

apiko

**MARKETPLACE  
DEVELOPMENT**

**TRENDS FOR  
2018 & BEYOND**

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On the threshold of 2018, it's high time to craft your product roadmap and make a new plans for the upcoming year. We have compiled a list of top trends in various industries, so you can learn more what features will make your business blossom in 2018.

- Food marketplace
- Social Media
- Retail & e-commerce
- Rental marketplace
- Booking & reservation
- Healthcare



## FOOD MARKETPLACE DEVELOPMENT

Food delivery market still has a lot of space to offer for the newcomers. The restaurant industry makes up a \$490 billion market, when the food delivery opportunity equals to just 43%. It means that more than half of this market is still not occupied.

Break into the market with the following brand features:



### Food and drink subscription services

Subscription businesses have streamly grown these years, and 2018 won`t be an exception.

Food subscription models will continue to attract users and help build strong relationships with them.



### Single-item delivery

According to Emerson food industry forecast, single-item specialists will flourish. It is caused by the rise of specialization and customer expectation to get a qualitative product in a short amount of time.



# TRENDS 2018

## FOOD MARKETPLACE DEVELOPMENT



### Drone delivery

Delivery with drones is now closer as never before. Only imagine that the food you ordered is delivered within a minutes from the sky. It`s not a fiction anymore. It can become something trendy that will help you stand out of the crowd.



### Big data and predictive algorithms

Big data and predictive algorithms will help you to improve the operational efficiency, delivery speed, and give you the understanding of who your customers are. The examples are: algorithms that predict food preferences, restaurant analytics, loyalty programs, original recipes generators, sentiment analysis, etc.

# SOCIAL MEDIA NETWORK DEVELOPMENT

The average pre-money valuation for Social Media Startups equals to \$4.2m (Angel List data).

As of 2017, youngsters prefer visual-type of social media. According to Statista, nearly 47% of 6,000+ of teens polled in the U.S. prefer Snapchat over other social media. Instagram takes the 2-nd place with the 24% of youngsters considering it as their favorite platform.

When it comes to business, B2B industry especially, LinkedIn still rock. According to Social Media Today, nearly 60% of B2B marketers generate their leads via LinkedIn. In addition, LinkedIn is chosen by 80% of marketers who deal with the product launch.



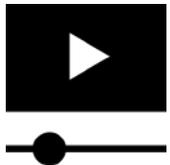
# SOCIAL MEDIA NETWORK DEVELOPMENT



## Real-time data streaming, monitoring

Collecting data on-demand has become a mainstream for everyone. **Video, audio or messaging content in the live mode** has already found its place among such giants, as Instagram and Facebook stories, Snapchat live chat, Youtube live streaming.

The feature continues its “implementation tour” as **an inalienable communication feature** for the development of B2B, B2C and C2C marketplace platforms.



## Video content

Posting video content will continue declare its era. According to Animoto, video helps to nearly **96% of consumers make decision** regarding their purchase.



TRENDS 2018

# SOCIAL MEDIA NETWORK DEVELOPMENT



## AI (chatbots), VR, AR

The implementation of **smart chatbots** provides better communication experience. VR, AR, instead, provides a vast room for **gamification features** + the ability to project things or products before their purchase.



## Security

Latest tech news state, that lots of social media services have already required and will require taking a photo of yourself to confirm that you're a real person, in case you need to change some ID data.



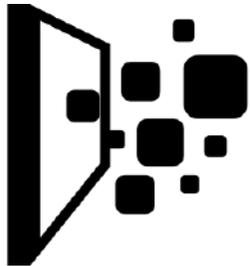
TRENDS 2018

# RETAIL & E-COMMERCE APP DEVELOPMENT

There are 3 big players on the arena: B2B, B2C and C2C e-commerce.

Fact: The global e-Commerce market is worth US\$7.7 trillion. Find out how to get ahead of this mad scramble.

## Product Visualization

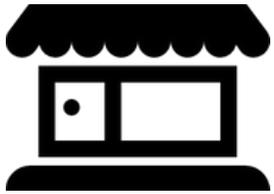


Provide more immersive online experience of the products with the help of augmented reality. Let your customers completely percept how the product will look like in some specific conditions and surroundings. Create AR app, product catalogs to blend the boundaries between online, mobile and real world.

# TRENDS 2018



# RETAIL & E-COMMERCE APP DEVELOPMENT



## Connection between online + offline stores

In 2018 the boundaries between online and offline stores will become less visible and you should consider how to tie together your online customer behavior and information on how they interact in the physical store.



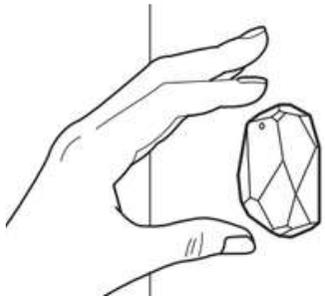
## Chatbots & sales conversation

With the era of mobile first approach, think about the implementation of a chatbot for your online store. It is a huge opportunity for retailers to be there for their customers to reassure, inform and close the deal.

# TRENDS 2018



# RETAIL & E-COMMERCE APP DEVELOPMENT



## Geofencing

In order to exploit the potential of location-based services market, implement geofencing technology based on beacons. How it works: customers select products they want to buy, and the beacons show where to find this items in the store. This is an effective tool to provide positive customer experience.

# TRENDS 2018





## RENTAL MARKETPLACE DEVELOPMENT

We will speak upon two most popular types of rental marketplaces: car rental and hotel booking industries. Let's start from the car rental one.

The global rental market is expected to reach \$164,335 million by 2023. Here are the trends you shouldn't ignore in 2018.

### On-airport rentals



As the traveling industry is growing, the demand for **renting a car right from the airport** is on the rise. According to the Future market insights, on-airport car rental segment will dominate in the global car rental market by 2025.



## RENTAL MARKETPLACE DEVELOPMENT

### Blockchain technology for auto supply chains



Blockchain technology is entering the car industry as well. It will be used to record vehicle ownership, log the vehicles use, apportion different transactions, and allowing shared access to data. EY`s Simlett said that blockchain systems could **enable shared use of large fleets of vehicles, by gaining access to them via mobile app.**

### Car sharing



According to Global Market Insights, Car Sharing Market size is set to exceed \$16.5 billion by 2024. Car sharing is popular because of great idea of collaborative consumption and building relationships around the world by sharing the assets we owe.

# BOOKING & RESERVATION APP DEVELOPMENT



## Artificial intelligence

AI powered chatbots are transforming the way people book trips. It makes the process faster and quickly answers all the questions about hotels, flights, and places to visit in the city.



## Virtual reality

What can be better than walking through the **virtual rooms** of the hotel you are going to book? Applications that offer this feature have better chances of attracting more users.



## In-app concierge service

24/7 Personal concierge service is a great way to interact with your users in case they have any questions or problems.





# TRENDS 2018

## HEALTHCARE APP DEVELOPMENT

As of 2017, a worldwide mobile health revenue equals to \$23 billion dollars worldwide. By 2020 the mHealth market size is forecasted to reach ~60 billion U.S. dollars.

According to the 2013-2017 Mobile Health Market Report by Research2Guidance the Global Mobile health Market is awaited to reach approximately \$189 billion by 2025.

The numbers make the industry one of the most profitable ones.

Trends for medicine in the nearest future:



## HEALTHCARE APP DEVELOPMENT



### Telemedicine (Real-time communication)

24/7 Personal concierge service is a great way to interact with your users in case they have any questions or problems.

#### For patients:

Ability to contact doctor online, arrange video/audio chat, exchange medical-related files and receive doctor's advice in the real-time mode when there's no opportunity to schedule in-person examinations.

#### For doctors:

Better and more flexible workflow organization.  
Enhanced and closer cooperation in the medical team.  
Obtaining patient's health info in one place. More time for patients who require in-person care.



## HEALTHCARE APP DEVELOPMENT



### Wearables and their integration with the medical apps and devices

#### For patients:

Opportunity to take measurements by means of wearable medical devices, integrate them with the online doctor consulting app via Bluetooth and share the data in the live mode between doctors to receive further recommendations.

#### For doctors:

Comfortable way to collect and monitor data on patient's health. By receiving the required files, doctor is able to prescribe the right cure.



## HEALTHCARE APP DEVELOPMENT



### Medical supply drone delivery

The stats on Acceptance of order delivery via drone among U.S. online shoppers 2017 shows us that 35% of respondents would probably use drone delivery

#### **For patients:**

The proper medication is delivered right to the patient's home or wherever they are.

#### **For doctors:**

Remote delivery of the prescribed cure. If it's a critically sick patient which require a certain cure right away drone delivery is the great way to save their life.



## HEALTHCARE APP DEVELOPMENT



### Proper security measures

According to the research by PwC, phishing (31%), email (22%) compromise and ransomware (16%) are the top issues in the digital and mobile healthcare industry. This refers to online payments and transactions too. One of the mainstream solution for finances to implement is **blockchain to perform transactions securely**. For data privacy: implement **ID identification verification**, like finger scanner, facial recognition and peer-to-peer chats.



### 3d visualization/printing + VR/AR in medicine

Doctors and interns will be able to train their practical skills using VR/AR and 3d visualization. With 3d printing, the new generation of relatively affordable prosthetics can be produced quickly and help people who're in need.

**It's said that a goal without a plan is just a wish.**

Make your marketplace development continuous and consistent process.

Need an assistance in building your multi-sided platform? Get in touch with Apiko Team to develop a commercially successful app on time and budget

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