

## **Global Buy Now Pay Later Market Report and Forecast 2024-2032**

Market Report | 2024-06-17 | 165 pages | EMR Inc.

### **AVAILABLE LICENSES:**

- Single User License \$2999.00
- Five User License \$3999.00
- Corporate License \$4999.00

### **Report description:**

Global Buy Now Pay Later Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global buy now pay later market size reached a value of USD 7.75 billion in 2023. Aided by the increased integration of BNPL financial solutions in shopping apps, the market is projected to further grow at a CAGR of 27.6% between 2024 and 2032 to reach a value of USD 69.65 billion by 2032.

Buy Now Pay Later is a financing option that allows consumers to make purchases and pay for them over time, typically in instalments, without incurring interest if payments are made on time. This payment method has gained significant traction due to its convenience and the financial flexibility it offers consumers. Buy Now Pay Later services are widely used across various retail sectors, including fashion, electronics, and home furnishings, and have become particularly popular in e-commerce transactions. The increasing consumer preference for flexible payment options is driving the buy now pay later market growth. With the growing awareness of the benefits associated with BNPL services, such as no interest charges and easy instalment plans, there has been a significant shift towards using these services for both online and offline purchases. Additionally, the rising trend of online shopping has further contributed to the increasing popularity of BNPL, as it provides a convenient payment alternative for consumers.

The expanding applications of BNPL in various sectors also play a significant role in propelling the buy now pay later market expansion. In the retail sector, BNPL services are used to enhance customer experience by providing flexible payment options, thereby driving sales and customer loyalty. The travel and tourism industry also utilises BNPL services to offer flexible payment plans for booking flights, hotels, and holiday packages, making it more affordable for consumers to plan their trips. Moreover, the healthcare industry is increasingly adopting BNPL services to provide patients with the option to pay for medical expenses in instalments, thus reducing the financial burden on patients.

Further, the growing demand for seamless and secure payment solutions in the financial services industry has led to an increased focus on BNPL as a viable payment method. The integration of BNPL services with digital wallets and mobile payment platforms has enhanced the convenience and security of BNPL transactions, thereby driving the market growth. Additionally, the rising adoption of BNPL services by small and medium-sized enterprises (SMEs) to improve their cash flow and boost sales is further increasing the global buy now pay later market share.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

The rapid growth of the e-commerce industry is a significant driver of the BNPL market. With the increasing preference for online shopping, there is a heightened demand for flexible payment options, which is propelling the BNPL market. The convenience and ease of using BNPL services for online purchases are driving their adoption among consumers. The rising levels of consumer debt are driving the demand for alternative financing options like BNPL. Consumers are increasingly seeking ways to manage their finances better and avoid high-interest credit card debt. BNPL services provide an attractive alternative by offering interest-free instalment plans, thus driving the market growth.

As per the global buy now pay later market analysis, the technological advancements in the fintech sector are contributing to the growth of the market. The integration of BNPL services with digital wallets, mobile payment platforms, and e-commerce websites has enhanced the convenience and security of BNPL transactions, driving their adoption among consumers and merchants. The expanding partnerships between BNPL service providers and merchants are driving the market growth. Merchants are increasingly adopting BNPL services to enhance customer experience, drive sales, and improve customer loyalty. The growing number of merchant partnerships is expanding the reach of BNPL services, further propelling the market growth.

The buy now pay later market is poised for significant growth in the coming years, driven by the rising demand for flexible payment options and the expanding applications of BNPL services across various sectors. The increasing focus on technological advancements and the integration of BNPL services with digital payment platforms present growth opportunities for market players. However, the market faces challenges such as regulatory uncertainty and consumer debt risks. The key market players are focusing on expanding their merchant partnerships and enhancing the convenience and security of their services to cater to the growing demand. The Asia Pacific region is expected to dominate the market, followed by North America and Europe.

#### Market Segmentation

The market can be divided based on channel, enterprise size, end use and region.

##### Market Breakup by Channel

- Online
- PoS (Point of Sale)

##### Market Breakup by Enterprise Size

- Large Enterprise
- Small and Medium Enterprise (SME)

##### Market Breakup by End Use

- BFSI
- Consumer Electronics
- Fashion and Garments
- Healthcare
- Retail Goods
- Media and Entertainment
- Automotive
- Others

##### Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

##### Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global buy now pay later market. Some of the major players explored in the report by Expert Market Research are as follows:

- Affirm Holdings Inc.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- Klarna Inc.
- Splitit Payments, Ltd.
- Sezzle Inc.
- Perpay Inc.
- Zip Co, Ltd.
- PayPal Holdings, Inc.
- AfterPay Limited
- HSBC Group
- Payl8r
- Billie GmbH
- Others

#### About Us

Acquire unparalleled access to critical industry insights with our comprehensive market research reports, meticulously prepared by a team of seasoned experts. These reports are designed to equip decision-makers with an in-depth understanding of prevailing market trends, competitive landscapes, and growth opportunities.

Our high-quality, data-driven analysis provides the essential framework for organisations seeking to make informed and strategic decisions in an increasingly complex and rapidly evolving business environment. By investing in our market research reports, you can ensure your organisation remains agile, proactive, and poised for success in today's competitive market.

Don't miss the opportunity to elevate your business intelligence and strengthen your strategic planning. Secure your organisation's future success by acquiring one of our Expert Market Research reports today.

\*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

#### Table of Contents:

- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
  - 3.1 Market Definition and Outlook
  - 3.2 Properties and Applications
  - 3.3 Market Analysis
  - 3.4 Key Players
- 4 Key Assumptions
- 5 Executive Summary
  - 5.1 Overview
  - 5.2 Key Drivers
  - 5.3 Key Developments
  - 5.4 Competitive Structure
  - 5.5 Key Industrial Trends
- 6 Market Snapshot
  - 6.1 Global
  - 6.2 Regional
- 7 Opportunities and Challenges in the Market
- 8 Global Buy Now Pay Later Market Analysis
  - 8.1 Key Industry Highlights
  - 8.2 Global Buy Now Pay Later Historical Market (2018-2023)
  - 8.3 Global Buy Now Pay Later Market Forecast (2024-2032)
  - 8.4 Global Buy Now Pay Later Market by Channel

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 8.4.1 Online
  - 8.4.1.1 Historical Trend (2018-2023)
  - 8.4.1.2 Forecast Trend (2024-2032)
- 8.4.2 PoS (Point of Sale)
  - 8.4.2.1 Historical Trend (2018-2023)
  - 8.4.2.2 Forecast Trend (2024-2032)
- 8.5 Global Buy Now Pay Later Market by Enterprise Size
  - 8.5.1 Large Enterprise
    - 8.5.1.1 Historical Trend (2018-2023)
    - 8.5.1.2 Forecast Trend (2024-2032)
  - 8.5.2 Small and Medium Enterprise (SME)
    - 8.5.2.1 Historical Trend (2018-2023)
    - 8.5.2.2 Forecast Trend (2024-2032)
- 8.6 Global Buy Now Pay Later Market by End Use
  - 8.6.1 BFSI
    - 8.6.1.1 Historical Trend (2018-2023)
    - 8.6.1.2 Forecast Trend (2024-2032)
  - 8.6.2 Consumer Electronics
    - 8.6.2.1 Historical Trend (2018-2023)
    - 8.6.2.2 Forecast Trend (2024-2032)
  - 8.6.3 Fashion and Garments
    - 8.6.3.1 Historical Trend (2018-2023)
    - 8.6.3.2 Forecast Trend (2024-2032)
  - 8.6.4 Healthcare
    - 8.6.4.1 Historical Trend (2018-2023)
    - 8.6.4.2 Forecast Trend (2024-2032)
  - 8.6.5 Retail Goods
    - 8.6.5.1 Historical Trend (2018-2023)
    - 8.6.5.2 Forecast Trend (2024-2032)
  - 8.6.6 Media and Entertainment
    - 8.6.6.1 Historical Trend (2018-2023)
    - 8.6.6.2 Forecast Trend (2024-2032)
  - 8.6.7 Automotive
    - 8.6.7.1 Historical Trend (2018-2023)
    - 8.6.7.2 Forecast Trend (2024-2032)
  - 8.6.8 Others
- 8.7 Global Buy Now Pay Later Market by Region
  - 8.7.1 North America
    - 8.7.1.1 Historical Trend (2018-2023)
    - 8.7.1.2 Forecast Trend (2024-2032)
  - 8.7.2 Europe
    - 8.7.2.1 Historical Trend (2018-2023)
    - 8.7.2.2 Forecast Trend (2024-2032)
  - 8.7.3 Asia Pacific
    - 8.7.3.1 Historical Trend (2018-2023)
    - 8.7.3.2 Forecast Trend (2024-2032)
  - 8.7.4 Latin America

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 8.7.4.1 Historical Trend (2018-2023)
    - 8.7.4.2 Forecast Trend (2024-2032)
  - 8.7.5 Middle East and Africa
    - 8.7.5.1 Historical Trend (2018-2023)
    - 8.7.5.2 Forecast Trend (2024-2032)
- 9 North America Buy Now Pay Later Market Analysis
  - 9.1 United States of America
    - 9.1.1 Historical Trend (2018-2023)
    - 9.1.2 Forecast Trend (2024-2032)
  - 9.2 Canada
    - 9.2.1 Historical Trend (2018-2023)
    - 9.2.2 Forecast Trend (2024-2032)
- 10 Europe Buy Now Pay Later Market Analysis
  - 10.1 United Kingdom
    - 10.1.1 Historical Trend (2018-2023)
    - 10.1.2 Forecast Trend (2024-2032)
  - 10.2 Germany
    - 10.2.1 Historical Trend (2018-2023)
    - 10.2.2 Forecast Trend (2024-2032)
  - 10.3 France
    - 10.3.1 Historical Trend (2018-2023)
    - 10.3.2 Forecast Trend (2024-2032)
  - 10.4 Italy
    - 10.4.1 Historical Trend (2018-2023)
    - 10.4.2 Forecast Trend (2024-2032)
  - 10.5 Others
- 11 Asia Pacific Buy Now Pay Later Market Analysis
  - 11.1 China
    - 11.1.1 Historical Trend (2018-2023)
    - 11.1.2 Forecast Trend (2024-2032)
  - 11.2 Japan
    - 11.2.1 Historical Trend (2018-2023)
    - 11.2.2 Forecast Trend (2024-2032)
  - 11.3 India
    - 11.3.1 Historical Trend (2018-2023)
    - 11.3.2 Forecast Trend (2024-2032)
  - 11.4 ASEAN
    - 11.4.1 Historical Trend (2018-2023)
    - 11.4.2 Forecast Trend (2024-2032)
  - 11.5 Australia
    - 11.5.1 Historical Trend (2018-2023)
    - 11.5.2 Forecast Trend (2024-2032)
  - 11.6 Others
- 12 Latin America Buy Now Pay Later Market Analysis
  - 12.1 Brazil
    - 12.1.1 Historical Trend (2018-2023)
    - 12.1.2 Forecast Trend (2024-2032)

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 12.2 Argentina
  - 12.2.1 Historical Trend (2018-2023)
  - 12.2.2 Forecast Trend (2024-2032)
- 12.3 Mexico
  - 12.3.1 Historical Trend (2018-2023)
  - 12.3.2 Forecast Trend (2024-2032)
- 12.4 Others
- 13 Middle East and Africa Buy Now Pay Later Market Analysis
  - 13.1 Saudi Arabia
    - 13.1.1 Historical Trend (2018-2023)
    - 13.1.2 Forecast Trend (2024-2032)
  - 13.2 United Arab Emirates
    - 13.2.1 Historical Trend (2018-2023)
    - 13.2.2 Forecast Trend (2024-2032)
  - 13.3 Nigeria
    - 13.3.1 Historical Trend (2018-2023)
    - 13.3.2 Forecast Trend (2024-2032)
  - 13.4 South Africa
    - 13.4.1 Historical Trend (2018-2023)
    - 13.4.2 Forecast Trend (2024-2032)
  - 13.5 Others
- 14 Market Dynamics
  - 14.1 SWOT Analysis
    - 14.1.1 Strengths
    - 14.1.2 Weaknesses
    - 14.1.3 Opportunities
    - 14.1.4 Threats
  - 14.2 Porter's Five Forces Analysis
    - 14.2.1 Supplier's Power
    - 14.2.2 Buyer's Power
    - 14.2.3 Threat of New Entrants
    - 14.2.4 Degree of Rivalry
    - 14.2.5 Threat of Substitutes
  - 14.3 Key Indicators for Demand
  - 14.4 Key Indicators for Price
- 15 Competitive Landscape
  - 15.1 Market Structure
  - 15.2 Company Profiles
    - 15.2.1 Affirm Holdings Inc.
      - 15.2.1.1 Company Overview
      - 15.2.1.2 Product Portfolio
      - 15.2.1.3 Demographic Reach and Achievements
      - 15.2.1.4 Certifications
    - 15.2.2 Klarna Inc.
      - 15.2.2.1 Company Overview
      - 15.2.2.2 Product Portfolio
      - 15.2.2.3 Demographic Reach and Achievements

- 15.2.2.4 Certifications
- 15.2.3 Splitit Payments, Ltd.
  - 15.2.3.1 Company Overview
  - 15.2.3.2 Product Portfolio
  - 15.2.3.3 Demographic Reach and Achievements
  - 15.2.3.4 Certifications
- 15.2.4 Sezzle Inc.
  - 15.2.4.1 Company Overview
  - 15.2.4.2 Product Portfolio
  - 15.2.4.3 Demographic Reach and Achievements
  - 15.2.4.4 Certifications
- 15.2.5 Perpay Inc.
  - 15.2.5.1 Company Overview
  - 15.2.5.2 Product Portfolio
  - 15.2.5.3 Demographic Reach and Achievements
  - 15.2.5.4 Certifications
- 15.2.6 Zip Co, Ltd.
  - 15.2.6.1 Company Overview
  - 15.2.6.2 Product Portfolio
  - 15.2.6.3 Demographic Reach and Achievements
  - 15.2.6.4 Certifications
- 15.2.7 PayPal Holdings, Inc.
  - 15.2.7.1 Company Overview
  - 15.2.7.2 Product Portfolio
  - 15.2.7.3 Demographic Reach and Achievements
  - 15.2.7.4 Certifications
- 15.2.8 AfterPay Limited
  - 15.2.8.1 Company Overview
  - 15.2.8.2 Product Portfolio
  - 15.2.8.3 Demographic Reach and Achievements
  - 15.2.8.4 Certifications
- 15.2.9 HSBC Group
  - 15.2.9.1 Company Overview
  - 15.2.9.2 Product Portfolio
  - 15.2.9.3 Demographic Reach and Achievements
  - 15.2.9.4 Certifications
- 15.2.10 Payl8r
  - 15.2.10.1 Company Overview
  - 15.2.10.2 Product Portfolio
  - 15.2.10.3 Demographic Reach and Achievements
  - 15.2.10.4 Certifications
- 15.2.11 Billie GmbH
  - 15.2.11.1 Company Overview
  - 15.2.11.2 Product Portfolio
  - 15.2.11.3 Demographic Reach and Achievements
  - 15.2.11.4 Certifications
- 15.2.12 Others

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

List of Key Figures and Tables

1. Global Buy Now Pay Later Market: Key Industry Highlights, 2018 and 2032
2. Global Buy Now Pay Later Historical Market: Breakup by Channel (USD Billion), 2018-2023
3. Global Buy Now Pay Later Market Forecast: Breakup by Channel (USD Billion), 2024-2032
4. Global Buy Now Pay Later Historical Market: Breakup by Enterprise Size (USD Billion), 2018-2023
5. Global Buy Now Pay Later Market Forecast: Breakup by Enterprise Size (USD Billion), 2024-2032
6. Global Buy Now Pay Later Historical Market: Breakup by End-Use (USD Billion), 2018-2023
7. Global Buy Now Pay Later Market Forecast: Breakup by End-Use (USD Billion), 2024-2032
8. Global Buy Now Pay Later Historical Market: Breakup by Region (USD Billion), 2018-2023
9. Global Buy Now Pay Later Market Forecast: Breakup by Region (USD Billion), 2024-2032
10. North America Buy Now Pay Later Historical Market: Breakup by Country (USD Billion), 2018-2023
11. North America Buy Now Pay Later Market Forecast: Breakup by Country (USD Billion), 2024-2032
12. Europe Buy Now Pay Later Historical Market: Breakup by Country (USD Billion), 2018-2023
13. Europe Buy Now Pay Later Market Forecast: Breakup by Country (USD Billion), 2024-2032
14. Asia Pacific Buy Now Pay Later Historical Market: Breakup by Country (USD Billion), 2018-2023
15. Asia Pacific Buy Now Pay Later Market Forecast: Breakup by Country (USD Billion), 2024-2032
16. Latin America Buy Now Pay Later Historical Market: Breakup by Country (USD Billion), 2018-2023
17. Latin America Buy Now Pay Later Market Forecast: Breakup by Country (USD Billion), 2024-2032
18. Middle East and Africa Buy Now Pay Later Historical Market: Breakup by Country (USD Billion), 2018-2023
19. Middle East and Africa Buy Now Pay Later Market Forecast: Breakup by Country (USD Billion), 2024-2032
20. Global Buy Now Pay Later Market Structure



## Global Buy Now Pay Later Market Report and Forecast 2024-2032

Market Report | 2024-06-17 | 165 pages | EMR Inc.

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	\$2999.00
	Five User License	\$3999.00
	Corporate License	\$4999.00
		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	<input type="text" value="2025-05-04"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com