

By Harry Wang, Senior Director of Research, and Chris Tweedt, Research Analyst

Synopsis	Popular Sharing Apps																		
<p>This report examines the top-five industry sectors that currently are being “Uberized,” including taxi hauling, hotel booking, garage sales, doctor visits, and handyman services. It analyzes these apps’ success factors and the extent of their disruptions within their respective markets. The report concludes with analysts’ predictions of the next five big consumer needs that can be fulfilled by sharing economy apps.</p>	<div style="text-align: center;"> <h3>Top Most-Used Consumer SoLoMo Apps</h3> <p>U.S. Smartphone Users Familiar with Listed SoLoMo Apps</p> <table border="1"> <caption>Top Most-Used Consumer SoLoMo Apps</caption> <thead> <tr> <th>App</th> <th>Percentage of U.S. Smartphone Users Familiar</th> </tr> </thead> <tbody> <tr> <td>Uber</td> <td>~25%</td> </tr> <tr> <td>Lyft</td> <td>~18%</td> </tr> <tr> <td>Airbnb</td> <td>~15%</td> </tr> <tr> <td>HomeAdvisor</td> <td>~8%</td> </tr> <tr> <td>Care.com</td> <td>~7%</td> </tr> <tr> <td>OfferUP</td> <td>~6%</td> </tr> <tr> <td>Houzz</td> <td>~5%</td> </tr> <tr> <td>BlueApron</td> <td>~4%</td> </tr> </tbody> </table> <p>© Parks Associates</p> </div>	App	Percentage of U.S. Smartphone Users Familiar	Uber	~25%	Lyft	~18%	Airbnb	~15%	HomeAdvisor	~8%	Care.com	~7%	OfferUP	~6%	Houzz	~5%	BlueApron	~4%
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<p>Publish Date: 4Q 16</p>	<p>“Parks Associates has identified five leading categories of sharing economy apps: ride hailing, space sharing, reselling, care services, and home services. Each category has leading apps that leverage their business model advantages and attractive consumer value propositions to grow their businesses and change the landscape of their respective industries,” said Chris Tweedt, Research Analyst.</p>																		
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