



Quick Apps: Market Opportunity Analysis Report for Latin America - Latin American

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Quick App's Market Opportunity Analysis Report for Latin America

- Latin American

Introduction

Quick Apps are an example of low code, no-install applications. They allow us to rethink the way in which mobile applications might better support the shift towards a digital everything society. Currently QUICK APP is eager to enter new markets in order to grow better, and in order to achieve this goal this report selects Latin America as a new market for QUICK APP. In the first part of the report, a brief analysis of the overall Latin American market will be presented, and for a more precise description, Brazil will be chosen as the main target to analyse its current economic market situation. The second part will analyse the whole Latin American market (especially Brazil) using both diamond model and SWOT model combined with the core values of QUICK APP. Finally, we will explain the possible crises and challenges that QUICK APP will encounter in the Latin American market.

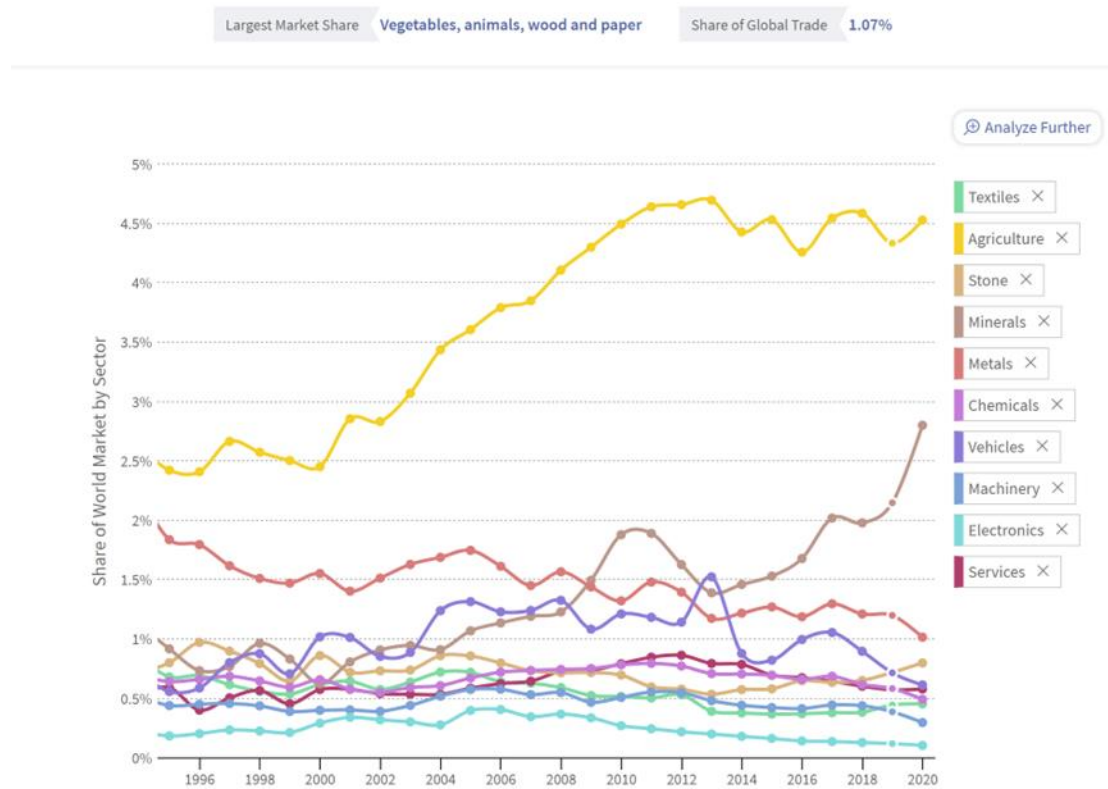
Market Analysis

Latin America is one of the fastest growing mobile markets in the world. In 2018, the region had 326 million mobile internet users - a number that is expected to increase to 422 million by 2025. Brazil is the number one Internet country in Latin America. The countries currently leading mobile growth in Latin America are Brazil, Mexico, Argentina, Chile and Colombia, which has the largest number of cell phone users. Therefore, this report will also analyse the entire Latin American market using Brazil

as an example(MGA, 2022).

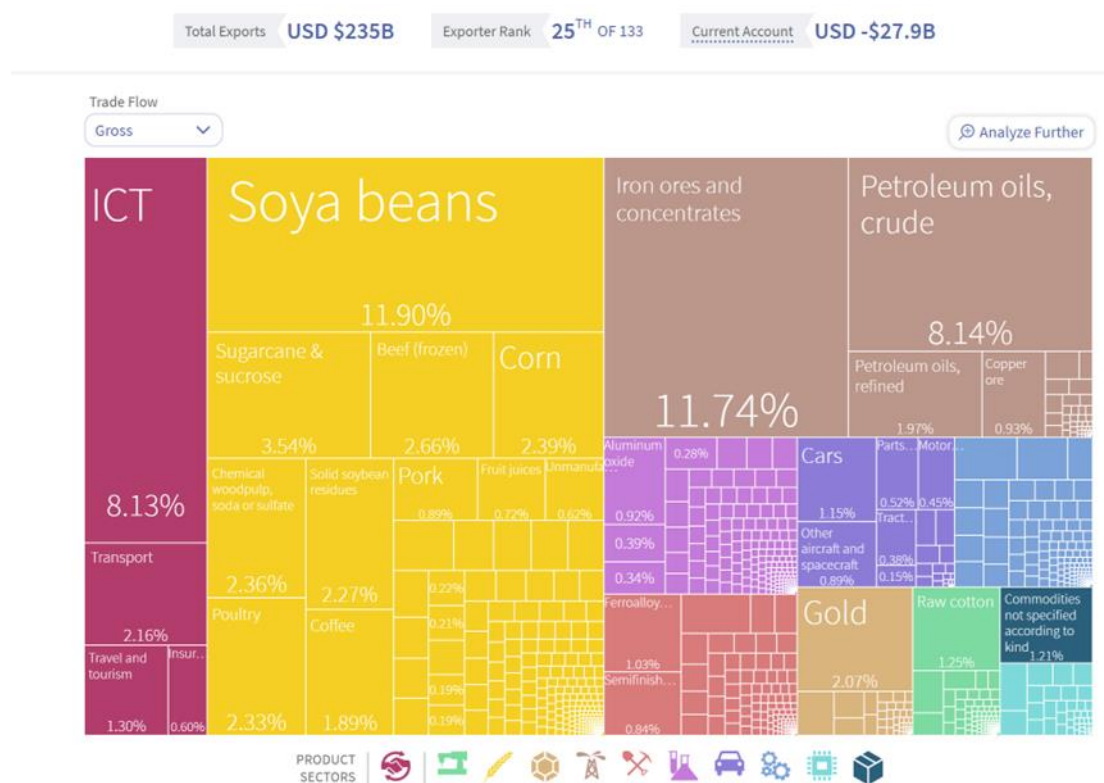
In terms of industrial structure, Brazil has a developed agriculture and livestock industry. As of 2020, agriculture and animal husbandry account for 4.53%, the largest share in various industries, and is also the world's third largest exporter of agricultural products(Figure 1); mining industry also occupies a very important position, with export revenue accounting for one-third of the country's total export revenue; Brazil's industrial base is strong and complete, with civil regional aircraft manufacturing and bio-fuel industry leading the world: the service industry is the mainstay of the industrial structure, accounting for The service sector is the mainstay of the industrial structure, accounting for more than 70% of GDP, with tourism being the pillar of Brazil's service industry(Figure 2).

Figure 1: The distribution of growth trends in various industries in Brazil from 1996 to 2020.



Source: Atlas, 2021.

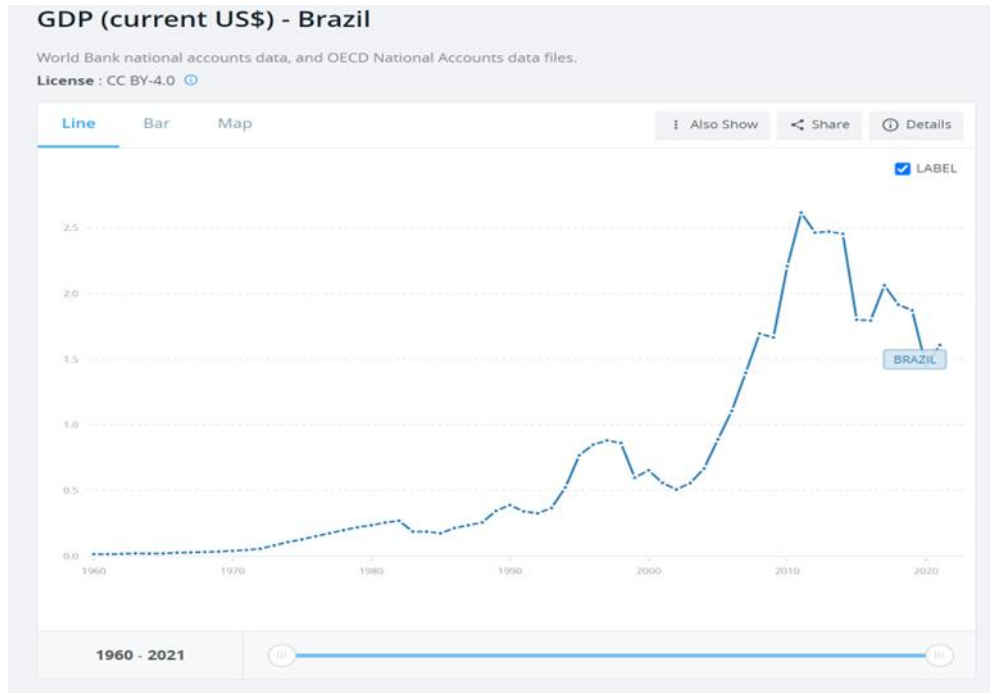
Figure 2: Industrial Distribution Map of Brazil in 2020.



Source: Atlas, 2021.

On the other hand, according to FocusEconomics (FocusEconomics, 2023), Brazil's GDP is expected to grow by 2.8% in 2022, 1.2% in 2023 and 1.4% in 2024. Household consumption, private investment and exports will remain the main drivers of growth, although export growth is expected to slow down in the quarter of 2023(Figure 3). Household consumption is driven by higher social transfers and strong employment growth, but will also ease next year. Private investment will continue to rise on the back of improving business confidence.

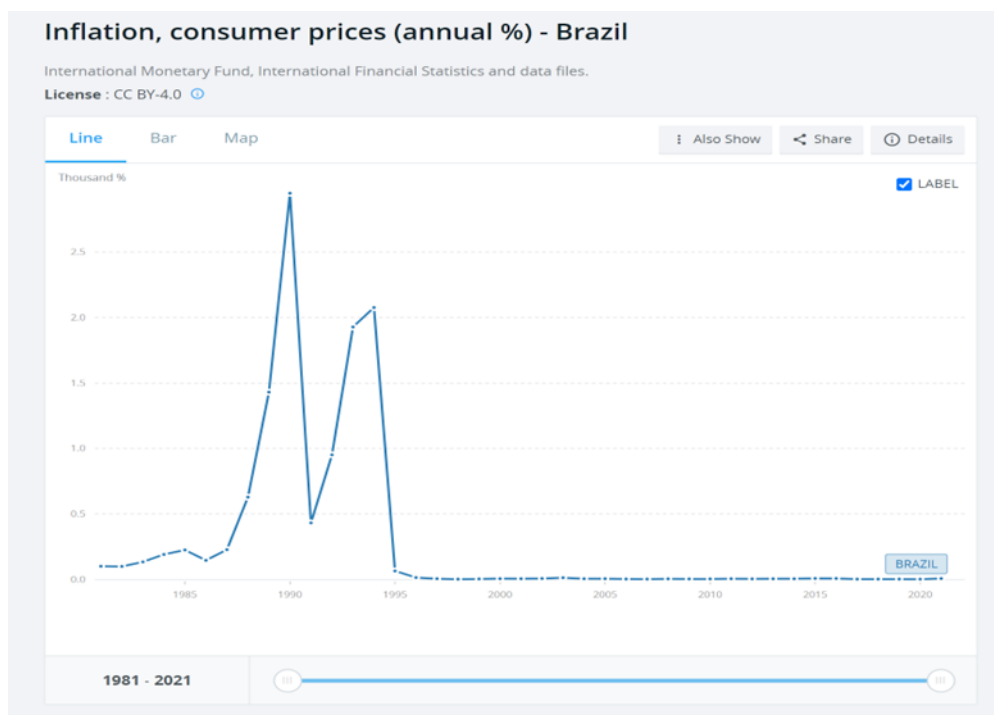
Figure 3: Brazil's GDP growth rate from 1960 to 2021.



Source: World bank, 2023

According to OECD data, inflation in Brazil fell to a two-year low of 5.6% in February (January: 5.8%). The group sees a downward trend in inflation in the first half of the year, only to accelerate in the second half(Figure 4). Nevertheless, it will remain above the Central Bank's target of 3.5% for the year as a whole(The World Bank, 2021).

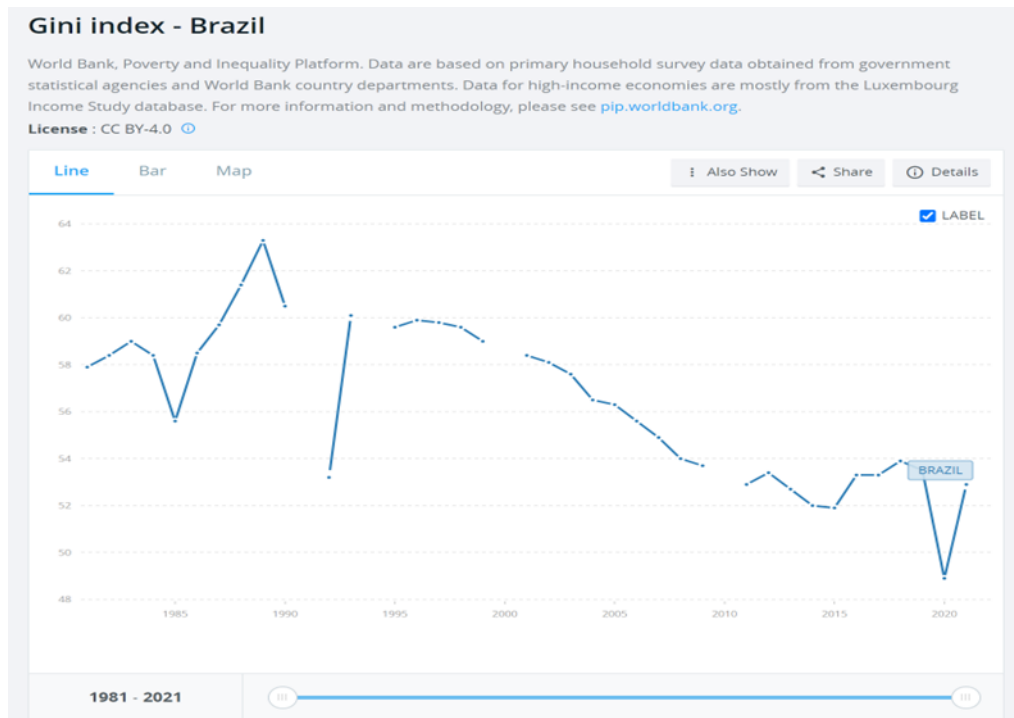
Figure 4: Brazil's inflation changes from 1981 to 2021.



Source: World bank,2021.

According to the World Bank, income inequality (as measured by the Gini coefficient) in Brazil declines from 53.9 in 2019 to an estimated 53.4 in 2020, mainly due to emergency cash transfers that disproportionately benefit low-income households. The panel expects inequality to increase slightly to 53.6 in 2021, as social transfers decline and labour market conditions remain weak (Figure 5).

Figure 5: Gini coefficient in Brazil from 1981 to 2021.

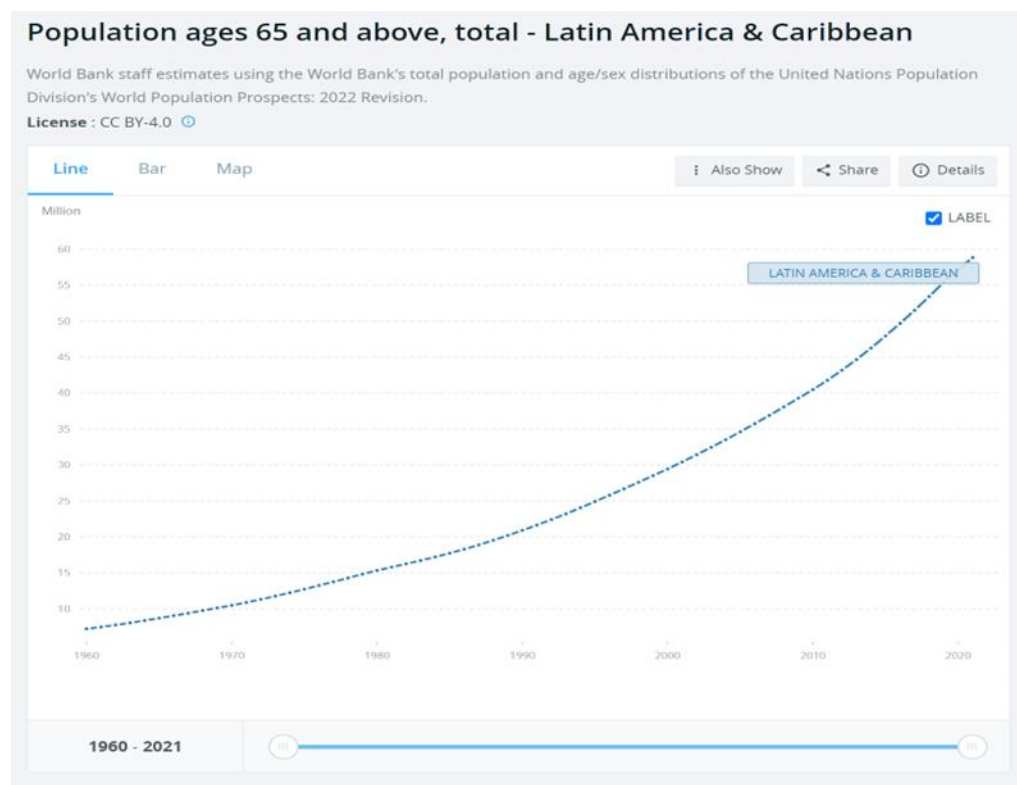


Source: World bank,2021.

Quick app is a vendor-neutral mobile application development framework that is lighter (less than 4 MB) than native applications. The tight integration of the framework's runtime engine with the device allows applications to use services at the OS level, resulting in high performance while consuming fewer resources. This means that developers can write faster, users can download faster, and devices can run faster and more easily. As mentioned above, Latin America is now the most rapidly growing country for mobile communications, and there is still a large number of users to be exploited. Small, easy-to-use Miniapp-type software will greatly save time for first-time users to learn to use and adapt to the operation, especially now that the population of people over 65 years old is growing exponentially throughout Latin

America, a simple and convenient mode of operation is more convenient to open up the elderly market(Figure 6).

Figure 6: Brazil's population index for 65 years and above from 1960 to 2021.



Source: World bank,2021

Diamond model analysis

Factor Conditions

Brazil has a large population of 208 million people, a GDP of US\$175,926,000,000 in 2017, and a per capita GDP of about US\$9,896, both of which rank first in South America. Brazil has nearly 0.8 billion smartphone users, and smartphone penetration rate is about 38% and still growing at a high rate. In addition, the Brazilian people are very sticky to the Internet, especially mobile Internet, and according to WeAreSocial, the per capita daily usage in 2017 was nearly 5 hours on PC and nearly 4 hours on

mobile, which are among the top in the world, providing a market base for applications such as e-commerce, transportation, and social entertainment.

According to Statista(Statista, 2023), the enterprise network infrastructure segment in Brazil is expected to grow by 4.65% (2022-2027), leading to a market volume of USD 1.07 billion in 2027. Average spending per employee in the enterprise network infrastructure segment is expected to reach \$97.76 in 2023(Statista, 2023).

These figures show that Brazil's network infrastructure is improving and expanding, with private investment and public-private partnerships playing a key role. However, there are still challenges and gaps that need to be addressed, such as the quality and coverage of broadband Internet, the reliability and security of network services, and the integration and interoperability of different network technologies.

Therefore, if you want to enter or expand the network infrastructure market in Brazil, you need to consider these factors and provide solutions that will meet or exceed your customers' needs and expectations. You also need to consider the demand conditions that affect your competitiveness in Brazil (e.g., size and growth of the domestic market, complexity and diversity of domestic customers), related and supporting industries (e.g., suppliers, distributors, partners), and company strategy, structure and competition (e.g., competition, regulation, cooperation).

Brazil is the number one Internet country in Latin America. In terms of Internet infrastructure, in 2016, Brazil's wired broadband speed was 4.8 Mbps, about twice that of India and 2.4 times that of Indonesia. Data from Cheetah Global Intelligence shows that Brazil's Internet penetration rate was 57.6% in 201. And mobile Internet is growing quite rapidly in Brazil.

Demand Conditions

According to data.ai(Gabrielle , 2021), Brazil's mobile app market is booming in Latin America, with categories such as entertainment, gaming and finance driving growth. 2021 saw over 10.3 billion app downloads in Brazil, a 30% increase from pre-pandemic levels in 2019. Consumer spending in Brazil is also seeing phenomenal growth, increasing by \$1.13 billion in 2021, \$200 million more than in 2020, equating to a 22% year-over-year increase, as mobile gaming and in-app subscriptions become mainstream.

According to 42matters.com(42matters , 2023), Brazil is the fifth most populous country on the planet, and their app market is impressive. In addition, Brazilians love their smartphones and spend more time online than Americans or Brits. In other words, the Brazilian mobile app market is a powder keg(42matters , 2023).

According to Statista.com(Pasquali, 2023), Brazil is also one of the largest e-commerce markets in Latin America and the world. in 2022, its online shopping

revenues reach almost 170 billion Brazilian reais, almost twice as much as in 2019 and 12% more than in 2021. Sales via mobile devices - known as m-commerce - account for more than half of all e-commerce sales in Brazil in 2020(Pasquali, 2023).

These figures show that the app market in Brazil is large, fast-growing, mature and diverse. Brazilian customers have high expectations and standards for mobile applications and services. They also influence the innovation and quality improvement of the apps they use. Therefore, if you want to enter or expand the app market in Brazil, you need to consider these demand conditions and deliver apps that meet or exceed your customers' needs and preferences. You also need to consider the factor conditions that affect your competitiveness in Brazil (e.g., infrastructure, labour, capital), related and supporting industries (e.g., suppliers, distributors, partners), and company strategy, structure and competition (e.g., competition, regulation, cooperation).

The main local payment methods in Brazil include cash payments and transfers, as the application process for local credit cards is very complicated, applicants must have a formal occupation and a stable income, and many local banks are afraid of malicious overdrafts by credit card users. On the other hand, local operators in Brazil have very high commission and high taxes, and the Quick app can solve some problems.

Related and Supporting Industries

Brazil's growing e-commerce, logistics, finance and payment industries provide a

good support environment for software applications;

Brazilian universities and research institutions are also working on research and development in the area of digital technology and innovation.

Firm Strategy, Structure and Rivalry

Brazil has many software applications, some of which excel in the digital space, so the competitive landscape is fierce and firms need to have the ability to innovate and market:

Social networks: Social networks are heavily used by Brazilians, who spend more than 5 hours a day on mobile applications(Bueno et al., 2018). The most used social networking apps in Brazil are WhatsApp, Facebook and Instagram(Statista, 2022). These apps are also among the most downloaded in Brazil and are the most present on the home screen of Brazilian smartphones(Bianchi, 2022)(similarweb, 2023).

Games: In the third quarter of 2021, gaming apps reported approximately 1.1 billion downloads from Brazilian users, a 7% increase compared to the second quarter of 2021(Bianchi, 2022). Gaming apps in Brazil also added an additional \$75 million in consumer spending in 2021, bringing their total to \$571 million(Bueno et al., 2018). Some of the most popular gaming apps in Brazil are Roblox, Genshin Impact, Free Fire and Call of Duty: Mobile(Bueno et al., 2018)(similarweb, 2023).

Finance: Finance app downloads in Brazil exceeded 693 million in 2021, a 91% increase in downloads in 2 years and a year-over-year growth of more than 10%(Bueno et al., 2018). Brazil is one of the fastest growing markets for financial apps, with a 175% growth in the last 4 years(Bueno et al, 2018). Some of the most popular financial apps in Brazil are Nubank, PicPay, Serasa and Banco PAN(Statista, 2022)(similarweb, 2023).

Shopping: In Q3 2021, shopping apps amassed 138 million downloads among users in Brazil, up 9% from the previous quarter(Bianchi, 2022). Shopping apps also accounted for more than half of all e-commerce sales in Brazil in 2020. Some of the most popular shopping apps in Brazil are Mercado Livre, Americana's and Magali(similarweb, 2023).

Entertainment: In 2021, entertainment apps saw a surge in downloads and consumer spending in Brazil as people looked for ways to play and relax at home during the pandemic(Bueno et al., 2018). The most popular entertainment apps in Brazil are Netflix, Spotify, and TikTok(similarweb, 2023).

Internal SWOT analysis

Strengths.

According to Statista (Statista,2022) In Latin America, 58.5% of all smartphones sold

during the second quarter of 2019 had a price tag of 199 U.S. dollars or less. We can judge that mobile phone users in Latin America generally use less expensive and less capable mobile electronic devices, but many overseas app producers make apps mainly for users in the US, Europe or China, which makes these apps more feature rich but more demanding on the memory and performance of the phone. At this point, quick app's many advantages as a game changer for mobile apps for the Latin American market could well lower the barrier to entry for these software or games and allow manufacturers to exploit these developing markets to a greater extent.

Product Advantages:

Low-cost development: 20% less code than an Android application;

Zero installation: less storage than an Android application;

Native experience: efficient native rendering;

Ease of discovery and promotion: endless discover-ability and promotion options;

High retention rates: extensive marketing mechanisms.

Weaknesses.

Quick app face stiff competition from other apps and platforms that offer similar or better services and features(Laricchia, 2021). For example, WhatsApp is the most popular messaging app in Brazil with over 120 million monthly active users as of 2020(ltd, 2021), and it also offers features such as payments, location, QR codes, voice and video calls.

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Quick app is under-promoted and difficult to extend to other mediums. Little openness hinders the vertical delivery of the Internet ecosystem. For brands in the start-up period, there are few promotion channels and they cannot carry out precise positioning marketing, so it is difficult to rely on the app to implement wide communication.

Compared with apps, Quick app cannot be iterated and upgraded, so they cannot optimize functions and enhance user experience. Although the development cost is reduced, the ability to attract users is also reduced accordingly. Quick app itself is limited by the technical framework, and compared with the native APP, it has low data carrying capacity and only retains basic functions. There are large gaps in data such as user access, information, consumption and sharing, making it difficult to effectively address the changing needs of users.

Threats

Quick app may face regulatory risks and challenges from the Brazilian government or

other authorities in terms of data privacy, security, content review, etc.(Laricchia, 2021). For example, they may be fined or banned if they violate the General Data Protection Law (LGPD) or other relevant laws or regulations in Brazil.

Quick app may lose users or customers due to dissatisfaction or dissatisfaction with their services or features. For example, some users may complain about the poor user interface design, slow loading speed, frequent errors or bugs in certain applets(Laricchia, 2021).

Quick app may face legal disputes or conflicts with other applications or platforms over intellectual property rights, unfair competition practices, etc.(Laricchia, 2021). For example, they may be sued by WhatsApp or other competitors for allegedly infringing their trademark rights or copying their features.

Opportunities

E-commerce in Agriculture.

Brazil's farming industry accounts for the largest share of the country's various production values(Atlas, 2021).

The current mode of selling agricultural products by farmers is still mainly offline, or through large-scale orders or integrated unified electronic sales platforms. However, it is easy to overlook the characteristics of individual farmers. The agricultural e-commerce system in Brazil is still not perfect, and the single player marketing

method makes the transaction efficiency of farmers low. If agricultural products or single farmers are connected through Quick App, integrating modern communication and transmission technologies such as marketing, internet, Internet of Things, big data, and cloud computing, it can change the traditional sales methods of agricultural products in Brazil or Latin America, and explore more potential customers to find business opportunities. Quick App can assist local farmers through positioning, farmer settlement, information sharing, and adding marketing functions. For positioning, it can help users discover and locate nearby agricultural product sales points, or collaborate with local farmers to help guide offline sales work. For farmers entering Quick App, establishing individual agricultural product users, automatically and intelligently searching for corresponding commercial resources, and helping individual households find clusters are important means to change traditional sales models. For marketing functions such as group buying, coupons, consumption points, and membership, it can increase sales of Western medicine and help farmers build their own product brands in less time. By integrating resources from farmers, wholesalers, retailers, consumers, and others through online and offline interactions, agricultural growers can quickly obtain returns without worrying about unsold agricultural products. Consumers can also purchase low-priced and fresh agricultural products in a short period of time through the Quick app. Quick app can try to cooperate with local farmers to set QR codes for every product utilized in the market, and consumers can know the source, production process, production date, instructions for use, etc. of the product by scanning the code. This will not only help consumers

better understand the products, but also be a good opportunity for farmers to promote their products.

Digitalization of the catering industry.

Quick app can also try to cooperate with local small and medium-sized supermarkets and restaurants, refer to the recent two years of the big fire - "TooGoodToGo", restaurants and small and medium-sized supermarkets can put they're in this way, merchants can reduce the loss of goods, consumers can get a discount, and software developers can further develop their own e-commerce . The biggest convenience that Quick apps can bring to the catering industry is reducing labour costs. The traditional catering industry requires restaurant receptionists to provide service providers with the function of ordering and receiving payments. Through the Quick app, customers can directly scan QR codes to make phone reservations, order meals, and receive payments. After adding these functions to the Quick app, the restaurant can use a mini program to complete self-service operations such as booking seats, ordering meals, and making payments. Then, the restaurant can transfer the people who were originally responsible for this part of the work to other positions. Under this premise, it is usually possible to reduce a portion of service personnel, thereby reducing labour costs; In addition to labour costs, third-party delivery costs can also be reduced through Quick apps. When restaurants develop their own Quick app quick QR codes or websites, they can get rid of high commissions from third-party delivery programs, reducing the cost of customer attraction.

Extending from the previous article - Quick app can also try to get the local government to cooperate, and get permission from the government to establish their own convenient payment method, and then users can pay various living expenses on Quick app, which will also help the government to have more information. Due to the cooperation agreement between China and Brazil, transactions between the two countries no longer use the US dollar as the intermediate currency, but instead use the currency between the two countries for direct transactions. Quick App has previously collaborated with a large number of Chinese companies, such as Huawei, Xiaomi, and other digital companies, and has also learned about the operation of WeChat mini programs. It is feasible to establish its own payment system to serve transactions between Chinese or Brazilian enterprises. We understand that although direct bank transfers are the most secure, the corresponding banks will charge commissions and handling fees to the enterprise, However, Quick app first attempts to establish a universal trading account for Brazilian and Chinese currencies. If it is recognized by a large number of Brazilian users, it will truly change the game in Brazil and even Latin America. However, it is difficult to establish an independent payment system due to two main factors. The first is the Brazilian and Chinese governments, which have unstable policies all year round, making it difficult to obtain government approval; The second is that China has a large number of ready competitors, such as WeChat and Alipay. These payment systems have been improved and have high security. From a different perspective, consider the universality of Quick App's cooperation with QR

codes such as WeChat, linking Chinese account amounts and Brazilian accounts. For example, by scanning QR codes, users can directly jump to the WeChat interface and complete transactions without the need for a WeChat account.

Public service applications.

Quick App can also play an innovative role in public service systems in Latin America. The reason why the current public service system in Brazil or the whole Latin America is not fully used is that the service is not effectively connected with real users. When an enterprise wants to achieve online services, it often needs to establish its own website and app, but these activities will bring a lot of technical costs, and there are many modules of public service design, such as the maintenance module of public facilities, The payment module and security module pose many challenges to the design of the app. In addition, the app also needs to consider the adaptability of different models. As we mentioned earlier, the phone models in Brazil or Latin America are relatively backward, and establishing a compromise performance will be difficult to achieve solely with government support and the ability of public service departments (financial and technical issues). But with the help of Quick App, the connection between the industry and users has become simpler and faster. With the help of Quick app, establishing a secure cloud system and program docking can effectively connect users with public services. By utilizing new technologies to connect services such as electronic identity verification and facial recognition verification, various industries can easily complete program development without

external assistance, effectively reducing development costs and shortening development time. The ability of Quick App to connect customers and merchants can also be demonstrated by establishing clusters or communities. For example, when a tourist enters Brazil or Latin America for tourism, they can search for public suggestion data at any time, such as evaluations of a restaurant and introductions to a scenic spot, to find their own community to obtain a more suitable travel experience for the customer. This sharing is not the static data of the past, it is the latest and changing data based on time and the latest holidays, which tourists can discuss and so on. Examples, cooperate with local public transportation system, if consumers have membership card/recharge card, etc., they can automatically deduct the money by using the app to scan the code. This saves time and reduces the number of items people need to carry when they go out; Work with local museums, libraries, etc. Consumers can scan bar-codes to listen to explanations, read, etc. on their phones.

Conclusion.

Combining the above internal and external analysis mainly in Brazil and the discussion around Quick app in the context of the local market, it can be inferred that there is still great potential for the development of the e-communication market in Latin America, which is mainly a developing country. These countries have relatively high per capital purchasing power in Latin America, which provides favourable conditions for promoting Quick app. And by summarizing the market structure and advantages, we can see that the Brazilian market is similar to the Latin American

market, and Quick App can start from three industries. Agriculture and agricultural exports account for a large proportion in Latin America, and the relatively fixed offline transaction and propaganda model has greatly hindered the efficiency of agricultural products transactions in the mall. Quick App can try to let farmers establish independent users and transform the offline economy into e-commerce; Public facilities, public facility capability Quick is mainly reflected in the connection between users and offline public facilities, the use of positioning systems and QR codes to provide additional services for charging fees, the establishment of a community, and the convenience of foreign tourists exploring the area. Personalized design improves the efficiency of public facility use; An independent payment system is difficult to implement due to government reasons, but due to the cooperation between China and Brazil, combined with cooperation between Quick App and Huawei and learning from WeChat, Quick App can serve as a bridge for transactions between the two peoples, as most Latin American residents do not have WeChat accounts.

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