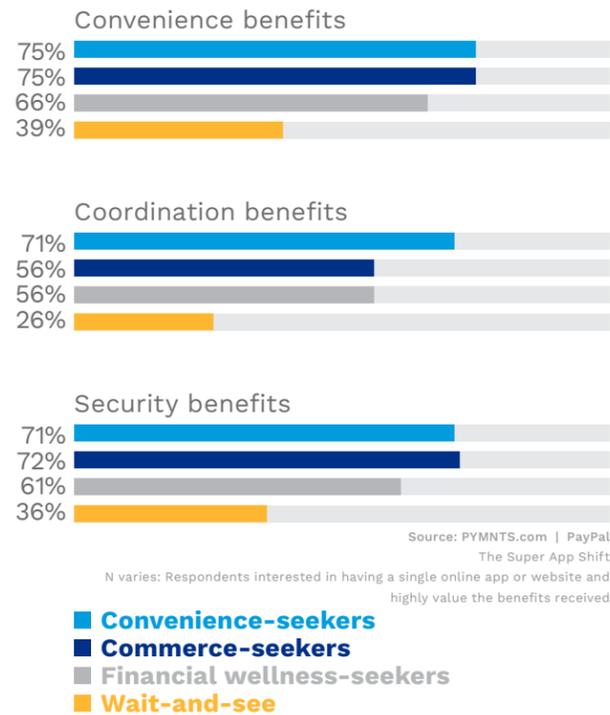
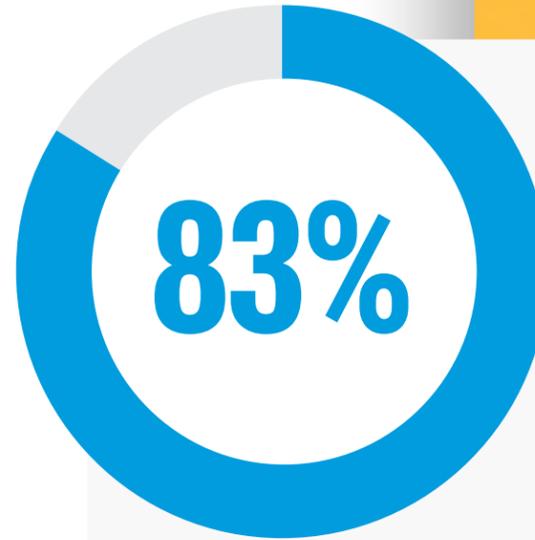
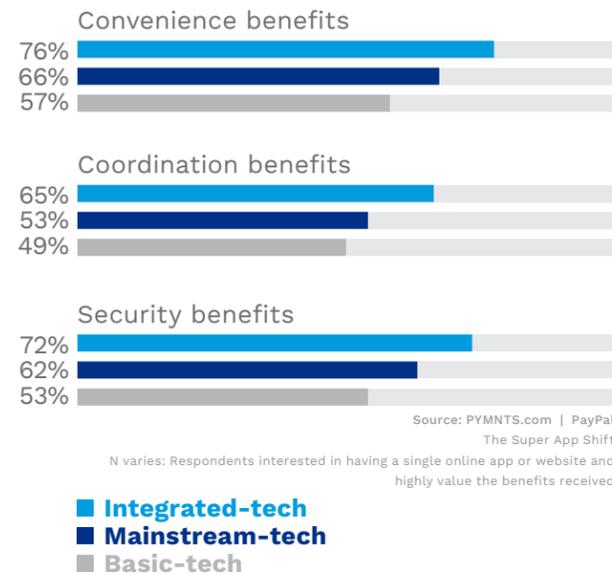


Figure 2F:

Super app benefits

Share of consumers who highly value select types of super app benefits, by device persona



of consumers at least **moderately value** a super app's ability to use different payment methods.



SIZING UP THE SUPER APP MARKET POTENTIAL

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If we consider respondents who are “very” or “extremely” interested in a super app to be “day one” users, the number of day one users and their yearly spending may be estimated for each of the four countries surveyed. Population and consumer spending data comes from a government-run statistics bureau in each country. When combined with our survey data on respondent income and interest in a super app, our researchers estimate there are 98 million day one users across the four countries surveyed, accounting for a little more than \$3.2 trillion in annual consumer spending.

There are approximately

98 million

day one users across Australia, Germany, the U.K. and the U.S.

Table 2:

Consumer spending in different countries

Average number of adults and day one users and their spending, by country

	 U.S.	 U.K.	 Germany	 Australia	Total
Adult population⁹ (millions)	258	53	69	26	406
Total yearly consumer spending¹⁰ (\$ billions)	\$8,020	\$1,105	\$2,265	\$523	\$11,913
Day one users (millions)	71	9	14	3	98
Estimated annual spending of day one users (\$ billions)	\$2,223 ¹¹	\$282 ¹²	\$612 ¹³	\$134 ¹⁴	\$3,251

Source: PYMNTS.com | PayPal
The Super App Shift
N = 9,904: Whole sample

⁹ Author unknown. Table 1203. Income before taxes: Annual expenditure means, shares, standard errors, and coefficients of variation, Consumer Expenditure Survey, 2019. U.S. Bureau of Labor Statistics. 2019. <https://www.bls.gov/cex/tables/calendar-year/mean-item-share-average-standard-error/cu-income-before-taxes-2019.pdf>. Accessed June 2022.

¹⁰ Author unknown. Family spending workbook 1: detailed expenditure and trends. Office for National Statistics. 2020. <https://www.ons.gov.uk/peoplepopulationandcommunity/personalandhouseholdfinances/expenditure/datasets/familyspendingworkbook1detailedependitureandtrends>. Accessed June 2022.

¹¹ Author unknown. Equipment of private households (current economic accounts): Germany, reference date, consumer goods, net household income classes. Federal Office of Statistics. 2021. <https://www-genesis.destatis.de/genesis/online?operation=table&code=63111-0003&bypass=true&levelindex=0&levelid=1647454258309#abreadcrumb>. Accessed June 2022.

¹⁴ Author unknown. Household Expenditure Survey, Australia: Summary of Results. Australian Bureau of Statistics. 2017. <https://www.abs.gov.au/statistics/economy/finance/household-expenditure-survey-australia-summary-results/2015-16>. Accessed June 2022.

Connected Countries: Global consumer device usage preferences, behaviors and personas

Consumers tell us they like to use connected devices to improve their shopping experiences, but they also relayed concerns about data security. As many as 50% of respondents say they use connected devices to make shopping more convenient. They also use their connected devices to increase their access to and information about shopping and merchants and enjoy doing so. Just 16% of consumers say connected devices do not improve shopping.

While it is not surprising that smartphone adoption is nearly universal — Australia, Germany, the U.S. and the U.K. all boast smartphone use rates above 85% — there are meaningful differences in how consumers use their smartphones by both country and demographic. Americans use their smartphones for an average of seven digital activities, more than Germans, who use an average of six. High-income consumers own seven connected devices and use them for eight digital activities, while low-income earners average owning four devices and using them for six digital activities.

Figure 3:

Connected devices' positive impact

Share of consumers who identify select ways that connected devices improve purchasing



Source: PYMNTS.com | PayPal
The Super App Shift
N = 9,904: Whole sample

■ **Most important factor of connected devices that improves purchasing**
■ **Selected but not the most important factor of connected devices that improves purchasing**

Figure 4A:
Smart device adoption and usage

Average number of connected devices owned, by country, income and device persona

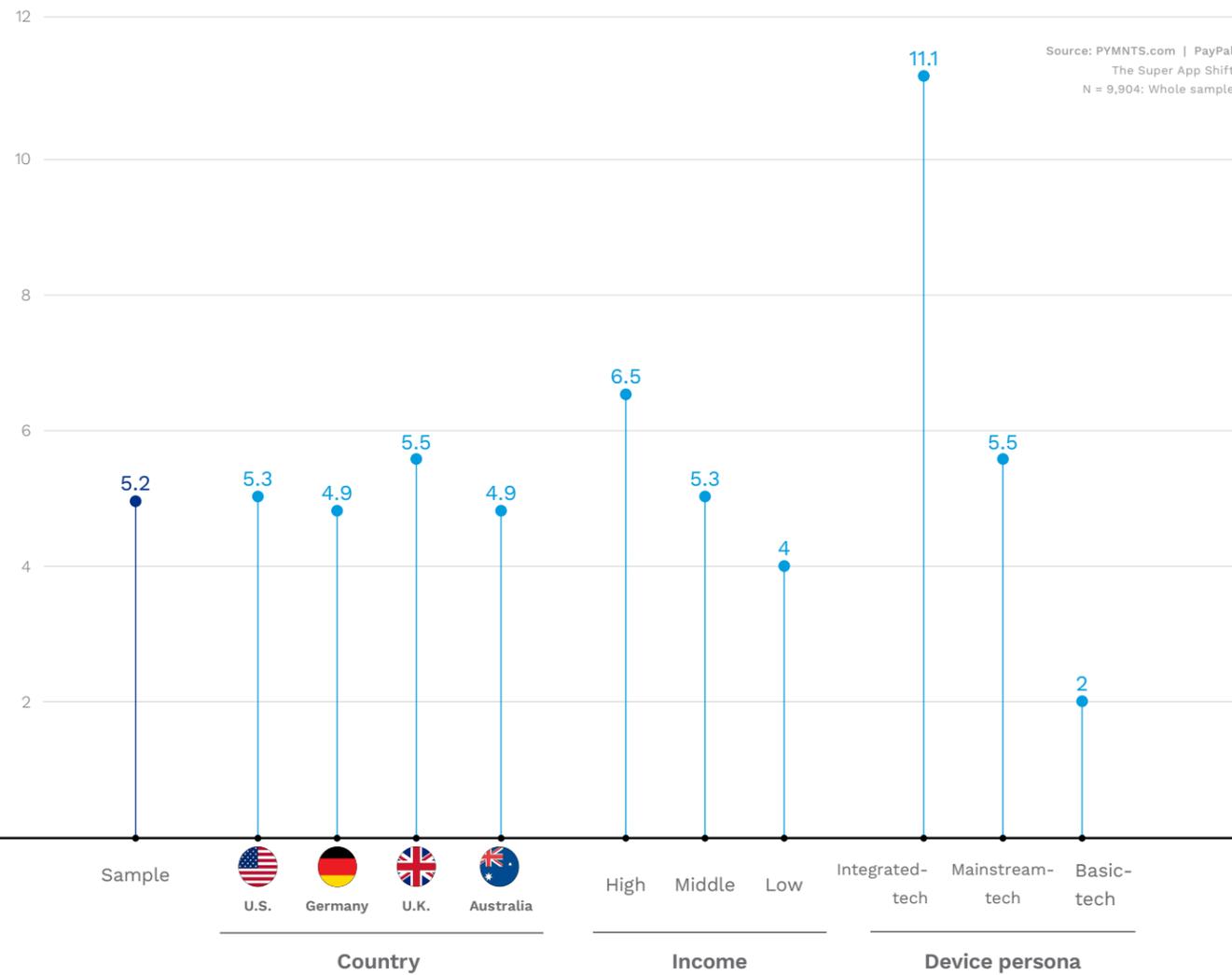


Figure 4B:
Smart device adoption and usage

Average number of digital actions taken, by country, income and device persona

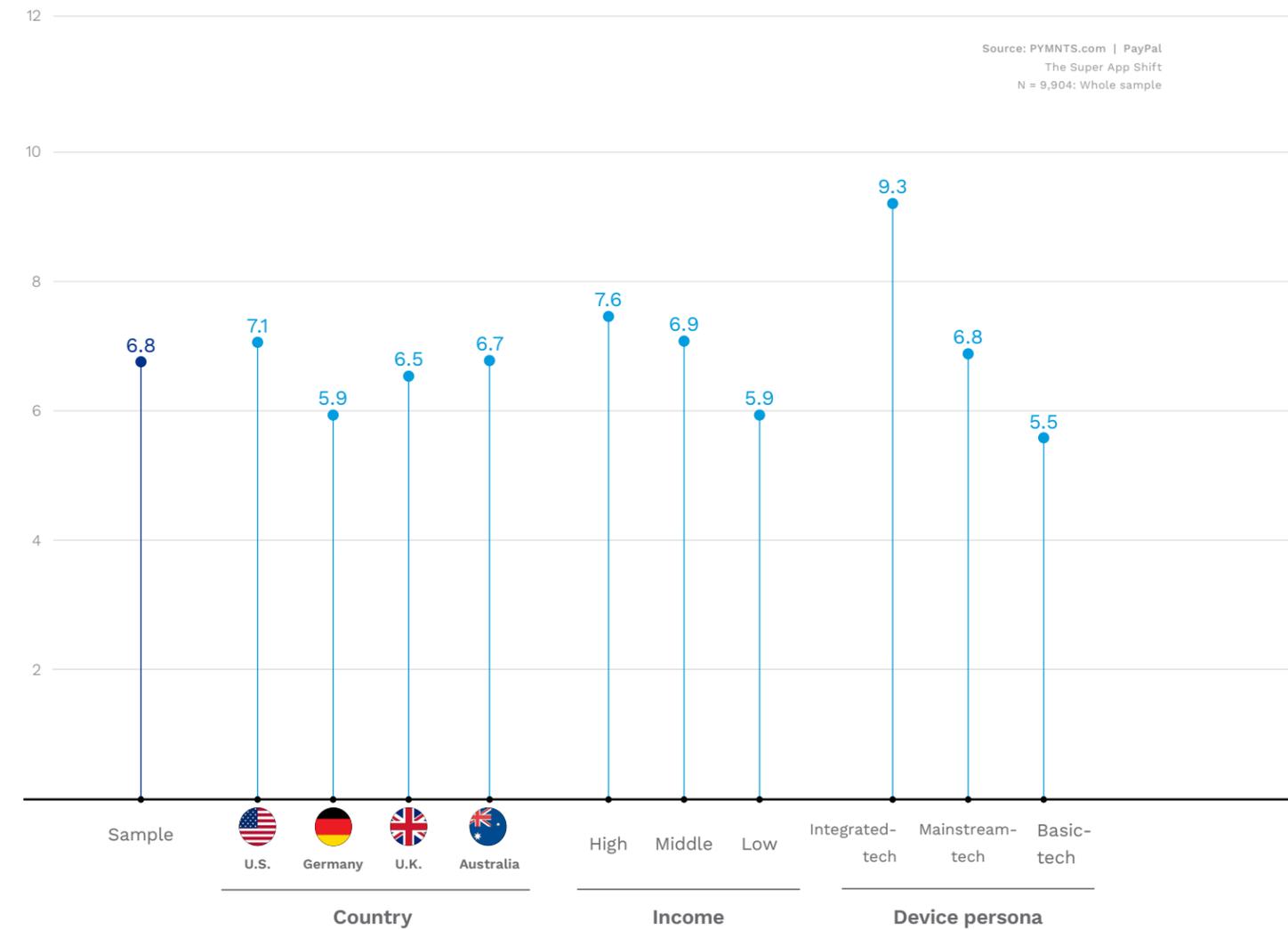
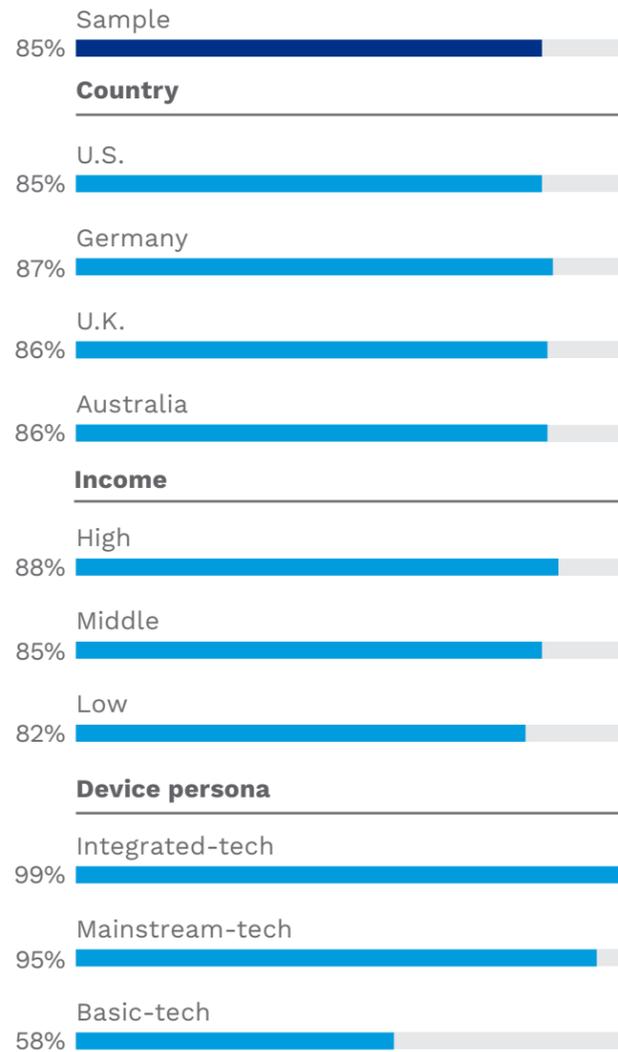


Figure 4C: Smart device adoption and usage

Share of consumers who own a smartphone, by country, income and device persona



Source: PYMNTS.com | PayPal
The Super App Shift
N = 9,904: Whole sample

We also find significant differences in how consumers in the nations surveyed align with key personas. For example, 55% of American financial wellness-seekers are interested in using a super app for their shopping preferences and habits, while just 48% of U.K. financial wellness-seekers said the same. A considerable share of convenience-seekers

in the U.S., 86%, show interest in using a super app to manage interpersonal communications with their families, friends or romantic partners, while 76% of German convenience-seekers and 78% of Australians in this persona say the same.

86% of American convenience-seekers are interested in using a super app to manage interpersonal communications.

Table 3: Lifestyle persona breakdown

Share of consumers citing specific areas of their lives they would like to see integrated into a super app, by lifestyle persona

	U.S. complete responses	Not interested	Wait-and-see	Financial wellness-seekers	Commerce-seekers	Convenience-seekers
N	2,606	743	366	676	418	403
My paid work	26%	0%	3%	40%	9%	87%
My home's connected devices	31%	0%	5%	40%	38%	90%
My retail purchases	46%	0%	8%	55%	95%	99%
My interactions with family, friends or romantic partners	29%	0%	4%	40%	27%	86%
My shopping preferences and habits when buying restaurant meals	44%	0%	8%	46%	98%	97%
My travel preferences and habits	36%	0%	3%	35%	74%	95%
My entertainment preferences and habits	42%	0%	9%	43%	89%	98%
My health and wellness preferences and habits	38%	0%	5%	51%	58%	96%
My money and bank accounts	32%	0%	2%	59%	8%	96%
Digital connections to make or receive payments	37%	0%	2%	64%	36%	96%
My grocery purchases	47%	0%	9%	59%	93%	99%

Source: PYMNTS.com | PayPal
The Super App Shift
N = 9,904: Whole sample

Concerns that could inhibit super app adoption

Though most consumers exhibit interest in super apps and most of those interested in super apps recognize their benefits, our researchers uncovered a sentiment among consumers that could serve as a barrier to super app adoption: Approximately half of respondents globally are unsure if a super app would be worth the risk of revealing their personal information.

Comfort rises with interest — our data shows that nearly 70% of respondents with high super app interest think the advantages of a super app are worth the risk of revealing personal information, though just one-fifth of those with slight interest consider the risk worth it.

Prospective users’ concerns tend to center on data security and data management. Our research finds that 45% of consumers would remain “very worried”

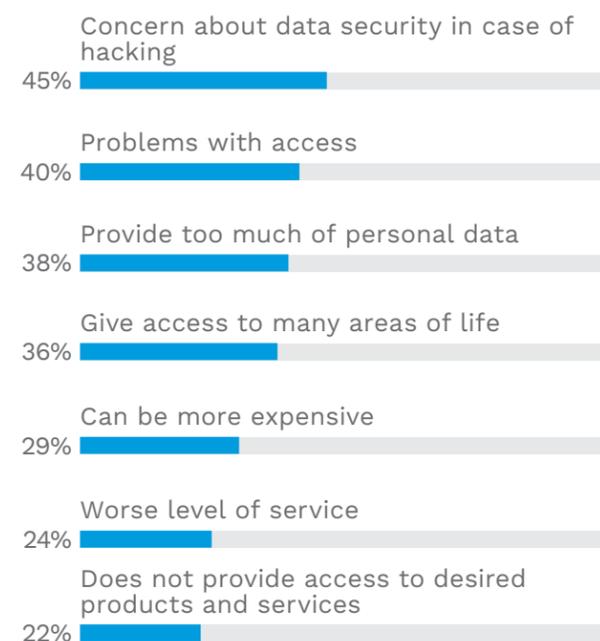
about being hacked if they used a super app and 38% had concerns about how much data they would have to share to gain access to its features. This concern is nearly universal, and 5% more German consumers show concern than other groups.¹⁵

Consumers who are the most interested in using a super app also show more concern about their expectations not being met. Approximately 10% more of those “very” or “extremely” interested are concerned about the possibility of a super app providing a worse level of service than are those only “slightly” or “somewhat” interested. Six percent more highly interested consumers than those less interested are concerned that the app would fail to provide them access to all of the features they want.

¹⁵ It is worth noting that consumers in Germany tend to be most skeptical of a super app overall: our data shows that just one-quarter of German consumers believe a super app would be worth the risk of revealing their personal information.

Figure 5A:
Specific super app worries

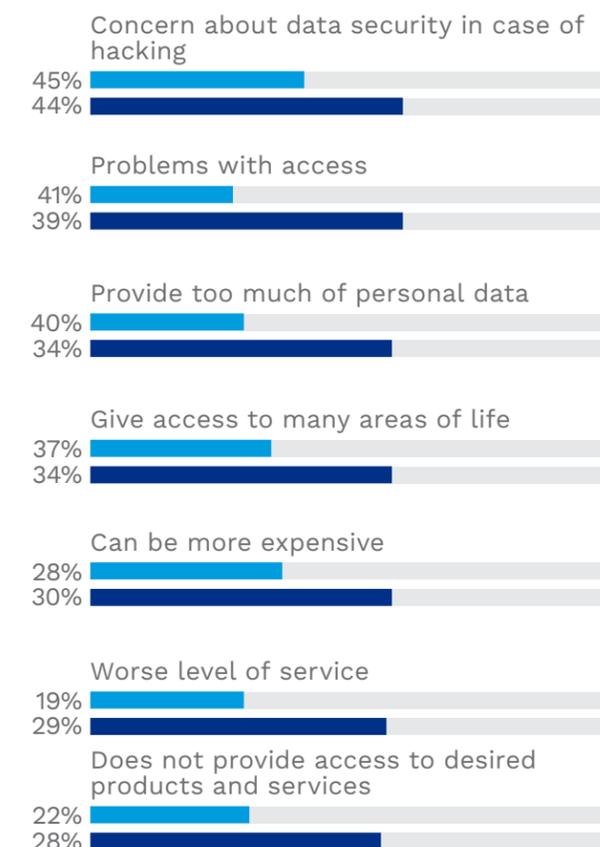
Share of consumers “very worried” about select concerns regarding a super app



Source: PYMNTS.com | PayPal
The Super App Shift
N = 7,304: Respondents interested in having a single online app or website

Figure 5B:
Specific super app worries

Share of consumers “very worried” about select concerns regarding a super app, by interest level



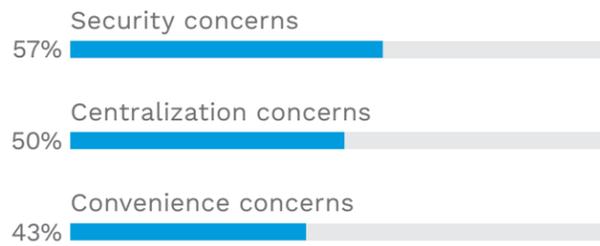
Source: PYMNTS.com | PayPal
The Super App Shift
N = 7,304: Respondents interested in having a single online app or website

■ Slightly or somewhat interested
■ Very or extremely interested

70%
of consumers with **high super app interest** think the advantages of a super app **are worth the risk of revealing personal data.**

Figure 6A:
Super app concerns

Share of respondents who are “very” or “extremely” worried about certain super app concerns

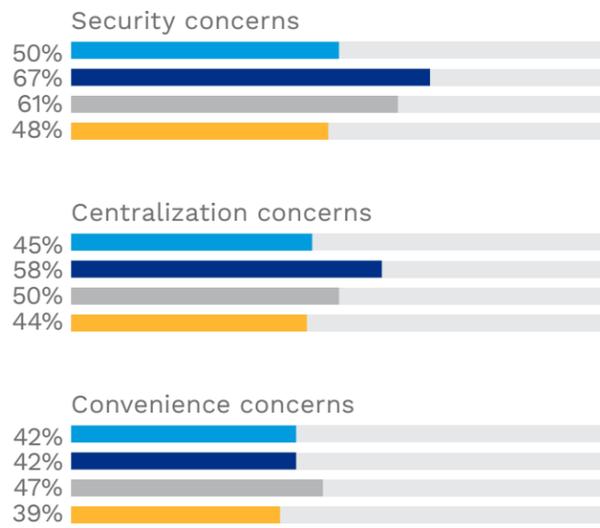


Source: PYMNTS.com | PayPal
The Super App Shift

N = 7,304: Respondents interested in having a single online app or website

Figure 6B:
Super app concerns

Share of respondents who are “very” or “extremely” worried about certain super app concerns, by lifestyle persona



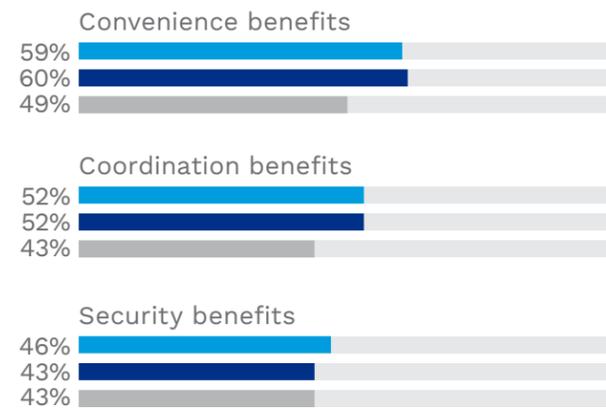
Source: PYMNTS.com | PayPal
The Super App Shift

N = 7,304: Respondents interested in having a single online app or website

- Convenience-seekers
- Commerce-seekers
- Financial wellness-seekers
- Wait-and-see

Figure 6C:
Super app concerns

Share of respondents who are “very” or “extremely” worried about certain super app concerns, by device persona



Source: PYMNTS.com | PayPal
The Super App Shift

N = 7,304: Respondents interested in having a single online app or website

- Integrated-tech
- Mainstream-tech
- Basic-tech

Each super app concern can be grouped into one of three categories: security concerns, centralization concerns and convenience concerns. Doing so reveals that security concerns are most common among consumers (57%), followed closely by centralization concerns (50%) and convenience concerns (43%).¹⁶

These findings suggest that super app providers’ ability to assuage worries may significantly affect their ability to attract the many consumers who currently are on the fence.

¹⁶ Security concerns include concerns about data security in case of hacking and providing too much personal data.

Centralization concerns include concerns about giving access to too many areas of their lives and problems with access.

Convenience concerns include concerns that the product will not provide access to desired products and services, will provide a worse level of service and can be more expensive.

57%

of consumers very worried about specific super app elements mentioned security as the cause of their worry.

Security and trust drive super app interest

A potential salve to consumers' concerns about security is trust, our researchers find — namely, trust in the organizations that may provide a super app. As centralizing many actions with a super app essentially means consumers are handing their keys to accessing the ConnectedEconomy to an external organization, trust and reputation are critical in building the confidence consumers will need to fully commit to a super app.

Globally, banks are the class of institutions most trusted by consumers. Our research shows that 53% of respondents trust banks to provide super apps, with 30% of respondents listing an individual bank as their most trusted provider. After banks, consumers do not immediately turn to eCommerce, Big Tech or card network firms but to PayPal. We find that 43% of respondents say they

would trust PayPal as their super app provider, and 17% of respondents list it as the most trusted of all institutions to provide a super app.

German PayPal trust is particularly high, as 16% of Germans list PayPal as their most trusted super app provider. Australians are the most trusting of banks: 37% list a bank as their most trusted provider. No countries studied have governments that consumers trust to provide a super app — no more than 2% of consumers from any country would most trust their government with such a task.

Table 4:
Super app provider trust in different countries

Share of consumers who trust super app providers, by country

	 U.S.	 U.K.	 Germany	 Australia
Bank	32%	23%	29%	37%
PayPal	13%	34%	16%	20%
eCommerce firm	16%	8%	11%	6%
Big Tech	14%	11%	12%	13%
Other	13%	11%	13%	12%
Card network	10%	10%	14%	8%
Government	1%	2%	1%	2%

Source: PYMNTS.com | PayPal
The Super App Shift
N = 7,304: Respondents interested in having a single online app or website

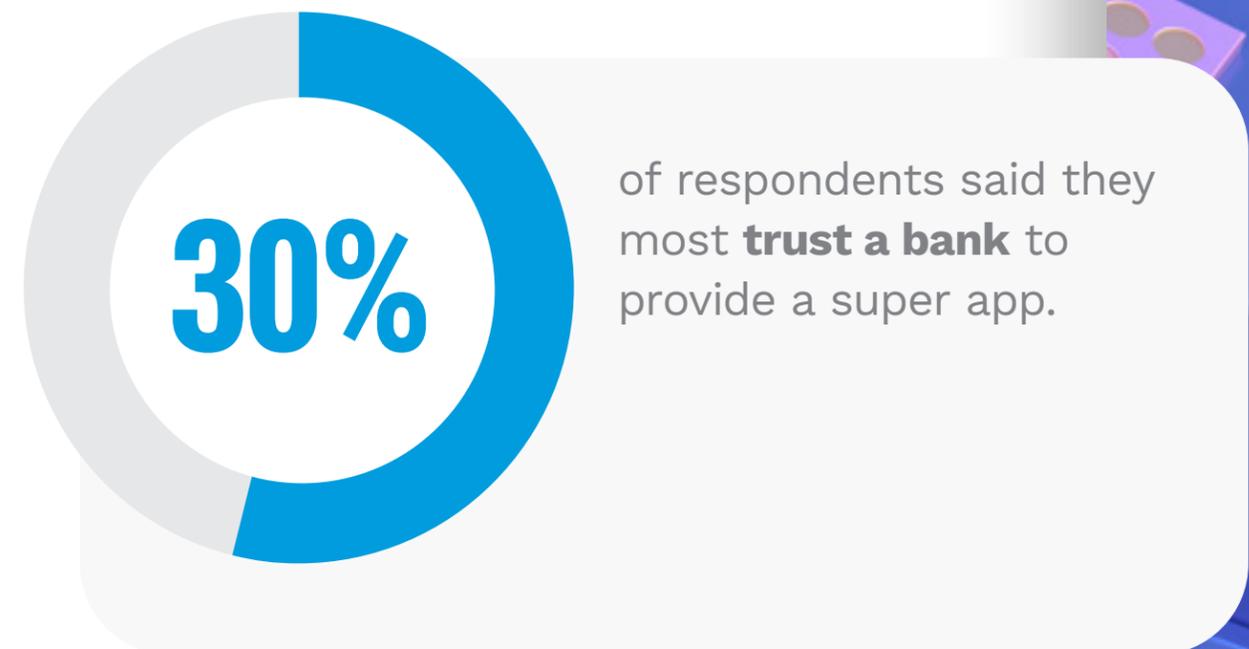
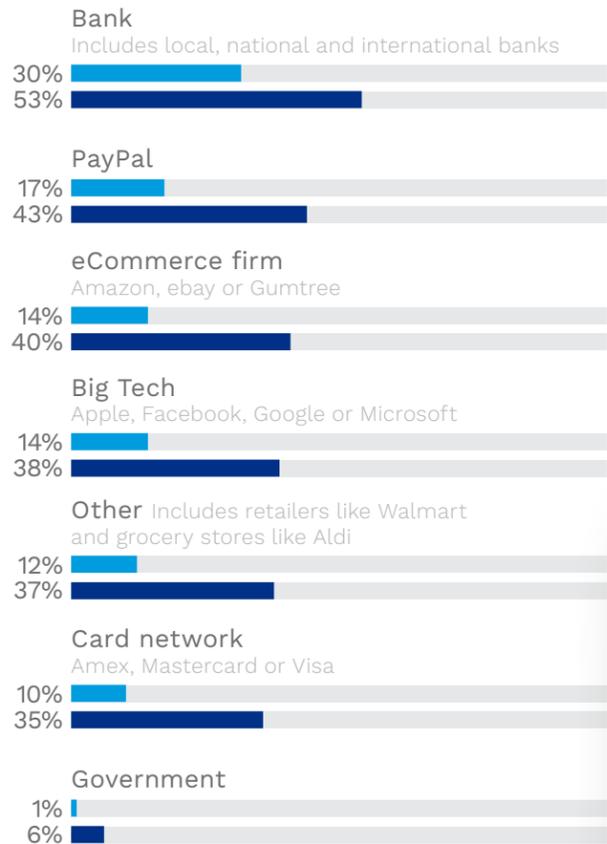


Figure 7:
Consumer trust of super app providers

Share of consumers who trust super app providers, by degree of trust



Source: PYMNTS.com | PayPal
The Super App Shift
N = 7,304: Respondents interested in having a single online app or website

■ Most trusted to provide a super app
■ Trusted, but not most trusted to provide a super app

Our research finds that an institution’s overall reputation and the confidence consumers have in the security of their data with the provider are the factors that most influence their trust. Globally, nearly 60% of respondents list either overall reputation or security-related confidence as the most important feature for generating trust.

After reputation and security-related confidence, an organization’s ability to offer savings and streamlined access to a range of goods and services are the most important factors for gaining trust. Respondents who trust banks and the federal government the most to provide a super app care most about a potential super app provider’s data security-related reputation.

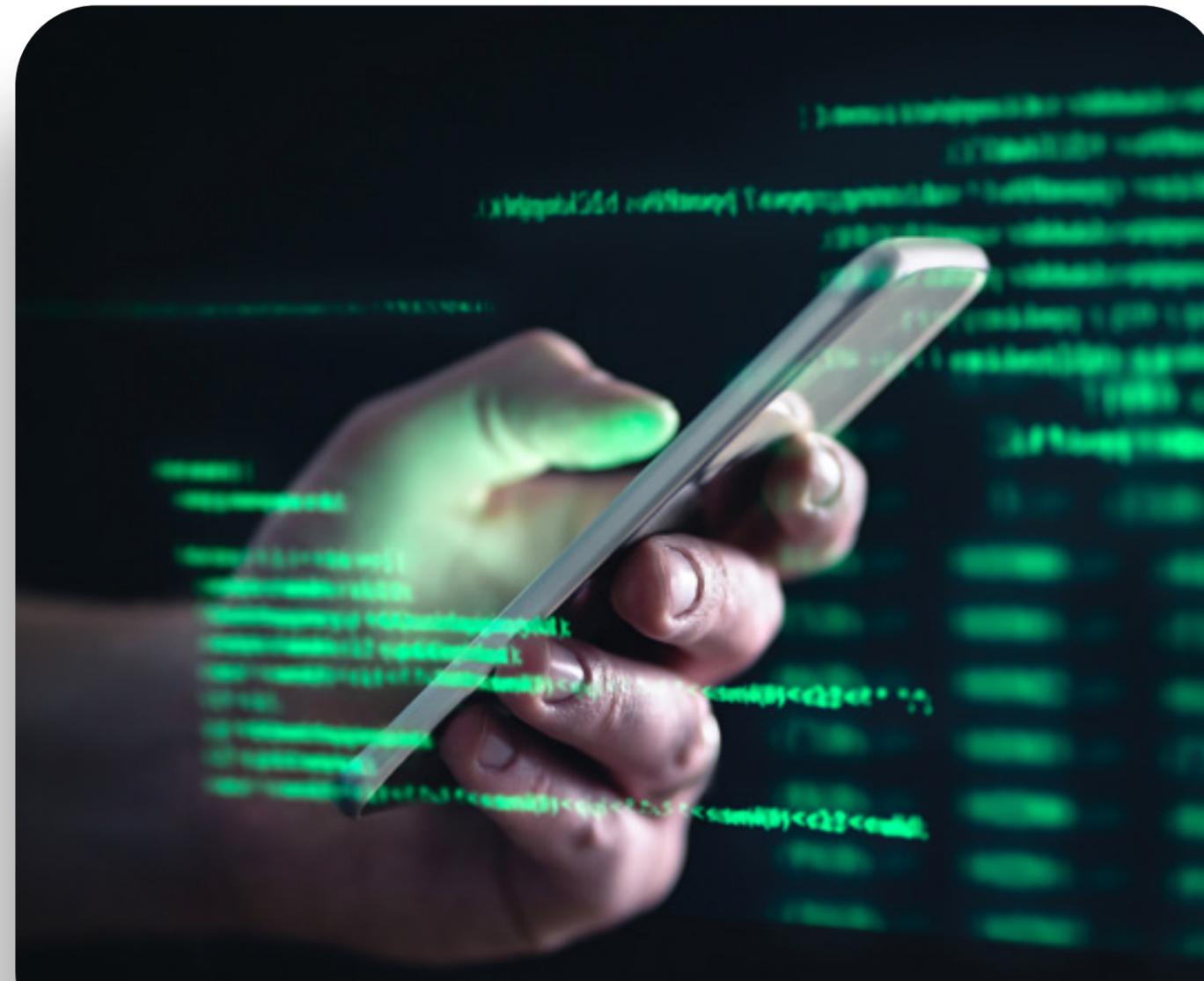
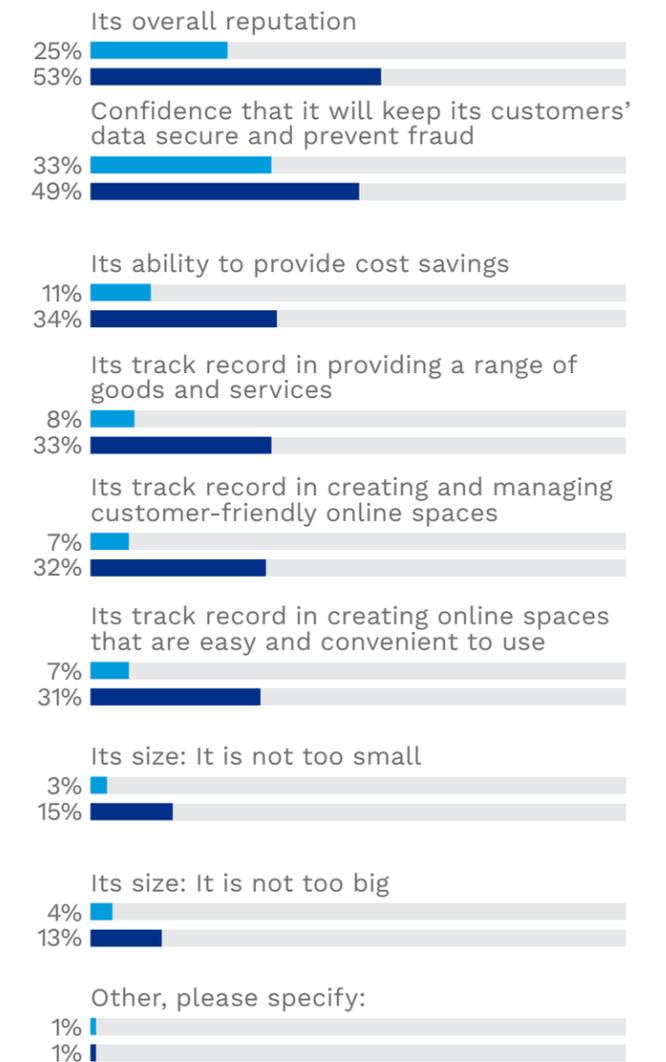


Figure 8:
Drivers of consumer trust in super app providers

Share of consumers who identify select factors influencing trust



Source: PYMNTS.com | PayPal
The Super App Shift
N = 7,304: Respondents interested in having a single online app or website

■ Most trusted to provide a super app
■ Trusted, but not most trusted to provide a super app

THE PRIVACY PARADOX

CONSUMERS WANT CONVENIENCE AND CONTROL

PYMNTS.com | PayPal

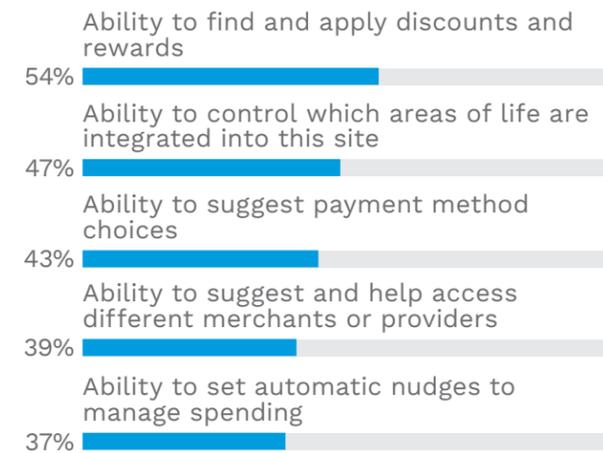
One other way consumers can maintain trust with a super app provider is to retain a degree of control of the specifics of their use of the app. Nearly half of interested respondents find the ability to control a super app's integration into their lives "very" or "extremely" important.

We also find differences in how key personas think about super app control. Approximately 13% more

commerce-seekers than financial wellness-seekers view the ability to control into which areas of life a super app is integrated as "very" or "extremely" important. Convenience-seekers lead all personas in considering each feature we asked about to be highly important, suggesting that for these consumers, the number of features to which they have access to directly informs convenience.

Figure 9A:
Important super app features

Share of consumers citing features as "very" or "extremely" important



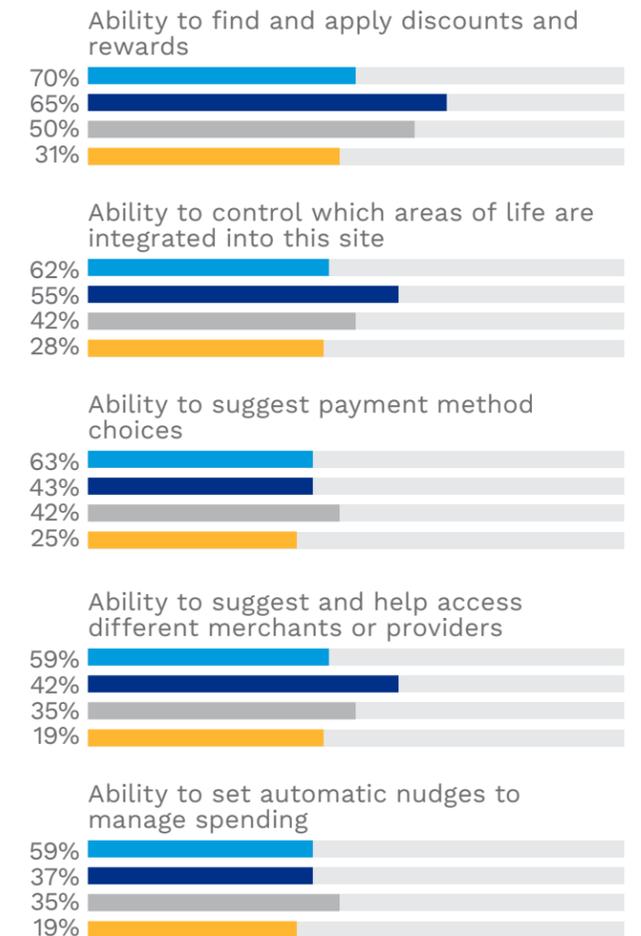
Source: PYMNTS.com | PayPal
The Super App Shift

N = 7,304: Respondents interested in having a single online app or website

Several other super app features consumers designate as highly important indirectly involve control, specifically the ability to suggest and help access different merchants or providers. Still, value reigns supreme: control is second-most frequently designated as important, with the ability to find discounts and rewards narrowly exceeding its share.

Figure 9B:
Important super app features

Share of consumers citing features as "very" or "extremely" important, by lifestyle persona



Source: PYMNTS.com | PayPal
The Super App Shift

N = 7,304: Respondents interested in having a single online app or website

■ Convenience-seekers
■ Commerce-seekers
■ Financial wellness-seekers
■ Wait-and-see

The super app payments future

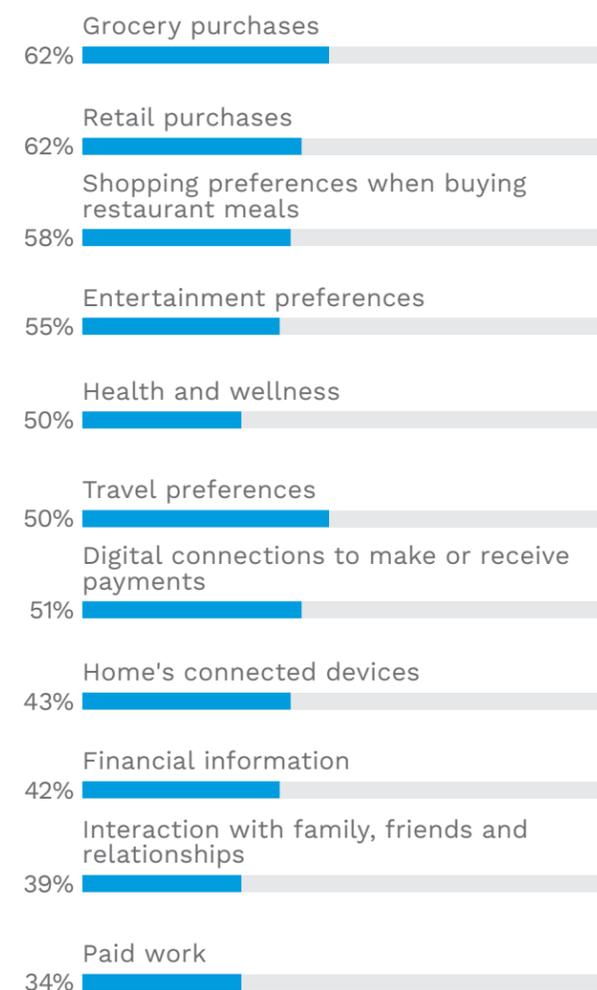
Consumers ready to integrate a super app into their day-to-day lives may begin in markets and town centers. Across all demographics, the largest intended uses of a super app would be for purchases involving groceries, restaurants and entertainment. Notably, this trifecta does very well among both consumers with high super app interest and those with measured interest. Most of those who are highly interested in super apps would use a super app in every aspect of life we asked about, whereas grocery shopping, purchasing at restaurants and entertainment are the only three aspects of life into which more than 48% of those with lower interest would incorporate a super app.

Our research finds that specific personas correlated significantly with how consumers see a super app integrating into their daily lives. We found that 95% of convenience-seekers would integrate their financial data into a super app, along with 49% of financial wellness-seekers. In addition, 97% of convenience-seekers would like to create digital connections through a super app to send and receive payments. Approximately 53% of financial wellness-seekers would do so. Regionally, the U.S. leads all other nations in willingness to integrate a super app into diverse areas of life.

Figure 10A:

Areas of life where consumers would integrate a super app

Share of consumers who would integrate a super app into select aspects of their lives



Source: PYMNTS.com | PayPal
The Super App Shift

N = 7,304: Respondents interested in having a single online app or website

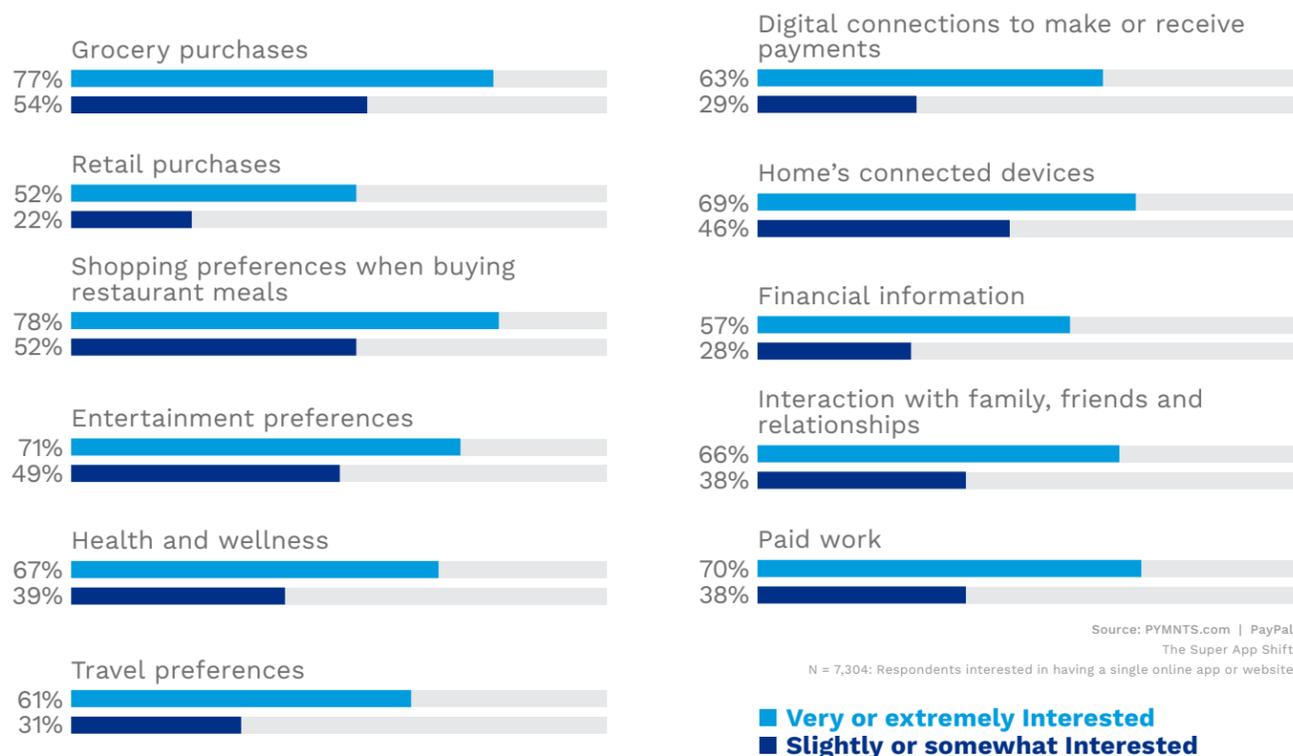
97%

of convenience-seekers would like to create digital connections through a super app to send and receive payments.

Figure 10B:

Areas of life where consumers would integrate a super app

Share of consumers who would integrate a super app into select aspects of their lives, by interest level



One other payment-related impact of a super app involves finance: 41% of consumers report that they likely would increase their banking activities if they had access to a super app. Millennials and Gen Z consumers, as well as Americans, high-income earners and those with college degrees, showed the highest intention to increase their banking activity if provided with a super app. This may suggest that the friction of logging into banks — a process that often includes multifactor authentication or security questions — is hampering these consumers from performing banking activities as much as they would like.

Figure 10C:

Areas of life where consumers would integrate a super app

Share of consumers who would integrate a super app into select aspects of their lives, by lifestyle persona

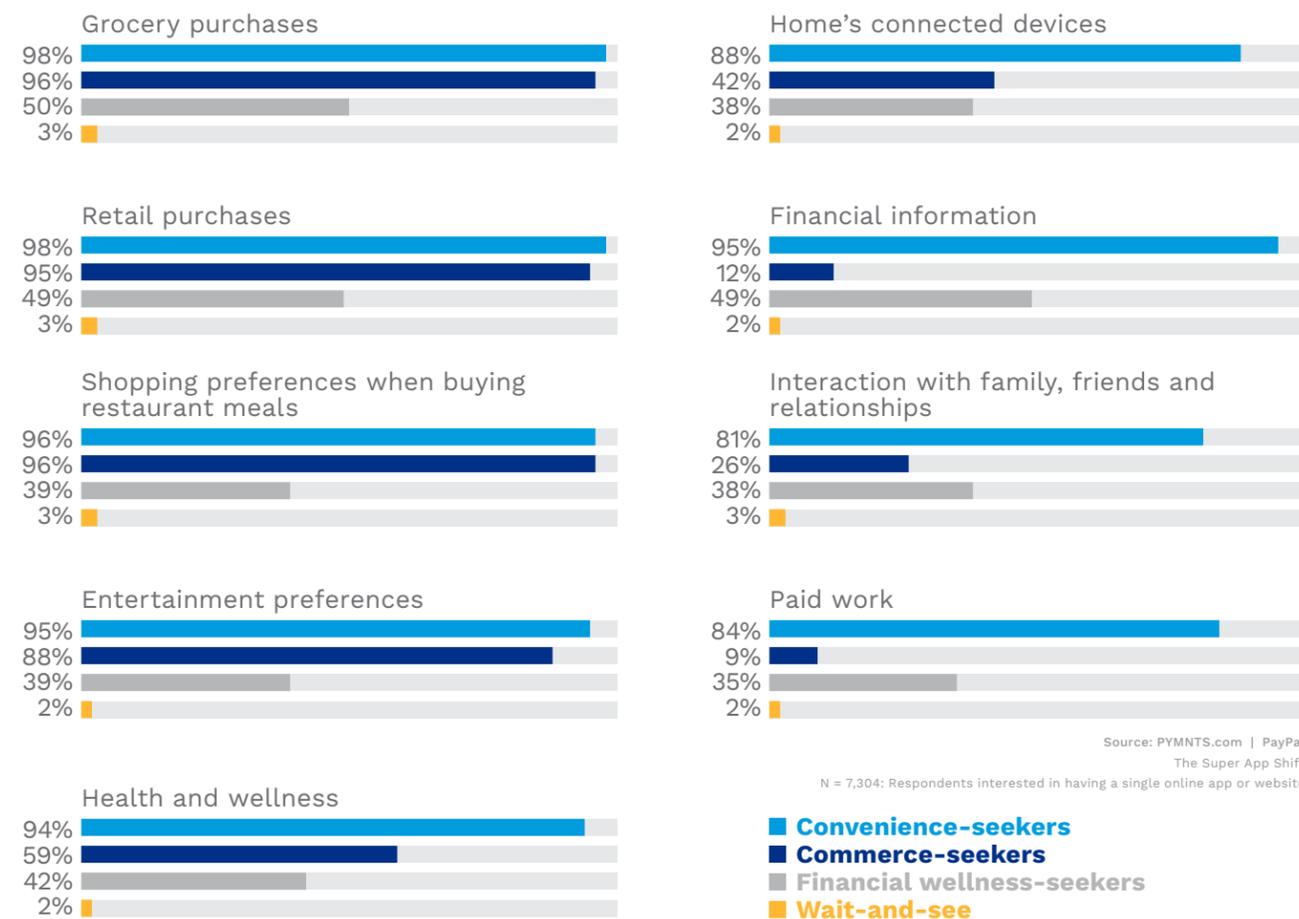
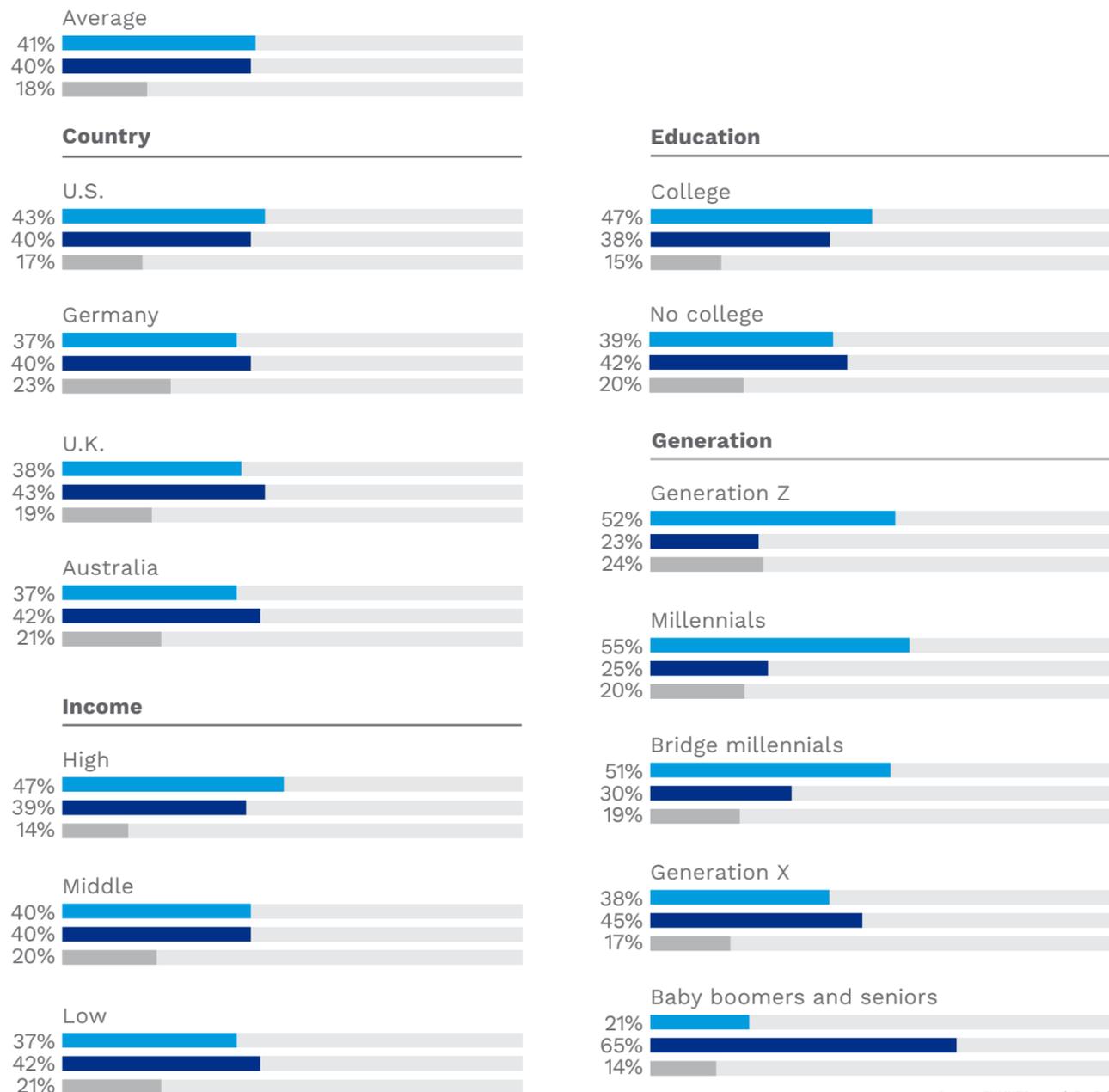


Figure 11:
Consumer banking activity

Share of consumers who estimate select changes in the frequency of their banking operations when using a super app



Source: PYMNTS.com | PayPal
The Super App Shift
N = 7,304: Respondents interested in having a single online app or website

■ Would do this more or much more
■ No change
■ Would do this less or much less

While consumers interested in a super app tend to want to use this option for their payment and banking activities, less than half expressed interest in using a super app with their existing banking, payments or financial wellness ecosystem. This may be due to a desire for new features that do not exist within their current payments or financial wellness services or platforms.

After all, consumers report that a super app is desirable because it will offer efficiencies currently unavailable to them. It may be impossible for them to imagine how a super app could impact their decentralized banking status quo.

Less than half of consumers interested in a super app wanted to use it with their **existing banking, payments or financial wellness ecosystem.**

Conclusion

Today's consumers are ready for new ways to pay for and manage their complex lifestyles. The ConnectedEconomy™ offers many rewards to its participants, but it lacks a single access point and control center, and consumers currently must navigate a disjointed mishmash of platforms, apps, websites and other channels. A super app could change all of that. Consumers around the globe have interest in a super app, primarily for the convenience and security it may provide. Offering not only a super app but a sense of trust, safety and privacy is crucial to consumers' willingness to select and adopt new super app options and overcome the reticence some have. Half of millennials are

convenience-seekers and one-third are financial wellness-seekers — this influential group likely will drive demand for super apps in the future. As consumers continue to warm to the idea of one app to rule all, the onus will be on providers to develop not only the secure, frictionless experiences consumers want but also the long-term trust and reputation for security that will finally inspire both enthusiastic early adopters and the many individuals on the fence to untangle themselves from a mess of independent apps and instead access the ConnectedEconomy™ organically and successfully.

Methodology

This report is based on a survey of 9,904 consumers in Australia, Germany, the U.K. and the U.S. conducted between Jan. 11 and Jan. 31. Consumers were asked about their preferences and concerns regarding the use of a “super app” as a tool to manage shopping, banking and day-to-day activities including interpersonal communications.



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THE SUPER APP SHIFT

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