GrabAds

The SEA

SUPERAPP SUPERAR SUPER

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

Reference

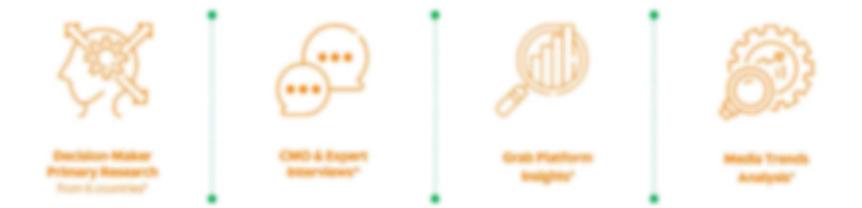
The SEA Superapp and Brands Report 2022 is a collaboration between MARKETING-INTERACTIVE and Grab. This report leverages primary research, Grab insights, industry trends, and interviews with experts to unpack the superapp scene in Southeast Asia.

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MARKETING-INTERACTIVE

Report Methodology



GrobAds in partnership with MARKETING-INTERACTIVE

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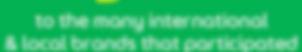






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And many more

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Superapps are on the rise in SEA

Used by millions for everything every day

In SEA, superapps are mainstream media, no longer 'emerging media'

