

GrabAds

The SEA

# Superapp and Brands

Report  
2022

SEA Marketers' guide to trends, terms, and thinking in the new superapp economy



## Reference

The SEA Superapp and Brands Report 2022 is a collaboration between MARKETING-INTERACTIVE and Grab. This report leverages primary research, Grab insights, industry trends, and interviews with experts to unpack the superapp scene in Southeast Asia.

## Disclaimer

The information in this report was provided on an “as is” basis, is intended solely for informative purposes, and is therefore subject to change. It should not be used for investment purposes or taken as a guaranteed prediction of future results. MARKETING-INTERACTIVE, Grab, or any third party involved in this report shall not be liable for any damage arising from the use of this report.





## Contents

01

The superapp scene  
in Southeast Asia

02

Superapp Advertising  
vs Other Media

03

Superapp Advertising  
myths, debunked

04

6 Superapp Advertising  
Trailblazer brands





