
Snapshot - Apps usage in Asia & U.S.

July 2023

insight.rakuten.com
rig-sales@mail.rakuten.com

Introduction



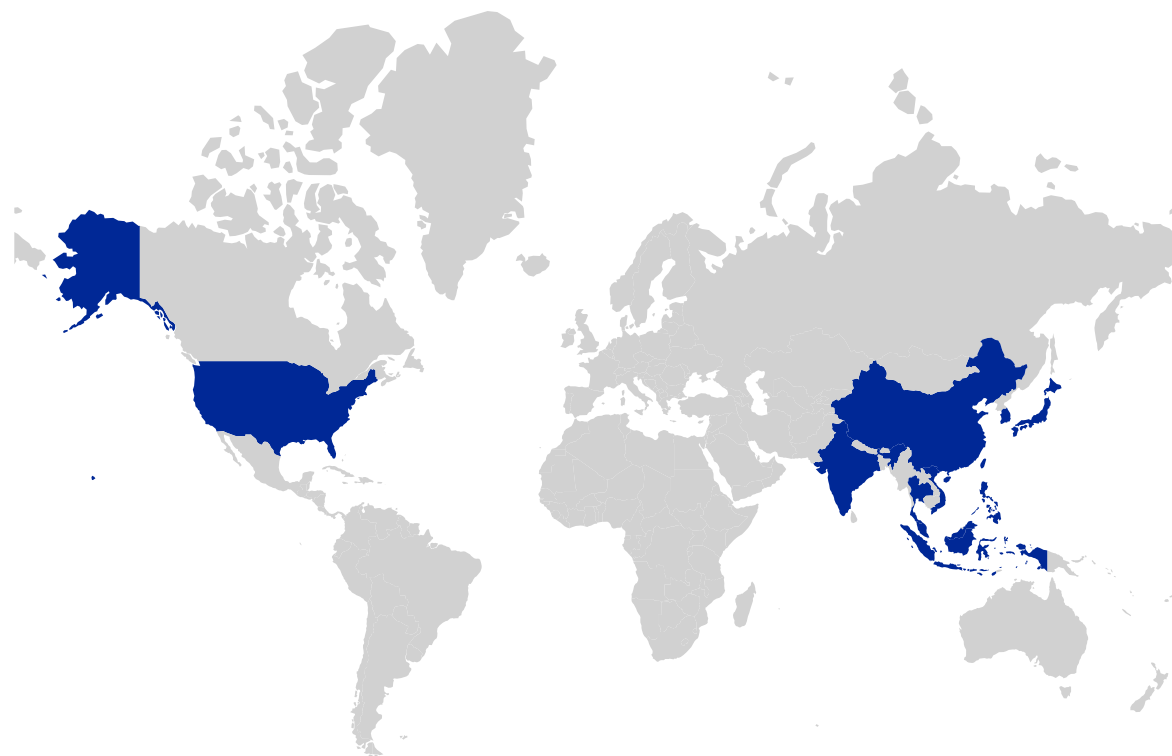
Apps have become a fundamental part of our daily digital interactions. From social media platforms that keep us linked with friends and family, shopping apps that bring retail therapy to our fingertips, to finance and banking apps that simplify transactions and budgeting - the scope is vast.

Rakuten Insight Global has conducted surveys using their proprietary panels to better understand app usage and consumer sentiments.

We interviewed over 6,300 adults aged 16 and above from our proprietary panels across Asia and the U.S. Read on for the findings!

About the survey

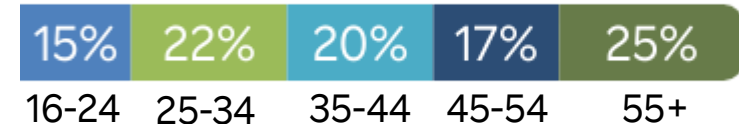
The survey was conducted online using Rakuten Insight proprietary panels with 6,332 respondents across 12 key markets within APAC & the U.S.



Gender



Age



Markets

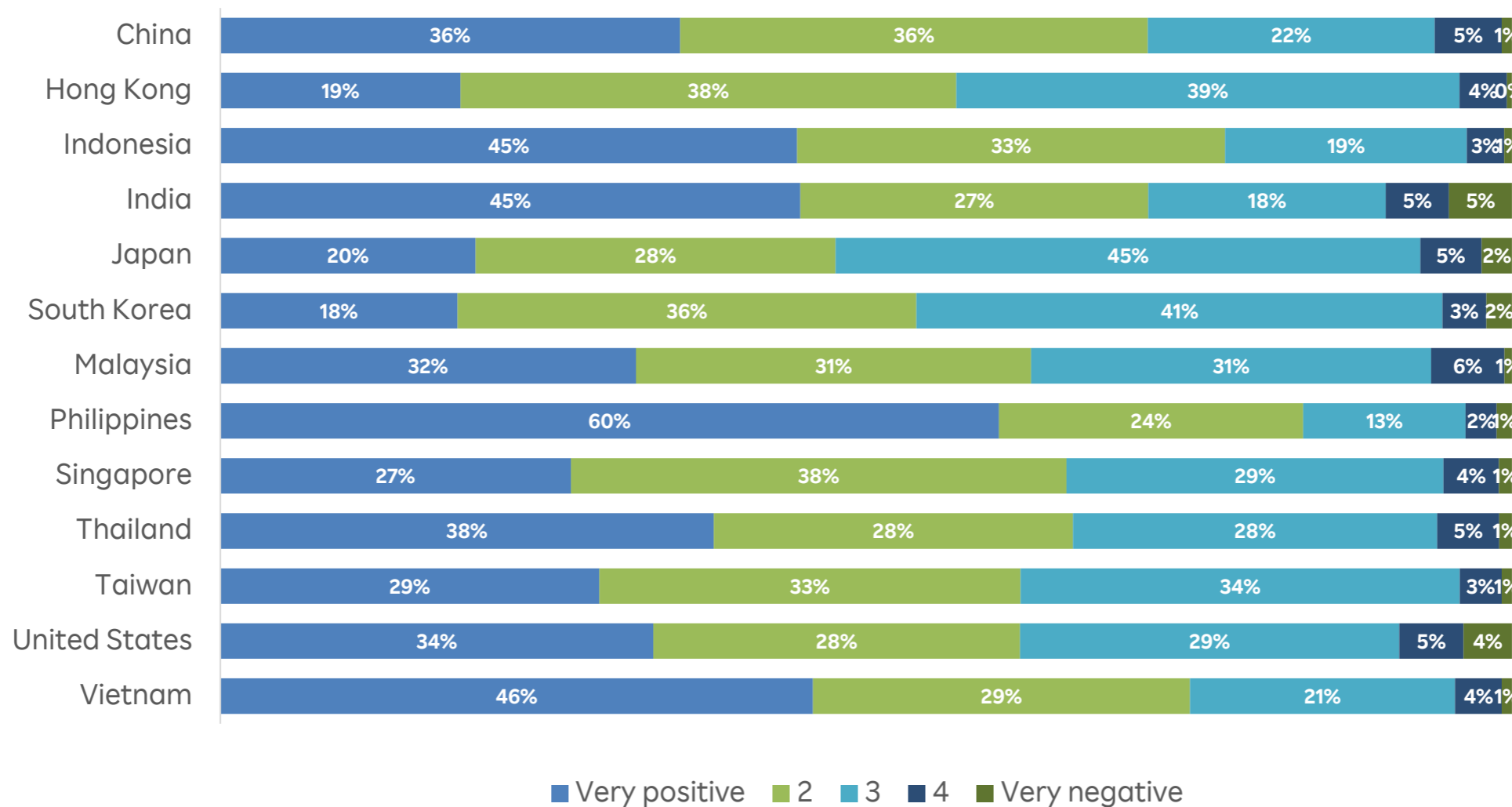
- | | | |
|-----------|-------------|---------------|
| China | Hong Kong | India |
| Indonesia | Japan | South Korea |
| Malaysia | Philippines | Singapore |
| Thailand | Taiwan | United States |
| Vietnam | | |

Highlights

- The popularity of apps is clear, with most consumers across markets feeling either very positive or positive towards apps. Highest Top2 Box positivity is in South-East Asia; Philippines (84%), Indonesia (78%) and Vietnam (75%)
- Main concern of apps is storage space (37%), indicating that more apps would be welcome if the device can handle them
- Most installed apps are Social Media (74%), Shopping (71%) & Finance & Banking (57%)
- Social Media apps & Messaging apps are the most likely apps to be used daily
- Across markets, WhatsApp, YouTube & Facebook are cited as favourite apps. Whilst in East Asia, localized apps are preferred: China (WeChat), Japan (Rakuten), South Korea (Kakao Talk) & Taiwan (Line)

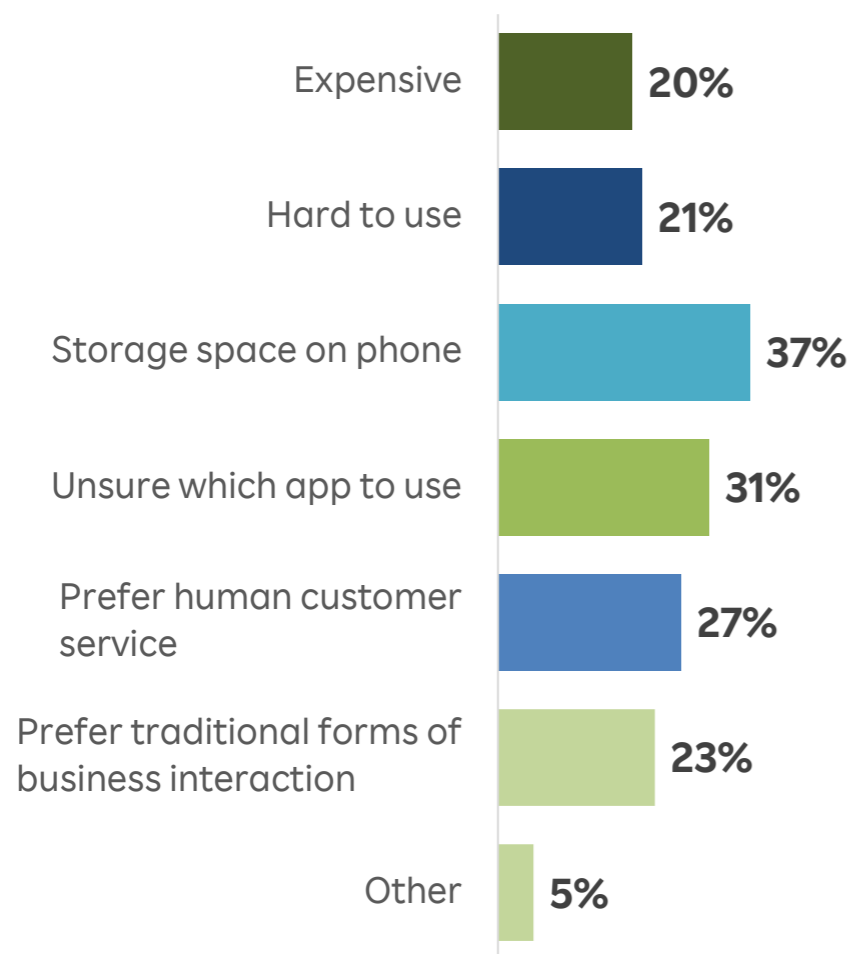
How do you feel about apps in general?

Across markets and age-groups, consumers feel either positive or very positive towards apps. Only India has a minority 1 in 10 who have any concerns



What are the reasons for your choice? – Very negative

Even those who feel negatively about apps, the highest rated factor indicates a desire for more apps. Only the second and third factors highlight real concerns over being easy to use and a preference for human interaction



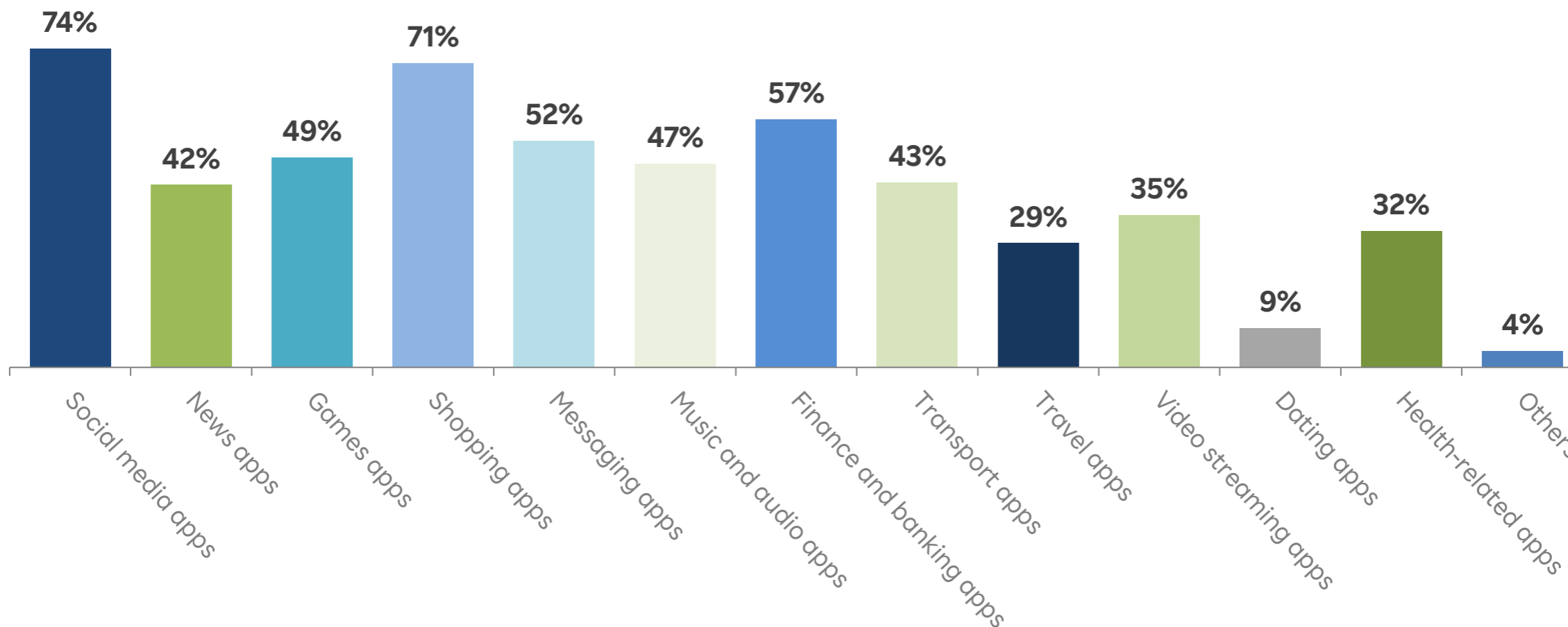
37% of those feeling negatively towards Apps are concerned about **Storage Space**. Indicating that they'd want more apps if their device could handle it

31% of consumers surveyed find Apps a little confusing being **Unsure of which app to use**

27% of consumers are skeptical of Apps being able to provide good customer service, preferring instead more **Human interaction**

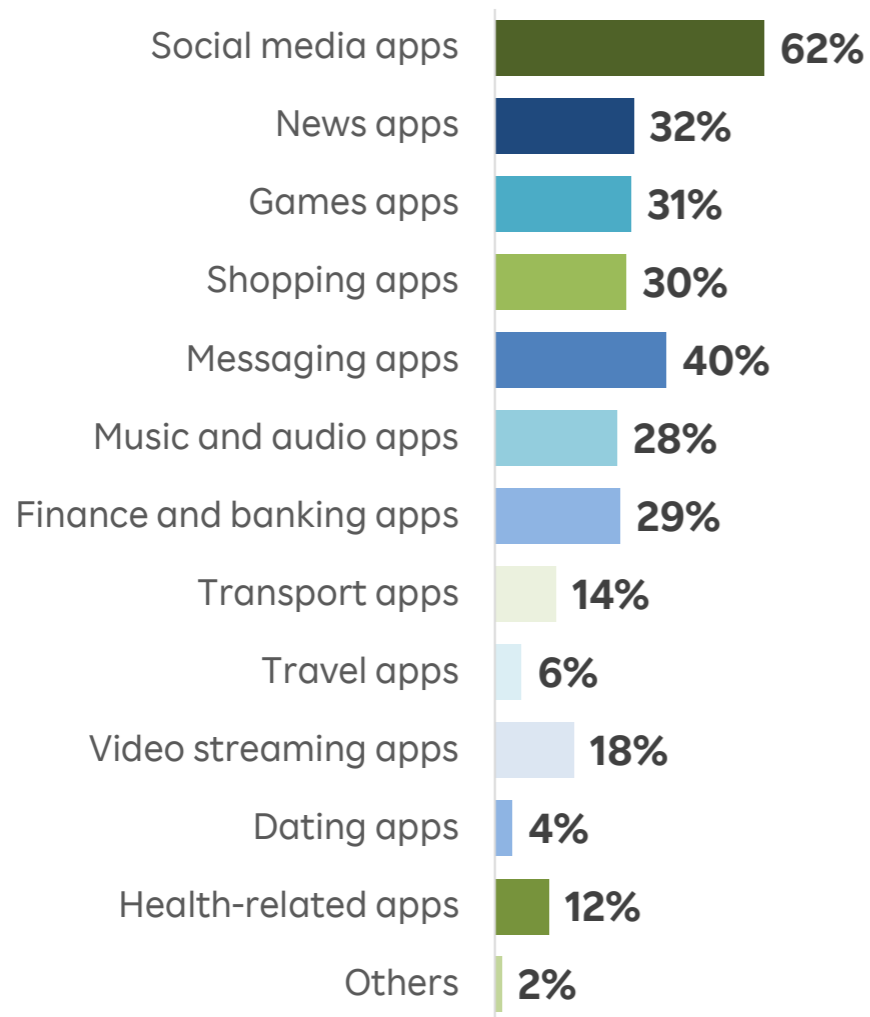
Which of the following categories of apps do you have installed?

Social Media apps (74%) & Shopping apps (71%) are most installed. Finance & Banking apps (57%) complete the top three



Which of the following categories of apps do you use the daily?

Across all consumers globally, Social Media apps dominate the most used app daily (62%) with Messaging apps also high (40%)



62% use **Social Media apps** daily. Examples of key social media apps are Facebook, YouTube, WeChat, Instagram & TikTok

40% of consumers across markets use **Messaging apps** daily. WhatsApp is the most used messaging app across markets

News, Games & Shopping apps follow closely with **32%, 31%** and **30%** of panellists using those apps daily respectively

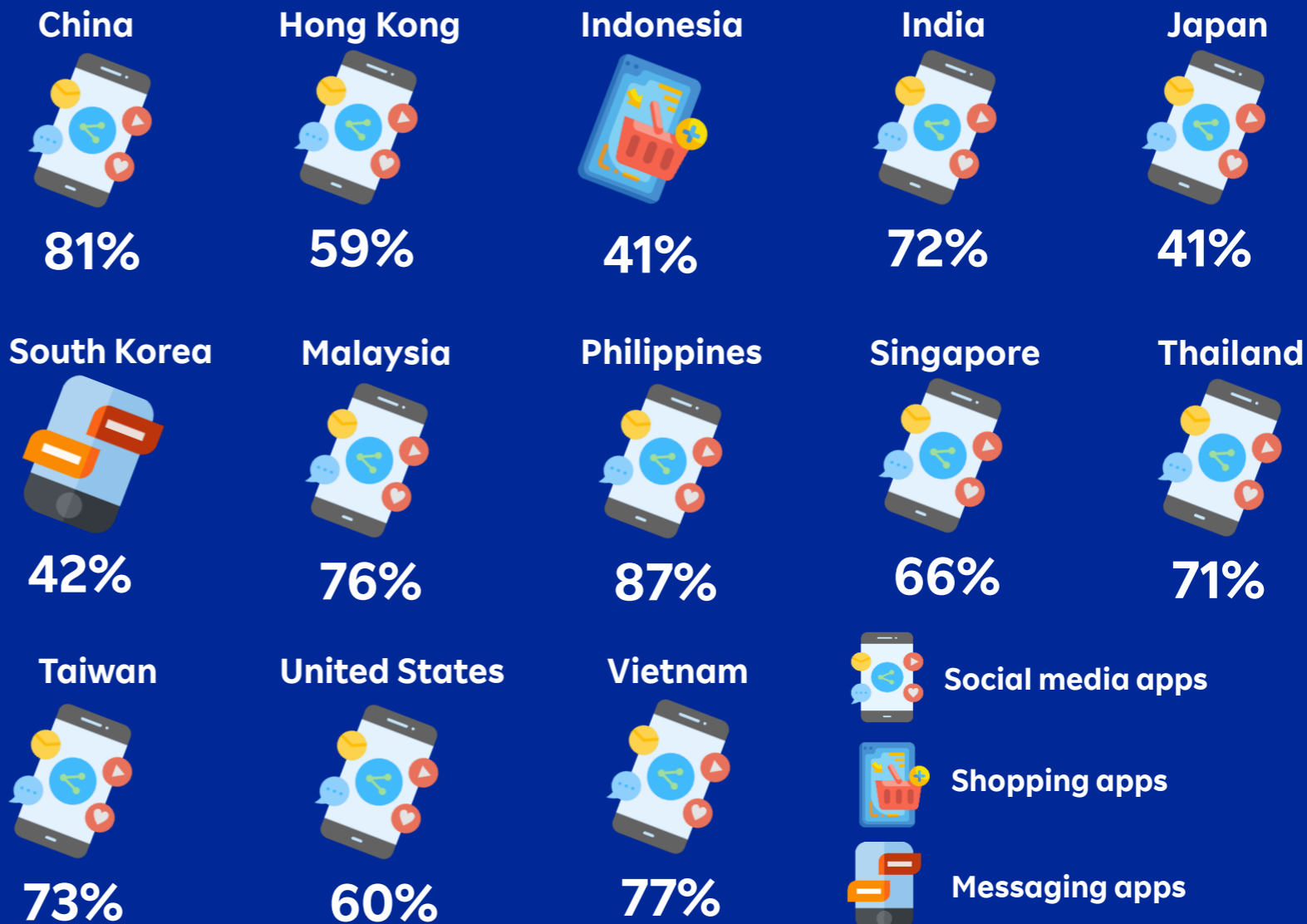
Top apps used daily by market

Top apps being used daily vary by market.

Social Media apps most used daily in Vietnam (87%) & China (87%)

Shopping apps most used daily in Indonesia (41%)







Messaging apps most used daily in South Korea (42%)



-  Social media apps
-  Shopping apps
-  Messaging apps

Which are your three favourite apps that you use?

Across markets WhatsApp, YouTube & Facebook are cited as a favourite app. Whilst in East Asia, localized apps are preferred: China (WeChat), Japan (Rakuten), South Korea (Kakao Talk) & Taiwan (Line)

China 	Hong Kong 	Indonesia 	India 	Japan 	South Korea 	Malaysia 
WeChat 42%	Whatsapp 23%	Whatsapp 22%	Whatsapp 22%	Rakuten 13%	KakaoTalk 17%	Whatsapp 23%
Douyin (Tik Tok) 11%	Youtube 10%	Youtube 9%	Instagram 15%	Youtube 7%	Youtube 13%	Facebook 18%
Alipay 3%	Facebook 9%	Facebook 10%	YouTube 11%	LINE 8%	Naver 9%	Shopee 10%
Philippines 	Singapore 	Thailand 	Taiwan 	United States 	Vietnam 	
Facebook 47%	Whatsapp 19%	Facebook 26%	LINE 35%	Facebook 20%	Facebook 31%	
Youtube 10%	Facebook 14%	Youtube 18%	Youtube 7%	Youtube 9%	Youtube 12%	
Shopee 7%	Instagram 11%	LINE 10%	Instagram 7%	Amazon 8%	Zalo 8%	

About us

For over 25 years, Rakuten Insight Global has been at the forefront of consumer market research data collection. By combining our 1st party data with the highest levels of quality assurance processes, Rakuten Insight Global has remained our clients' trusted research partner for Asia, US & Beyond.

Our proprietary online panels have been developed throughout 12 major Asian markets & the US. All of the panels are managed by dedicated local support teams and meet the highest industry standards. The Rakuten Insight Global team offers 24-hour coverage from 11 worldwide locations, providing exceptional service for 500+ clients across the globe.

Rakuten Insight Global is tasked with leveraging the 1st party membership assets of Rakuten Group for market research purposes. Having access to such a diverse and unique group of research participants allows Rakuten Insight to remain at the forefront of online research.



China
3,700,000



Hong Kong
110,000



India
1,600,000



Indonesia
1,100,000



Japan
2,200,000



Malaysia
480,000



Philippines
570,000



Singapore
115,000



South Korea
680,000



Taiwan
270,000



Thailand
750,000



United States
3,000,000



Vietnam
550,000

Rakuten Insight

 rig-sales@mail.rakuten.com

 insight.rakuten.com

 [/Rakuten Insight](https://www.linkedin.com/company/rakuten-insight)

 [@RakutenInsightGlobal](https://www.facebook.com/RakutenInsightGlobal)

 [@Rakuten_Insight](https://twitter.com/Rakuten_Insight)

Our offices

Japan - **Tokyo (HQ)** South Korea - **Seoul** China - **Shanghai** Hong Kong - **Hong Kong** Taiwan - **Taipei** Singapore - **Singapore** Malaysia - **Kuala Lumpur** India - **Noida** Romania - **Bucharest** United Kingdom - **London** USA - **New York**