

# Lydia adding trading is a small step to super app status

## Article

**The news:** The France-based fintech partnered with digital broker **Bitpanda** to offer users access to fractionalized shares, ETFs, and crypto trading **from €1 (\$1.14)**.

**Why add trading?** **Lydia** started out as a peer-to-peer payments platform but has been adding new services to cover all of its users' financial needs, enhancing its value proposition.



























- Over the past two years, it has added **personal loans between €100 (\$114) and €3,000 (\$3,421)** and a savings account with **0.6% interest**.
- Each new feature opens the app to another revenue stream and creates a stickier proposition for its **5.5 million users**.
- The interest-bearing and trading accounts, for example, allow users to put cash to work that would have otherwise sat idle while waiting for peer-to-peer payment transfers.
- Trading in particular should also drive its user acquisition. Like others across the globe, French consumers are **increasingly** investing. The timely launch comes just ahead of other European digital brokers expanding to France, like **Freetrade**.

**The big takeaway:** Lydia describes **itself** as a super app, but it has a long way to go to live up to that name.

- Insider Intelligence defines a super app as a digital ecosystem of products and services housed under a single application and user experience.
- Our “**Financial Super Apps Matrix**” offers a snapshot comparison of eight leading financial super apps worldwide. Western fintechs like US-based **PayPal** and UK-based **Revolut** are rebundling services to emulate the successes of early super apps, such as China-based **WeChat** and **Alipay**.
- Lydia’s new trading feature is part of its own super app strategy and will likely draw on its **\$131 million Series B funding** from December to continue expanding its product suite.
- However, our matrix covered **57 features** per super app. Lydia, by comparison, has just 11—underscoring that it has a long way to go to achieve the same breadth of services.

# Global Super App Maturity Matrix

 Offers under 50% of features listed in category  
 Offers over 50% but less than 100%  
 Offers full suite

	Banking	Payments	Insurance	Wealth management	Overall
					
					
					
					
					
					
					
					

Source: Insider Intelligence, 2021

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