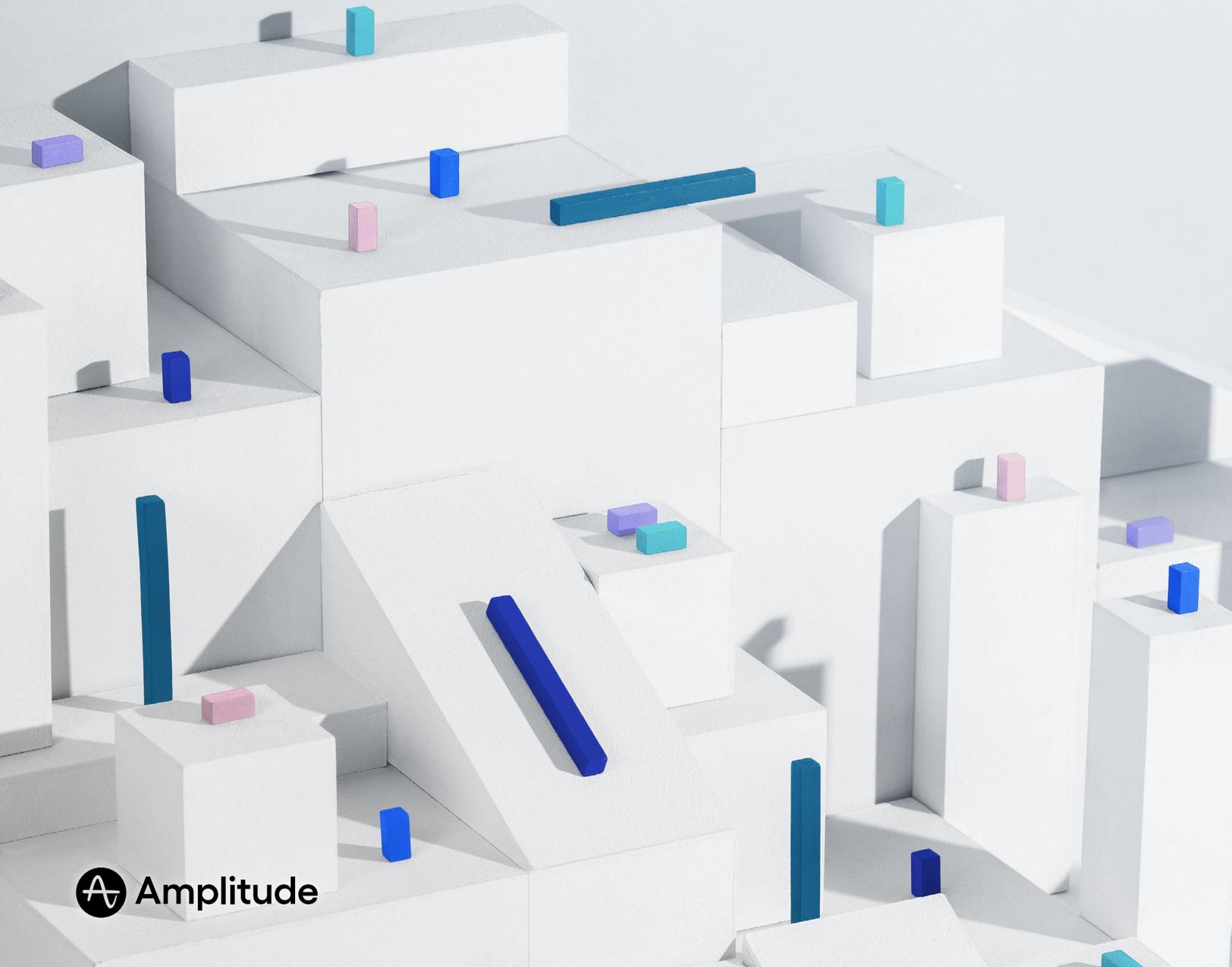
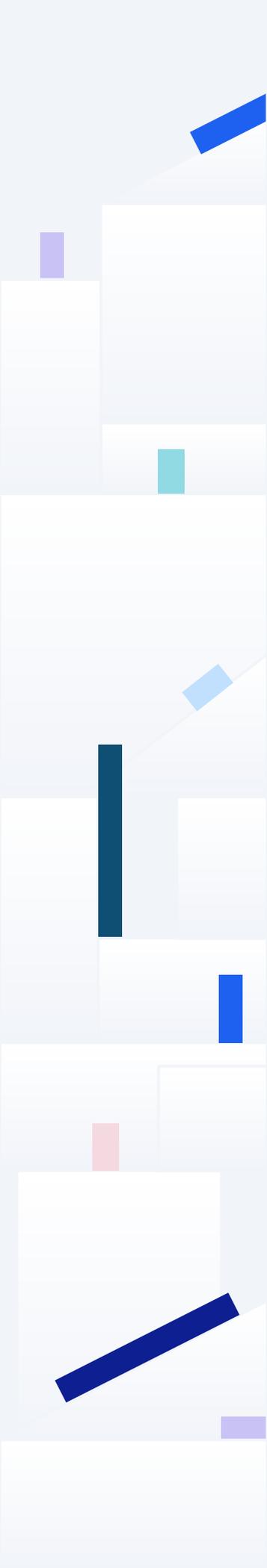


AMPLITUDE LABS

# Next Hottest Products Report

THIRD EDITION





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# Exploring the digital landscape

In today’s crowded digital landscape, competition is greater than ever—and so are customer expectations.

The products that break through are not only leaders in innovation but increasingly offer best-in-class user experiences.

But who are these companies beating the odds and what makes them surpass their peers?

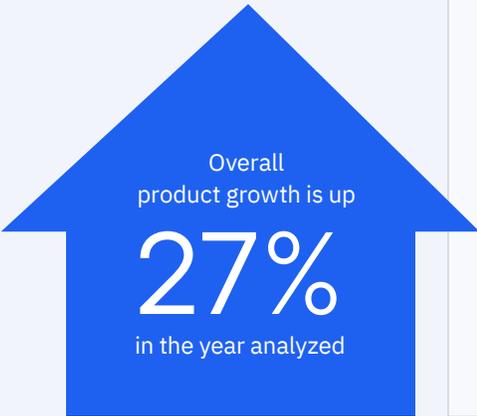
Analyzing a year of Amplitude’s exclusive customer growth data, we found the more companies understand their customers, the more they drive growth.

Overall, our data reveals rising product growth [globally](#) and [across nine countries](#).

On a more granular level, the products featured represent four geographic regions—[North America](#), [Europe and the Middle East](#), [Asia-Pacific and Japan](#), and [Latin America](#)—and five industries—[health and wellness](#), [financial services](#), [media and entertainment](#), [business-to-business \(B2B\)](#), and [ecommerce](#).

The products in our Next Hottest Products report are proof that despite a crowded field, digital products can succeed by creating experiences that put customers first.

## What did we find?



**At least five of the Next Hottest Products saw more than 200% growth:**

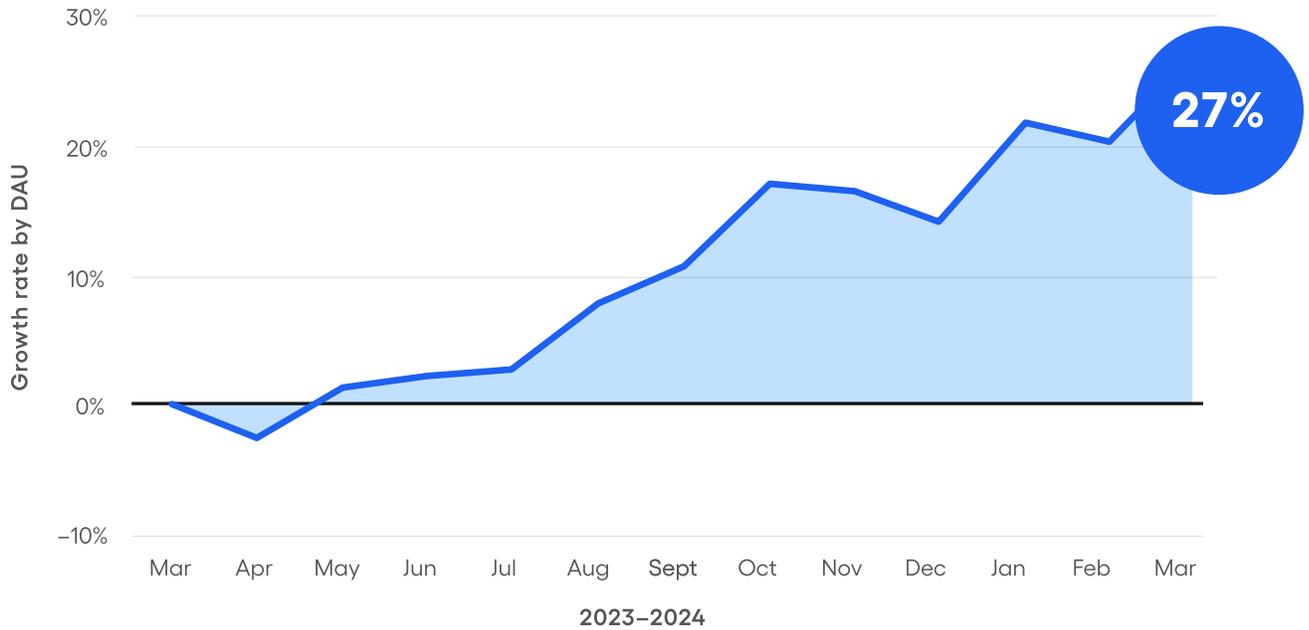
<b>FINTECH APP</b> <b>korbit</b>	<b>CRYPTOCURRENCY EXCHANGE</b> <b>frontpage</b>	<b>SOBRIETY APP</b> <b>Sober Sidekick</b>
<b>JOB-SEEKER PLATFORM</b> <b>Enhancv</b>	<b>VIDEO GAME PLATFORM MAKER</b> <b>MOJAM</b>	

**North America**  
More than half of the products on this list lean into new technologies such as AI and VR.

**Europe and the Middle East**  
This region’s Next Hottest Products represent five distinct industries, reflecting the growing diversity of its tech scene.

**Asia-Pacific and Japan**  
Finserv products are on the rise in this market, with four such products on the list.

# Digital product growth



We excluded outlier products for representative market growth.

Our data shows that global product growth—measured by daily active users (DAU)—continues to climb. During the year-long period from March 1, 2023 to March 31, 2024, usage grew by 27%. This increase reflects the way technology touches nearly every aspect of our lives.

# Digital product growth around the world

## North America



**27%** Canada 🇨🇦

**16%** United States 🇺🇸

## Europe



**23%** France 🇫🇷

**18%** Germany 🇩🇪

**18%** United Kingdom 🇬🇧

**15%** Spain 🇪🇸

## Asia-Pacific



**25%** India 🇮🇳

**21%** Korea 🇰🇷

**18%** Australia 🇦🇺

We excluded outlier products for representative market growth. Our analyses are based on datasets with at least 20 companies in each country.

Product use was also up across the nine countries we tracked, with Canada seeing the greatest gains—27% growth—and Spain the most modest increase at just over 15%. Overall, Canada, Korea, and the U.S. saw relatively steady growth. Though Australia, France, Germany, India, Spain, and the U.K. experienced negative growth in the first months of the period we analyzed, they rebounded later.

# The Next Hottest Products by region



## 7 NEXT HOTTEST PRODUCTS

# North America



Four of the companies on the North America list—**Simplified**, **Immersed**, **Swing Vision**, and **Gardyn**—tap into new technologies such as AI and VR to enhance the customer experience.

1



## Sober Sidekick

Headquarters: **Bentonville, AR**  
Founded: **2019**

Growth rate: **205%**

Sober Sidekick is a free sobriety app that helps those struggling with substance abuse track and maintain their sobriety and connect with others for support.

2



## Simplified

Headquarters: **San Francisco, CA**  
Founded: **2020**

Growth rate: **180%**

Simplified is an all-in-one app that helps users create and scale their marketing with AI tools to streamline their work.

3

## immersed

Headquarters: **Austin, TX**  
Founded: **2017**

Growth rate: **174%**

Augmented and virtual reality app  
Immersed's vision is to revolutionize the future of work with spatial computing and AI. Some customers already use the popular app for [more than 40 hours a week](#).



Our approach to growth over the last year has been centered around improving end-to-end marketing workflows with AI, which has significantly expanded our user base and boosted satisfaction. We create a product that customers love by listening to their feedback, focusing on their needs, and providing an all-in-one app that saves them time and effort.



**[KD Deshpande](#)**  
Founder and CEO, Simplified



## NORTH AMERICA CONTINUED

4



Headquarters: **Toronto, Canada**  
Founded: **2020**

Growth rate: **172%**

Stadium Live's mission is to build the "next-gen ESPN." The interactive platform enables fans to make predictions, discuss live matches, and collect digital and real-life prizes and experiences.

5



Headquarters: **San Mateo, CA**  
Founded: **2019**

Growth rate: **147%**

Backed by [Tennis Australia](#), [Sony](#), and [Techstars](#), SwingVision's AI-powered app uses a smartphone camera to track and analyze users' tennis and pickleball games.

6



Headquarters: **Bethesda, MD**  
Founded: **2018**

Hailed as one of [Time's](#) "inventions of the year" in 2020, Gardyn's indoor, hydroponic growing system leverages an app with AI capabilities to help users turn any space into a thriving and sustainable indoor garden.

7



Headquarters: **San Francisco, CA**  
Founded: **2020**

Growth rate: **113%**

Maven offers a platform where professionals can learn directly from industry experts via group courses.



Growth comes when you have a product people want. Over the last year, we made some major (and risky) bets that paid off because they were in direct response to what our users were asking for. We believe in listening deeply to our customers and creatively crafting solutions to solve their needs—and we are proud of the results that follow.



**Gagan Biyani**  
Chief Executive Officer, Maven

## 7 NEXT HOTTEST PRODUCTS

# Europe and the Middle East



Europe has long been home to a strong [fintech sector](#), but our list suggests the region's tech scene is becoming increasingly diverse, with products representing everything from the media and entertainment to the health and wellness industries.

1

## MOJAM

Headquarters: **Kharkiv, Ukraine**  
Founded: **2017**

Growth rate: **235%**

Mojam develops software for the gaming industry, including a platform for the video game [Counter-Strike 2](#), which is used in nearly 200 countries.

2

## Enhancv

Headquarters: **Sofia, Bulgaria**  
Founded: **2014**

Growth rate: **208%**

Enhancv helps users build resumes and cover letters that stand out in the job market, with AI writing suggestions and professionally designed templates.

3

## getquin

Headquarters: **Berlin, Germany**  
Founded: **2020**

getquin is a free and secure platform that enables users to track and analyze all their assets in one place and connect with investors.

4

## ausha

Headquarters: **Lille, France; Paris, France; New York, United States**  
Founded: **2018**

Growth rate: **190%**

Ausha offers cutting-edge tools that help podcast publishers grow their audience. Supporting over 11,000 podcasts worldwide, Ausha serves media outlets, podcast studios, networks and agencies, enterprises, and more.



Unlocking data-driven insights is at the core of what we do for the construction industry. To ensure the journey from data to value is as streamlined and impactful as possible, we take that same data-driven approach internally and assess how our solutions are used by customers.



**Evan Barnes**  
Chief Operating Officer, Trackunit

5



Headquarters: **Aalborg, Denmark**  
Founded: **1998**

Trackunit orchestrates the data and infrastructure that connects the construction industry. Its platform collects and analyzes machine data in real time to empower its customers with actionable information.

6



Headquarters: **London, UK**  
Founded: **2014**

Growth rate: **128%**

The world's largest vertically integrated network of clinicians and pharmacies, HeliosX prescribes and delivers medicine to more than 467 million people.

7



Headquarters: **Cork, Ireland**  
Founded: **2017**

Growth rate: **113%**

Workvivo's all-in-one platform helps employers simplify their internal communications and drive worker engagement and productivity. Zoom acquired it in 2023.



At HeliosX, our commitment to putting the customer at the heart of everything we do has driven our approach to growth. Amplitude has been instrumental in helping us understand user behavior on a granular level, enabling us to make data-driven decisions that enhance our product and ensure we consistently exceed customer expectations.



**Anthony Anderson**  
VP Product, HeliosX

## 7 NEXT HOTTEST PRODUCTS

# Asia-Pacific and Japan



Finserv products dominate our list of the Next Hottest Products in the Asia-Pacific and Japan region, with more than half the products on the list falling into that category:

**FrontPage, Korbit, AXI, and Bomapp.**

1

## frontpage

Headquarters: **Bengaluru, India**

Founded: **2019**

Growth rate: **359%**

Blending social media and finance, FrontPage provides a place where traders and investors can connect and discuss the financial markets.

2

## korbit

Headquarters: **Seoul, Korea**

Founded: **2013**

Growth rate: **336%**

Korbit, the first virtual asset exchange in Korea, offers a platform for trading, storing, and processing cryptocurrency.

3

## TeachStarter

Headquarters: **Queensland, Australia**

Founded: **2012**

Teach Starter is a teaching-resource subscription, offering easy access to thousands of teacher tools, including worksheets, games, presentations, and more.



Maintaining deep honesty in our product development—understanding and acknowledging what’s working and what’s not—is crucial to building the best possible product. User recommendations drive growth from there. Amplitude is our main tool for achieving this transparency.



**Avijit Sharma**

Co-Founder and CEO, FrontPage



## ASIA-PACIFIC AND JAPAN CONTINUED

4

# axi

Headquarters: **Sydney, Australia**  
Founded: **2007**

As the preferred online broker for thousands of customers in over 100 countries, Axi helps all types of traders achieve their financial goals through informed transactions made on the world's financial markets.

5

# BOMAPP

Headquarters: **Seoul, Korea**  
Founded: **2015**

Growth rate: **114%**

Bomapp's mobile app enables users to check their insurance and analyze their coverage.

6

# kmong

Headquarters: **Seoul, Korea**  
Founded: **2012**

Growth rate: **101%**

Kmong's platform connects freelancers and clients across more than 500,000 types of services, including design, programming, and content production.

7

# ABLY

Headquarters: **Seoul, Korea**  
Founded: **2015**

Growth rate: **99%**

South Korea's top women's fashion site and app, Aply uses AI to personalize recommendations to its customers—an approach it has brought to its Japanese offshoot.



After being acquired by Tes in 2023, Teach Starter focused on improving teacher retention by diving deep into our behavioral data. This helped us identify key trends and implement targeted initiatives, as we continue to build the most valuable and effective product for our community of educators.



**Tom Endean**  
Chief Marketing Officer, Tes

# Latin America Spotlight

Latin America's tech scene is [booming](#). Finserv **Naranja X** and HR software maker **Buk** exemplify the trend: Both have seen remarkable growth in the period we analyzed.



1

## NaranjaX

Headquarters: **Cordoba, Argentina**

Founded: **1985**

Naranja X offers a range of financial products and services, including savings accounts, credit and debit cards, and loans. It's the latest iteration of Argentina's largest credit card issuer, formerly known as Tarjeta Naranja.

2

## ·buk·

Headquarters: **Santiago, Chile**

Founded: **2017**

Growth rate: **48%**

Buk's platform takes a holistic approach to human resources software, offering tools for payroll, people, and performance management.



To create a product customers love, we put them at the center of what we do. We focus on deeply understanding their needs and are committed to continuously improving our platform. In addition, delivering exceptional service is fundamental for us and the key for a SaaS company. We believe that a close, long-lasting, and trusting relationship with our customers is the engine that drives our growth and differentiates us in the marketplace.



**Jaime Arrieta**  
CEO, Buk

# The Next Hottest Products by industry



## 5 NEXT HOTTEST PRODUCTS

# Health and Wellness



Headquarters: **Bentonville, AR**  
Founded: **2019**

Growth rate: **205%**

Sober Sidekick is a free sobriety app that helps those struggling with substance abuse track and maintain their sobriety and connect with others for support.



Headquarters: **San Mateo, CA**  
Founded: **2019**

Growth rate: **147%**

Backed by [Tennis Australia](#), [Sony](#), and [Techstars](#), SwingVision's AI-powered app uses a smartphone camera to track and analyze users' tennis and pickleball games.



Headquarters: **Boston, MA**  
Founded: **2012**

A pioneer in wearable health-tracking devices, Whoop captures users' biometric data to help them meet their fitness goals. This is the second time we've named Whoop one of our Next Hottest Products.



Headquarters: **San Francisco, CA**  
Founded: **2017**

Growth rate: **41%**

Health and wellness platform Hims & Hers was founded to help the world feel great through the power of better health. Built on the idea that no two people are the same, the company provides access to personalized care.



Headquarters: **Seoul, Korea**  
Founded: **2016**

Growth rate: **21%**

With 1,200,000 users worldwide, Momitalk is a popular pregnancy and parenting app that enables expectant parents to access and share ultrasound images, receive parenting support after childbirth, and get AI-powered advice.



We focus on listening intensely to customer feedback and building the best product experience possible. From personally responding to customers on Reddit to winning an Apple Design Award, we've established these pillars as our brand values. Ultimately, this has helped us not only beat but escape the competition.



**Swupnil Sahai**  
Co-Founder and CEO, SwingVision

## 5 NEXT HOTTEST PRODUCTS

# Financial Services

### 1 frontpage

Headquarters: **Bengaluru, India**  
Founded: **2019**

Growth rate: **359%**

Blending social media and finance, FrontPage provides a place where traders and investors can connect and discuss the financial markets.

### 2 korbit

Headquarters: **Seoul, Korea**  
Founded: **2013**

Growth rate: **336%**

Korbit, the first virtual asset exchange in Korea, offers a platform for trading, storing, and processing cryptocurrency.

### 3 axi

Headquarters: **Sydney, Australia**  
Founded: **2007**

As the preferred online broker for thousands of customers in over 100 countries, Axi helps all types of traders achieve their financial goals through informed transactions made on the world's financial markets.

### 4 getquin

Headquarters: **Berlin, Germany**  
Founded: **2020**

getquin is a free and secure platform that enables users to track and analyze all their assets in one place and connect with investors.

### 5 NaranjaX

Headquarters: **Cordoba, Argentina**  
Founded: **1985**

Naranja X offers a range of financial products and services, including savings accounts, credit and debit cards, and loans. It's the latest iteration of Argentina's largest credit card issuer, formerly known as Tarjeta Naranja.



Financial markets are ever-changing and so are the requirements of our user base. That's why it has always been crucial for us to understand and listen to our customers' needs, ensuring our product helps them optimize their investment decisions.



**Raphael Steil**  
Co-Founder, getquin

## 5 NEXT HOTTEST PRODUCTS

# Media and Entertainment

### 1 MOJAM

Headquarters: **Kharkiv, Ukraine**  
Founded: **2017**

Growth rate: **235%**

Mojam develops software for the gaming industry, including a platform for the video game [Counter-Strike 2](#), which is used in nearly 200 countries.

### 3 STADIUM LIVE

Headquarters: **Toronto, Canada**  
Founded: **2020**

Growth rate: **172%**

Stadium Live's mission is to build the "next-gen ESPN." The interactive platform enables fans to make predictions, discuss live matches, and collect digital and real-life prizes and experiences.

### 5 BandLab

Headquarters: **Signapore**  
Founded: **2015**

BandLab is a one-stop social music creation platform for artists looking to record, share, and collaborate on their music.

### 2 ausha

Headquarters: **Lille, France; Paris, France; New York, United States**  
Founded: **2018**

Growth rate: **190%**

Ausha offers cutting-edge tools that help podcast publishers grow their audience. Supporting over 11,000 podcasts worldwide, Ausha serves media outlets, podcast studios, networks and agencies, enterprises, and more.

### 4 vidIQ

Headquarters: **San Francisco, CA**  
Founded: **2012**

Used by more than 20 million YouTube creators, vidIQ offers AI-powered tools for creating and optimizing videos.



We closely listen to our users and continuously improve features based on the insights we gather—especially by actively engaging with our private community of more than 3,000 of our biggest fans. We also stay focused on our vision to always innovate and offer something unique and valuable compared to the market. This approach ensures we create a product that our customers genuinely love.



**Max Piquette**  
CEO, Ausha

## 5 NEXT HOTTEST PRODUCTS

# Business-to-business (B2B)

## 1 Simplified

Headquarters: **San Francisco, CA**

Founded: **2020**

Growth rate: **180%**

Simplified is an all-in-one app that helps users create and scale their marketing with AI tools to streamline their work.

## 3 immersed

Headquarters: **Austin, TX**

Founded: **2017**

Growth rate: **174%**

Augmented and virtual reality app  
Immersed's vision is to revolutionize the future of work with spatial computing and AI. Some customers already use the popular app for [more than 40 hours a week](#).

## 5 kmong

Headquarters: **Seoul, Korea**

Founded: **2012**

Growth rate: **101%**

Kmong's platform connects freelancers and clients across more than 500,000 types of services, including design, programming, and content production.

## 2 Trackunit®

Headquarters: **Aalborg, Denmark**

Founded: **1998**

Trackunit orchestrates the data and infrastructure that connects the construction industry. Its platform collects and analyzes machine data in real-time to empower its customers with actionable information.

## 4 workvivo by zoom

Headquarters: **Cork, Ireland**

Founded: **2017**

Growth rate: **113%**

Workvivo's all-in-one platform helps employers simplify their internal communications and drive worker engagement and productivity. Zoom acquired it in 2023.



We hyper-fixate on serving our target market and make every decision with the working professional in mind. We are our user, in addition to working alongside them in AR/VR. We also take pride in our iteration cycle. We try to take user feedback and implement meaningful changes as fast as possible.



**Renji Bijoy**

CEO and Founder, Immersed

## 5 NEXT HOTTEST PRODUCTS

# Ecommerce

## 1 Gardyn

Headquarters: **Bethesda, MD**  
Founded: **2018**

Hailed as one of [Time's](#) “inventions of the year” in 2020, Gardyn’s indoor, hydroponic growing system leverages an app with AI capabilities to help users turn any space into a thriving and sustainable indoor garden.

## 3

Headquarters: **Madrid, Spain**  
Founded: **2017**

Growth rate: **74%**

As a convenient, flexible alternative to car ownership, Bipi offers an all-digital, monthly subscription service that provides access to new and used cars.

## 5

Headquarters: **London, U.K.**  
Founded: **2019**

Growth rate: **62%**

Intended to reduce waste—a mission that has earned it a B Corp rating—Raylo offers monthly subscriptions for phones, tablets, laptops, and more.

## 2 Creative Fabrica

Headquarters: **Amsterdam, Netherlands**  
Founded: **2016**

Growth rate: **89%**

Creative Fabrica’s marketplace for digital assets offers a suite of generative AI tools that enable creators to produce their own images.

## 4

Headquarters: **Doha, Qatar**  
Founded: **2019**

Growth rate: **73%**

Snoonu’s [award-winning](#), all-in-one platform seamlessly integrates on-demand delivery, ecommerce, and third-party logistics services.



Digital analytics has provided a roadmap for growth, offering instant insights we can use to meet customer demand and quickly scale our product. Amplitude and its reliable data have been at the center of that approach, helping us better understand our customers and improve our product.

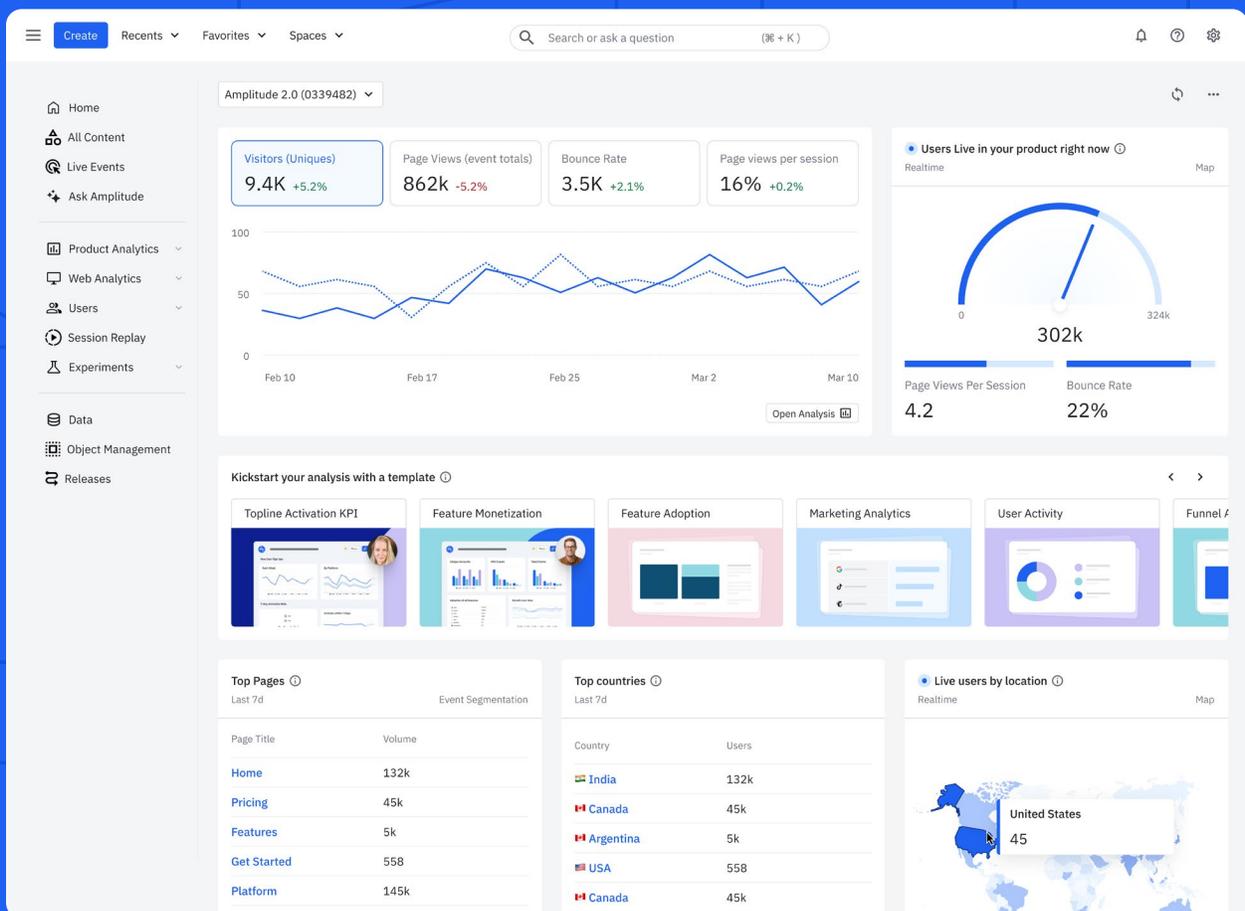


**Matthew Neff**  
Chief Product Officer, Snoonu

# Creating products that stand out

Attracting—and keeping—customers is more difficult than ever. But as our Next Hottest Products reveal, pairing resonant ideas with stellar user experience can drive the kind of growth that puts products on the map.

Learn more about how you can take your product to the next level with Amplitude. [Explore our demo](#) or [start analyzing your data today](#).



# How we built this report

## Methodology

In this report, we use Amplitude event data to reveal the Next Hottest Products across regions and industries and the latest trends in product growth. That anonymized, aggregated data was sent to Amplitude between March 1, 2023 and March 31, 2024 and represents the products' total number of daily active users (DAUs). Specifically:

- Our predictions for the Next Hottest Products considered products with a minimum of 1,000 DAUs every day for at least 18 months and more than 20% explainable growth.
- Product growth analyses followed the interquartile range (IQR) proximity rule to remove outliers for representative market growth.
- Product growth by country is based on datasets with at least 20 companies in each country.
- Product growth rates are included at the discretion of our customers.

## Why trust us

As a leading digital analytics platform, Amplitude has an unparalleled understanding of the trends shaping digital activity. More than 3,200 customers, including Atlassian, NBCUniversal, Under Armour, Shopify, and Jersey Mike's, rely on Amplitude to gain self-service visibility into the entire customer journey.

The [Amplitude Behavioral Graph](#)—including one trillion+ data points processed in Amplitude every month—provides an expansive view into digital activity and behavioral analytics. Although our dataset does not span every device, user, and product around the globe, we believe these insights are indicative of larger trends in our ever-growing digital world.

Amplitude Labs presents data-driven insights and analysis on today's top digital trends. These reports use Amplitude's exclusive dataset as the global leader in digital analytics to provide informed analyses.



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