



Spend Trends

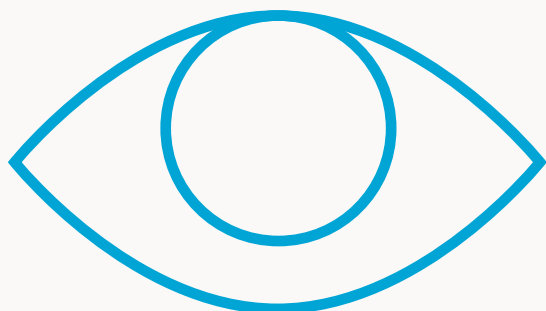
Jan 2019



Travel expenses can account for more than 10% of a company's budget, and that doesn't even include other business expenses that employees incur when they're in the office.

Over the past decade, Expensify has become the most widely used expense management software in the world, so we've learned a thing or two about how employees spend company money.

With more than 200 million transactions running through our system every year, we're excited to release Spend Trends to share those insights with employees, decisionmakers, and the larger ecosystem to showcase how business trends are shifting over time.



Most Popular Expenses

Top 10 Most Popular Expenses of 2018

Nearly 50% of our receipt volume comes from 10 companies. Here are the usual suspects:

1. **Uber**
2. **Lyft**
3. **Amazon**
4. **Starbucks**
5. **United Airlines**
6. **Delta Airlines**
7. **American Airlines**
8. **Home Depot**
9. **Marriott**
10. **Southwest Airlines**

Uber

lyft



Southwest

Marriott

UNITED

THE HOME DEPOT

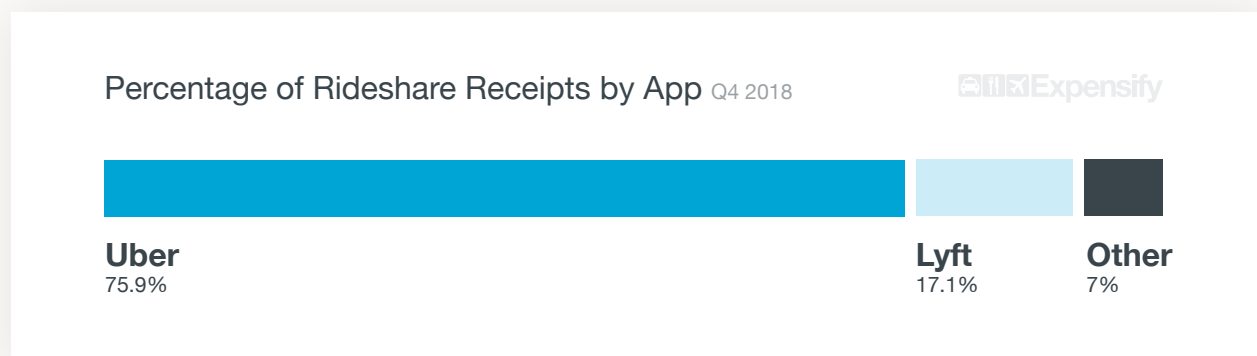
amazon

DELTA

American Airlines

The Biggest Expense: Rideshares

Let's take a look at the most common business expenses: rideshares. Combined, US-based archrivals Uber and Lyft dominate this category with 93% of all expensed rideshares. Uber remains the clear leader, however, with business riders nearly 5x more likely to choose it over Lyft.



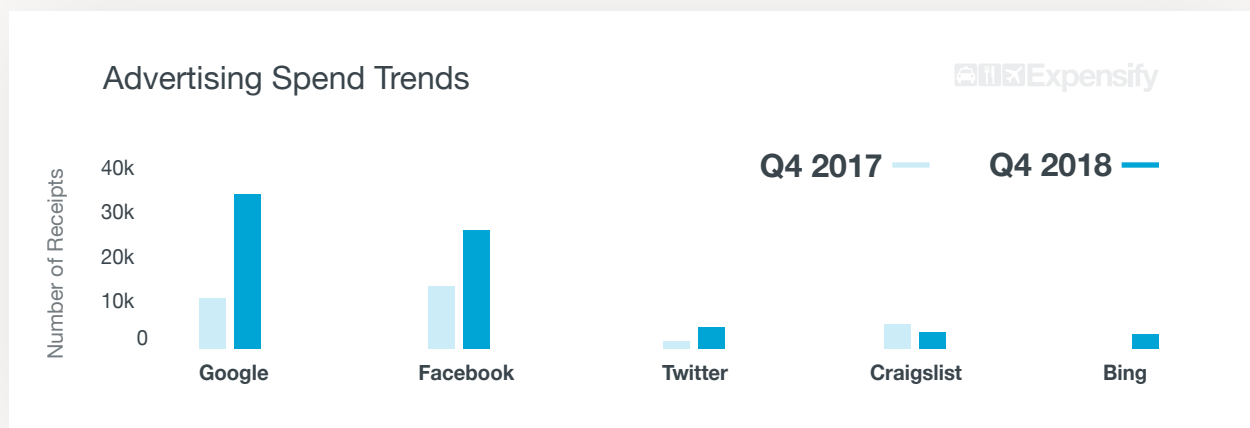
We've also seen tremendous growth in rideshare receipts over the past year from regional companies around the globe. Grab in Southeast Asia leads the way with more than 200% growth in receipt volume during 2018. The Indian rideshare company Ola is also up by 83% since last year. In the U.K. and Europe, we've seen major growth from Taxify, Gett, and mytaxi.



What's Trending

Advertising

Google is still number one in advertising, with Facebook in a solid second place ahead of the rest. Though Twitter lags quite a bit behind the leaders, its impressive 361% growth over the past year lands it comfortably in third place. Meanwhile, Craigslist expenses have shrunk the most, with fewer than half as many ad postings expensed in 2018 as compared to 2017.



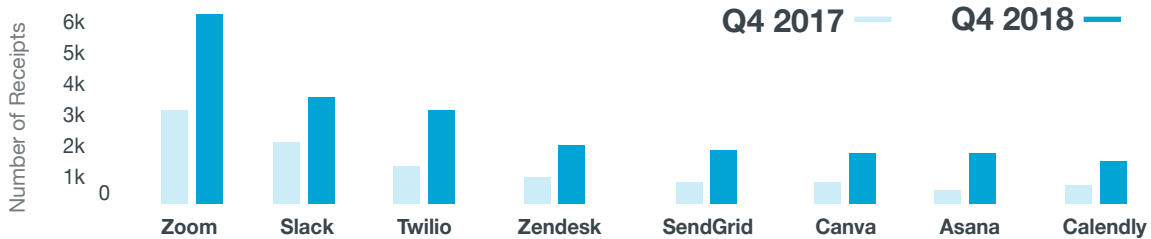
Software

Businesses across all industries are adopting more and more workflow technologies, including Twilio, Slack, Calendly, Zendesk, Zoom, Canva, and SendGrid, all of which have more than doubled in the past year. Twilio has the highest growth rate at 236%, and their recent acquisition SendGrid isn't far behind.



Software Spend Trends

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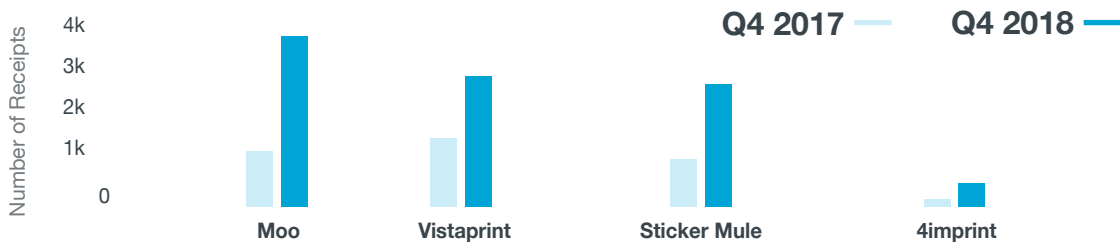


Printing

From business cards to brochures and beyond, printing services are growing in popularity. Moo has been on the list of leaders for a long time now, and receipts from Moo quadrupled in volume over the past year. Vistaprint takes silver with 90% growth in 2018, and Sticker Mule and 4imprint join our list of top print companies for the first time.

Printing Spend Trends

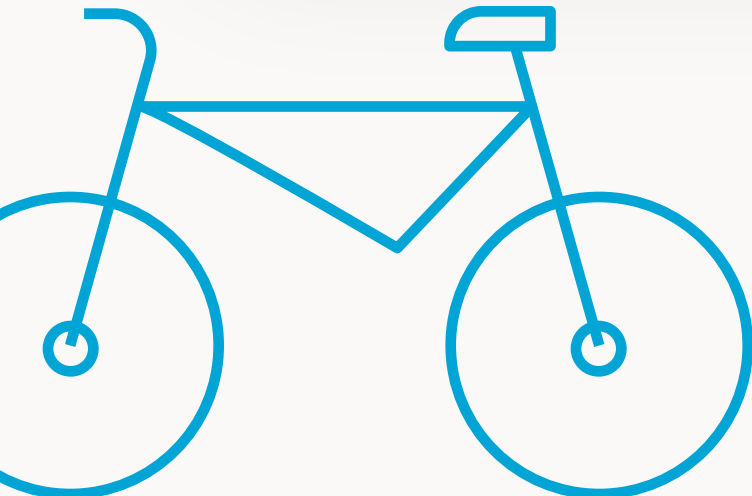
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Scooters & Bikeshares

Look out, four-wheeled friends! Scooters and bikeshares are growing rapidly as a form of business transportation. Here's a breakdown of receipt volume across the top scooter and bikeshare companies over the past year:

Percentage of Scooter & Bikeshare Receipts by App Q4 2018  Expensify

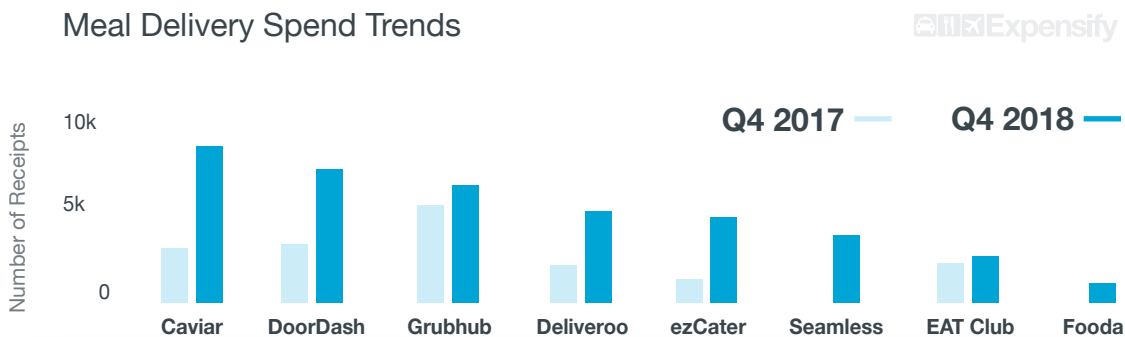


Up and Coming: Food Delivery



Of all the businesses that have been on the rise over the past year, meal delivery is among the top with an average growth rate of 150% for the top ten companies including Caviar, DoorDash, Grubhub, and Deliveroo. Grocery delivery is also up, with Instacart leading the show with more receipts than the next three most popular companies combined.

Meal Delivery Spend Trends



Grocery Delivery Spend Trends



The Coles logo, featuring the word "coles" in white lowercase letters on a red background.The Ocado logo, featuring a white square icon with a stylized 'c' and the word "ocado" in white lowercase letters on a green background.The Wayfair logo, featuring a colorful geometric icon above the word "wayfair" in white lowercase letters on a purple background.The Bill.com logo, featuring the word "Bill" in white inside an orange square, followed by ".com" in white lowercase letters on a dark blue background.The TaskRabbit logo, featuring a white rabbit icon and the word "TaskRabbit" in white lowercase letters on a green background.

Newcomers

We've welcomed a slew of new names onto our list of most expensed services over the past year. Here are five newcomers from around the world that made their debut in 2018:

Coles Supermarkets

Ocado

Wayfair

Bill.com

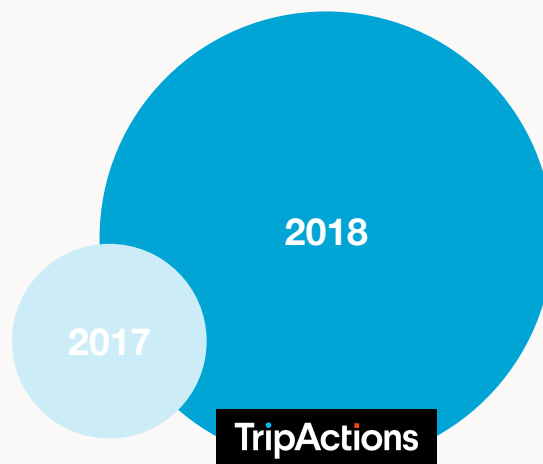
TaskRabbit

Receipt Integrations

It's not surprising that our receipt integration partners show larger growth rates than other companies, but sometimes the growth surprises us all. Our slam-dunk, over-the-top, all-star winner this past year is TripActions. We recently launched a partnership and now receive 6x as many receipts as one year ago.

TripActions Growth 2017/2018

 Expensify



Other receipt integrations with impressive growth over the past year include Egencia, HotelTonight, NexTravel, TravelPerk, and Trainline.

 EGENCIA

 Hotel Tonight

 NexTravel

 TravelPerk

 trainline

Our own growth has doubled over the past year, and it's clear that some of these numbers tell as much about our own growth as they tell about the companies listed here.

But receipt volume can shed a unique light on industry trends, and we look forward to sharing that story as we continue to spot interesting shifts. Download Expensify today to try out the app for yourself!

