

**MENA 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 | 880 pages | PayNxt360

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Report description:

This report provides a detailed data-centric analysis of the Buy Now Pay Later (BNPL) industry in MENA, 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.

Table of Contents:

This title from PayNXT360 is a bundled offering, combining the following 10 reports, covering 580 tables and 750 figures:

1. MENA 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. Israel Buy Now Pay Later Business and Investment Opportunities (2021-2030) Databook
4. Saudi Arabia Buy Now Pay Later Business and Investment Opportunities (2021-2030) Databook
5. United Arab Emirates Buy Now Pay Later Business and Investment Opportunities (2021-2030) Databook
6. Turkey Buy Now Pay Later Business and Investment Opportunities (2021-2030) Databook

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7. Iraq Buy Now Pay Later Business and Investment Opportunities (2021-2030) Databook
8. Qatar Buy Now Pay Later Business and Investment Opportunities (2021-2030) Databook
9. Algeria Buy Now Pay Later Business and Investment Opportunities (2021-2030) Databook
10. Morocco 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

- 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

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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

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

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- 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

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