

Kenya Buy Now Pay Later Business and Investment Opportunities - 75+ KPIs on BNPL Market Size, End-Use Sectors, Market Share, Product Analysis, Business Model, Demographics - Q1 2025 Update

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Report description:

According to PayNXT360, BNPL payment market in Kenya is expected to grow by 13.6% on annual basis to reach US\$1,180.3 million in 2025.

The BNPL market in the country experienced robust growth during 2021-2024, achieving a CAGR of 23.4%. This upward trajectory is expected to continue, with the market forecast to grow at a CAGR of 9.6% during 2025-2030. By the end of 2030, the BNPL sector is projected to expand from its 2024 value of USD 1,039.1 million to approximately USD 1,864.2 million.

This report provides a detailed data-centric analysis of the Buy Now Pay Later (BNPL) industry in Kenya, covering market opportunities and risks across a range of retail categories. With over 75 KPIs at the country level, this report provides a comprehensive understanding of BNPL market dynamics, market size and forecast, and market share statistics.

It breaks down market opportunities by type of business model, sales channels (offline and online), and distribution models. In addition, it provides a snapshot of consumer behaviour and retail spending dynamics. KPIs in both value and volume terms help in getting an in-depth understanding of end market dynamics.

PayNXT360's research methodology is based on industry best practices. Its unbiased analysis leverages a proprietary analytics platform to offer a detailed view of emerging business and investment market opportunities.

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