

**Africa 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**

Market Report | 2025-02-10 | 440 pages | PayNxt360

**AVAILABLE LICENSES:**

- Single User Price \$4900.00
- Multi User Price \$5800.00
- Enterprise User Price \$6900.00

**Report description:**

According to PayNXT360, BNPL payment market in Africa is expected to grow by 19.1% on annual basis to reach US\$5,343.8 million in 2025.

The BNPL market in the region experienced robust growth during 2021-2024, achieving a CAGR of 29.4%. This upward trajectory is expected to continue, with the market forecast to grow at a CAGR of 14.8% during 2025-2030. By the end of 2030, the BNPL sector is projected to expand from its 2024 value of USD 4,487.9 million to approximately USD 10,636.7 million.

This report provides a detailed data-centric analysis of the Buy Now Pay Later (BNPL) industry in Africa, covering market opportunities and risks across a range of retail categories. With over 75 KPIs at the regional and 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.

This title is a bundled offering combining 5 reports, covering regional insights along with data centric analysis at regional and country level:

**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)

1. Africa Buy Now Pay Later Business and Investment Opportunities (2021-2030) Databook
2. Egypt Buy Now Pay Later Business and Investment Opportunities (2021-2030) Databook
3. Kenya Buy Now Pay Later Business and Investment Opportunities (2021-2030) Databook
4. Nigeria Buy Now Pay Later Business and Investment Opportunities (2021-2030) Databook
5. South Africa Buy Now Pay Later Business and Investment Opportunities (2021-2030) Databook

## Key Insights

The BNPL sector in Africa has experienced significant growth, driven by strategic partnerships, integration into e-commerce platforms, and expansion into various sectors. While specific regulatory changes have yet to be widely reported, the overall growth of BNPL services is driven by increasing consumer demand for credit solutions, particularly among the unbanked population. Over the next 2-4 years, the BNPL landscape is expected to evolve, with continued expansion and the potential development of regulatory frameworks to ensure sustainable growth.

## Rapid Expansion of BNPL Services Across Africa

- BNPL services have seen significant growth in African markets, with notable developments in countries such as Kenya and Nigeria.
- In August 2023, Mastercard partnered with Lipa Later to expand BNPL solutions in Kenya, Rwanda, Uganda, and Nigeria, aiming to enhance financial inclusion. In May 2024, Jumia Nigeria launched BNPL partnerships with Easybuy and CredPal, allowing consumers to make purchases and spread payments over time.
- The increasing demand for flexible payment options among consumers. The need to enhance financial inclusion by providing credit access to underbanked populations. This trend is expected to continue over the next 2-4 years, with more partnerships and service expansions enhancing BNPL accessibility across the continent.

## Integration of BNPL into E-commerce Platforms

- E-commerce platforms in Africa are increasingly incorporating BNPL options to attract more customers. In May 2024, Jumia Nigeria's partnerships with Easybuy and CredPal enabled BNPL options at checkout, enhancing the online shopping experience.
- The growth of online shopping in Africa. The desire to increase sales by offering flexible payment solutions. As e-commerce continues to grow, BNPL integration is likely to become a standard feature, further driving consumer adoption.

## Emergence of BNPL in Non-Retail Sectors

- BNPL services are expanding into sectors beyond traditional retail, including technology and financial services. In August 2023, Mastercard's partnership with Lipa Later aimed to provide BNPL solutions across various sectors, enhancing financial inclusion.
- The need for flexible payment options in various sectors. The opportunity to reach a broader customer base by diversifying BNPL offerings. The diversification of BNPL services is expected to continue, providing consumers with more payment options across different sectors.

## Anticipated Regulatory Developments

- While specific regulatory changes in Africa have yet to be widely reported, the overall growth of BNPL services is driven by increasing consumer demand for credit solutions, particularly among the unbanked population.
- The rapid expansion of BNPL services. The need to protect consumers and ensure responsible lending practices. As the BNPL market matures, regulatory frameworks are expected to evolve, potentially leading to more structured guidelines and oversight.

**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)

## Competitive Landscape and Regulatory Developments in Africa's Buy Now Pay Later (BNPL) Market

Africa's BNPL market has seen increased competition, driven by service expansions, strategic partnerships, and regulatory changes aimed at protecting consumers. Over the next 2-4 years, the sector is poised for further growth, with heightened competitive intensity and greater emphasis on compliance. Providers that invest in technology, innovation, and partnerships will be better positioned to navigate the dynamic market and capitalize on emerging opportunities.

### Competitive Intensity in the BNPL Sector

- The African BNPL market is becoming increasingly competitive, with both regional and international players expanding their services. Providers are vying for strategic partnerships, technological innovation, and market reach across key regions such as Nigeria, Kenya, and South Africa.

### Key Players and New Entrants:

- Lipa Later (Kenya, Uganda, Rwanda): Expanded its presence across multiple sectors, including healthcare and education financing.
- Payflex (South Africa): Strengthened its partnerships with major offline and e-commerce retailers.
- CredPal (Nigeria): Focused on digital integration for both online and offline retail ecosystems.
- New entrants have begun targeting niche areas such as education and SME financing, seeking to differentiate themselves through tailored services.

### Recent Launches:

- Lipa Later launched sector-specific BNPL solutions in healthcare and education during 2024.
- In South Africa, Payflex introduced BNPL products aimed at small businesses to improve their access to flexible payment solutions.

### Recent Partnerships, Mergers, and Acquisitions

- BNPL providers have been actively partnering with digital payment platforms and e-commerce players. For instance, Lipa Later expanded partnerships with e-commerce platforms and service providers to enhance their customer base.
- Retail integration continues to be a key focus, with providers aiming to offer consumers a seamless experience across both online and offline channels.
- Partnerships and strategic collaborations are expected to intensify competition by offering a broader range of services to consumers. Providers that leverage partnerships effectively will likely dominate key sectors and regions.

### Regulatory Changes Implemented in 2024

- Regulators announced new oversight measures targeting digital credit providers, including BNPL services. The regulations are designed to increase transparency, protect consumers from predatory practices, and promote responsible lending.
- Authorities refined credit and financial regulations to ensure that fintech offerings, including BNPL, adhere to responsible lending practices. This includes stricter compliance requirements for BNPL providers operating under the National Credit Act.
- The Central Bank of Nigeria introduced stricter guidelines for digital lenders, including rules to protect consumers and limit excessive debt accumulation. These guidelines now extend to BNPL providers operating in the country.
- These regulatory developments aim to enhance trust in BNPL services and ensure financial stability. Providers are adapting their

**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)

business models to comply with new rules, which may slow down market entry for new players but create a more stable competitive environment.

#### Outlook for the Next 2-4 Years

- Existing players will likely expand their geographic presence and diversify their product offerings to gain a competitive edge. Market consolidation through partnerships and acquisitions is anticipated as providers seek to scale operations and achieve economies of scale.
- Investments in technology, particularly AI for credit risk assessment and customer insights, are expected to improve personalization and service delivery.
- Regulatory frameworks will continue to evolve, focusing on protecting consumers while fostering fintech innovation. Compliance with local regulations will become critical for both market entry and sustainability, prompting providers to prioritize transparent practices and responsible lending.

#### **Table of Contents:**

This title from PayNXT360 is a bundled offering, combining the following 5 reports, covering 290 tables and 375 figures:

1. Africa Buy Now Pay Later Business and Investment Opportunities (2021-2030) Databook
2. Egypt Buy Now Pay Later Business and Investment Opportunities (2021-2030) Databook
3. Kenya Buy Now Pay Later Business and Investment Opportunities (2021-2030) Databook
4. Nigeria Buy Now Pay Later Business and Investment Opportunities (2021-2030) Databook
5. South Africa Buy Now Pay Later Business and Investment Opportunities (2021-2030) Databook

All global, regional, and country reports mentioned above will have the following tables of contents:

#### 1 About this Report

- 1.1 Summary
- 1.2 Methodology
- 1.3 BNPL Definitions
- 1.4 Disclaimer

#### 2 Buy Now Pay Later Industry Attractiveness

- 2.1 Buy Now Pay Later - Gross Merchandise Value Trend Analysis, 2021-2030
- 2.2 Buy Now Pay Later - Average Value Per Transaction Trend Analysis, 2021-2030
- 2.3 Buy Now Pay Later-Transaction Volume Trend Analysis, 2021-2030

#### 3 Buy Now Pay Later Operational KPIs

- 3.1 Buy Now Pay Later Revenues, 2021-2030
- 3.2 Buy Now Pay Later Share by Revenue Segments, 2021-2030
  - 3.2.1 Buy Now Pay Later Revenue by Merchant Commission, 2021-2030
  - 3.2.2 Buy Now Pay Later Revenue by Missed Payment Fee Revenue, 2021-2030
  - 3.2.3 Buy Now Pay Later Revenue by Pay Now & Other Income, 2021-2030
- 3.3 Buy Now Pay Later Active Consumer Base, 2021-2030
- 3.4 Buy Now Pay Later Bad Debt, 2021 - 2024 - 2030

#### 4 Buy Now Pay Later Spend Analysis by Business Model, 2021-2030

**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)

- 4.1 Buy Now Pay Later Two-Party Business Model, 2021-2030
- 4.2 Buy Now Pay Later Three-Party Business Model, 2021-2030
- 5 Buy Now Pay Later Spend Analysis by Purpose, 2021-2030
  - 5.1 Buy Now Pay Later Convenience, 2021-2030
  - 5.2 Buy Now Pay Later Credit, 2021-2030
- 6 Buy Now Pay Later Spend Analysis by Functional Attribute, 2021-2030
  - 6.1 Buy Now Pay Later by Open Loop System, 2021-2030
  - 6.2 Buy Now Pay Later by Closed Loop System, 2021-2030
- 7 Buy Now Pay Later Spend Analysis by Distribution Model, 2021-2030
  - 7.1 Buy Now Pay Later by Standalone, 2021-2030
  - 7.2 Buy Now Pay Later by Banks & Payment Service Providers, 2021-2030
  - 7.3 Buy Now Pay Later by Marketplaces, 2021-2030
- 8 Buy Now Pay Later Spend Analysis by Sales Channel
  - 8.1 Buy Now Pay Later Market Share by Sales Channel, 2021-2030
  - 8.2 Buy Now Pay Later Online Channel Market Size and Forecast, 2021-2030
  - 8.3 Buy Now Pay Later POS Channel Market Size and Forecast, 2021-2030
- 9 Buy Now Pay Later Snapshot by End-Use Sector, 2021-2030
  - 9.1 Buy Now Pay Later Market Share by End-Use Sector, 2024
  - 9.2 Buy Now Pay Later Sales Uplift by End-Use Segment, 2024
- 10 Buy Now Pay Later in Retail Shopping: Market Size and Forecast, 2021-2030
  - 10.1 Buy Now Pay Later Retail Shopping - Gross Merchandise Value Trend Analysis, 2021-2030
  - 10.2 Buy Now Pay Later Retail Shopping - Average Value Per Transaction Trend Analysis, 2021-2030
  - 10.3 Buy Now Pay Later Retail Shopping - Transaction Volume Trend Analysis, 2021-2030
- 11 Buy Now Pay Later Market Size and Forecast by Retail Product Categories
  - 11.1 Buy Now Pay Later Share by Retail Product Category, 2024
  - 11.2 Buy Now Pay Later Retail Shopping - Apparel, Footwear & Accessories - Gross Merchandise Value Trend Analysis, 2021-2030
  - 11.3 Buy Now Pay Later Retail Shopping - Consumer Electronics - Gross Merchandise Value Trend Analysis, 2021-2030
  - 11.5 Buy Now Pay Later Retail Shopping - Toys, Kids, and Babies - Gross Merchandise Value Trend Analysis, 2021-2030
  - 11.6 Buy Now Pay Later Retail Shopping - Jewellery - Gross Merchandise Value Trend Analysis, 2021-2030
  - 11.7 Buy Now Pay Later Retail Shopping - Sporting Goods - Gross Merchandise Value Trend Analysis, 2021-2030
  - 11.8 Buy Now Pay Later Retail Shopping - Entertainment & Gaming - Gross Merchandise Value Trend Analysis, 2021-2030
  - 11.9 Buy Now Pay Later Retail Shopping - Others - Gross Merchandise Value Trend Analysis, 2021-2030
- 12 Buy Now Pay Later in Home Improvement: Market Size and Forecast, 2021-2030
  - 12.1 Buy Now Pay Later Home Improvement - Gross Merchandise Value Trend Analysis, 2021-2030
  - 12.2 Buy Now Pay Later Home Improvement - Average Value Per Transaction Trend Analysis, 2021-2030
  - 12.3 Buy Now Pay Later Home Improvement - Transaction Volume Trend Analysis, 2021-2030
- 13 Buy Now Pay Later in Travel: Market Size and Forecast, 2021-2030
  - 13.1 Buy Now Pay Later Travel - Gross Merchandise Value Trend Analysis, 2021-2030

**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)

13.2 Buy Now Pay Later Travel - Average Value Per Transaction Trend Analysis, 2021-2030

13.3 Buy Now Pay Later Travel - Transaction Volume Trend Analysis, 2021-2030

14 Buy Now Pay Later in Media and Entertainment: Market Size and Forecast, 2021-2030

14.1 Buy Now Pay Later Media and Entertainment - Gross Merchandise Value Trend Analysis, 2021-2030

14.2 Buy Now Pay Later Media and Entertainment - Average Value Per Transaction Trend Analysis, 2021-2030

14.3 Buy Now Pay Later Media and Entertainment - Transaction Volume Trend Analysis, 2021-2030

15 Buy Now Pay Later in Service: Market Size and Forecast, 2021-2030

15.1 Buy Now Pay Later Service - Gross Merchandise Value Trend Analysis, 2021-2030

15.2 Buy Now Pay Later Service - Average Value Per Transaction Trend Analysis, 2021-2030

15.3 Buy Now Pay Later Service - Transaction Volume Trend Analysis, 2021-2030

16 Buy Now Pay Later in Automotive: Market Size and Forecast, 2021-2030

16.1 Buy Now Pay Later Automotive - Gross Merchandise Value Trend Analysis, 2021-2030

16.2 Buy Now Pay Later Automotive - Average Value Per Transaction Trend Analysis, 2021-2030

16.3 Buy Now Pay Later Automotive - Transaction Volume Trend Analysis, 2021-2030

17 Buy Now Pay Later in Healthcare and Wellness: Market Size and Forecast, 2021-2030

17.1 Buy Now Pay Later Healthcare and Wellness - Gross Merchandise Value Trend Analysis, 2021-2030

17.2 Buy Now Pay Later Healthcare and Wellness - Average Value Per Transaction Trend Analysis, 2021-2030

17.3 Buy Now Pay Later Healthcare and Wellness - Transaction Volume Trend Analysis, 2021-2030

18 Buy Now Pay Later in Others: Market Size and Forecast, 2021-2030

18.1 Buy Now Pay Later Others - Gross Merchandise Value Trend Analysis, 2021-2030

18.2 Buy Now Pay Later Others - Average Value Per Transaction Trend Analysis, 2021-2030

18.3 Buy Now Pay Later Others - Transaction Volume Trend Analysis, 2021-2030

19 Buy Now Pay Later Analysis by Consumer Attitude and Behaviour, 2021-2030

19.1 Buy Now Pay Later Spend Share by Age Group, 2024

19.1.1 Buy Now Pay Later by Age Group - Gen Z (15-27) - Gross Merchandise Value Trend Analysis, 2021-2030

19.1.2 Buy Now Pay Later by Age Group - Millennials (28-44) - Gross Merchandise Value Trend Analysis, 2021-2030

19.1.3 Buy Now Pay Later by Age Group - Gen X (45 - 60) - Gross Merchandise Value Trend Analysis, 2021-2030

19.1.4 Buy Now Pay Later by Age Group - Baby Boomers (60+) - Gross Merchandise Value Trend Analysis, 2021-2030

19.2 Buy Now Pay Later Spend Share by Default Rate by Age Group, 2024

19.3 Buy Now Pay Later Share by Income, 2024

19.3.1 Buy Now Pay Later by Income Level - Tier 1 - Gross Merchandise Value Trend Analysis, 2021-2030

19.3.2 Buy Now Pay Later by Income Level - Tier 2 - Gross Merchandise Value Trend Analysis, 2021-2030

19.3.3 Buy Now Pay Later by Income Level - Tier 3 - Gross Merchandise Value Trend Analysis, 2021-2030

19.4 Buy Now Pay Later Gross Merchandise Value Share by Gender, 2024

19.5 Buy Now Pay Later Adoption Rationale, 2024

19.6 Buy Now Pay Later Market - Spend by Monthly Expense Segments, 2024

20 Further Reading

20.1 About PayNXT360

20.2 Related Research

**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)

**Africa 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**

Market Report | 2025-02-10 | 440 pages | PayNxt360

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 Price	\$4900.00
	Multi User Price	\$5800.00
	Enterprise User Price	\$6900.00
		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	2025-05-07

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

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

www.scotts-international.com

Signature

A large, empty rectangular box with a thin black border, intended for a signature.

**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)