

Saudi Arabia Buy Now Pay Later Services - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029

Market Report | 2024-02-17 | 120 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The Saudi Arabia Buy Now Pay Later Services Market size in terms of transaction value is expected to grow from USD 0.73 billion in 2024 to USD 2.30 billion by 2029, at a CAGR of 25.76% during the forecast period (2024-2029).

The Buy Now, Pay Later (BNPL) services market was one of the major beneficiaries of the Covid-19 pandemic in Saudi Arabia. It grew in popularity dramatically during the epidemic, as the idea of deferred payment became more appealing in light of the financial uncertainties caused by the decrease in unemployment.

Buy Now Pay Later (BNPL) services are increasingly becoming popular in Saudi Arabia and are eclipsing credit cards more conveniently and transparently to fund transactions. The acceleration of E-commerce after the pandemic has aided to the BNPL's popularity as the pandemic forced consumers to shop from behind their screens. The digital payment market has changed dramatically in recent years and the expansion of e-commerce has further fueled BNPL. The Buy Now Pay Later service is becoming quite popular in Saudi Arabia due to its youthful population embracing the new and innovative ideas around personal finance.

Saudi Arabia has a longstanding aversion to using credit cards, due to which BNPL's business strategy is being able to tap into a growing market for delayed payments. Because BNPLs are merchant-funded, they have a significantly smaller appetite for lending to risky consumers who can't pay. The Saudi Arabian central bank has made it essential for all buy now pay later (BNPL) enterprises to obtain a permit, owing to the growing popularity of BNPL products in the country. Failure to obtain a permit from Saudi Arabia's central bank will result in legal action. The central bank's announcement comes as industry experts increasingly call for regulation of the deferred payment sector.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Raising E-Commerce is Fueling the BNPL Services Market in Saudi Arabia

In Saudi Arabia, buy now, pay later (BNPL) arrangements are growing more common, a trend spurred by the country's e-commerce growth and embraced by the country's young, tech-savvy populace ready to adopt what they believe is a more convenient and transparent way to finance purchases. In 2021, digital spending increased across the Saudi economy for business-to-consumer (B2C) goods and services. Nearly half (48%) of Saudi consumers aim to increase their e-commerce spending in the coming year, with 40% mentioning the ability to purchase across borders as a major motivation for doing so. According to Checkout.com's research, 55 percent of Saudi Arabian consumers used BNPL payment methods such as Tamara in 2021, demonstrating a shift in payment preferences. Another 27% stated they have not utilized BNPL yet but want to do so in 2022.

BNPL Culture is on Rise Among Youths of Saudi Arabia

In the aftermath of the outbreak, Saudi Arabia has seen a significant surge in online short-term credit options such as buy now, pay later services. BNPL's early users are primarily Millennials and Generation Z. However, as with all new trends, a trickle-down effect will extend adoption throughout generations. According to the current data, BNPL platforms are primarily targeting a tech-savvy young audience. BNPL's quick growth illustrates that Millennials and Gen Z, who account for 75% of BNPL users, are increasingly rejecting traditional services in favor of something that better suits their financial needs. BNPL is seen by Saudi Arabia's younger generations as an easy way to buy luxury products without depleting their money.

Buy Now Pay Later Services KSA Industry Overview

The Buy Now Pay Later services market is relatively new and the market is relatively fragmented. However, a large number of players are entering the market with the approval from the Central Bank of Saudi Arabia as it had made approval mandatory for providing BNPL services. A high number of retailers is focusing on accepting these point-of-sale and online installment loans as a payment method, thereby creating growth opportunities for the BNPL solution providers in the Kingdom. The growing e-commerce industry is further expected to drive market growth over the forecast period. The major players covered in Saudi Arabia buy now pay later market report are Tamara, Tabby, Spotti, Postpay, Cashew Payments, etc

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHTS AND DYNAMICS

4.1 Market Overview

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 4.2 Market Driver
- 4.3 Market Restraints
- 4.4 Porters 5 Force Analysis
 - 4.4.1 Threat of New Entrants
 - 4.4.2 Bargaining Power of Buyers/Consumers
 - 4.4.3 Bargaining Power of Suppliers
 - 4.4.4 Threat of Substitute Products
 - 4.4.5 Intensity of Competitive Rivalry
- 4.5 Insight on Technological Adoption in the Market
- 4.6 Insight on Various Government Regulations in the Market
- 4.7 Impact of Covid 19 on market

5 MARKET SEGMENTATION

- 5.1 By Channel
 - 5.1.1 Online
 - 5.1.2 POS
- 5.2 By End Usage
 - 5.2.1 Kitchen Appliances
 - 5.2.2 Other Electronic Appliances
 - 5.2.3 Fashion and Personal Care
 - 5.2.4 Health Care
 - 5.2.5 Other Products

6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration Overview
- 6.2 Company Profiles
 - 6.2.1 Tamara
 - 6.2.2 Tabby
 - 6.2.3 Spotti
 - 6.2.4 Postpay
 - 6.2.5 Telr
 - 6.2.6 Mastercard
 - 6.2.7 Cashew Payments*

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 DISCLAIMER AND ABOUT US

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Saudi Arabia Buy Now Pay Later Services - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029

Market Report | 2024-02-17 | 120 pages | Mordor Intelligence

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-09
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com