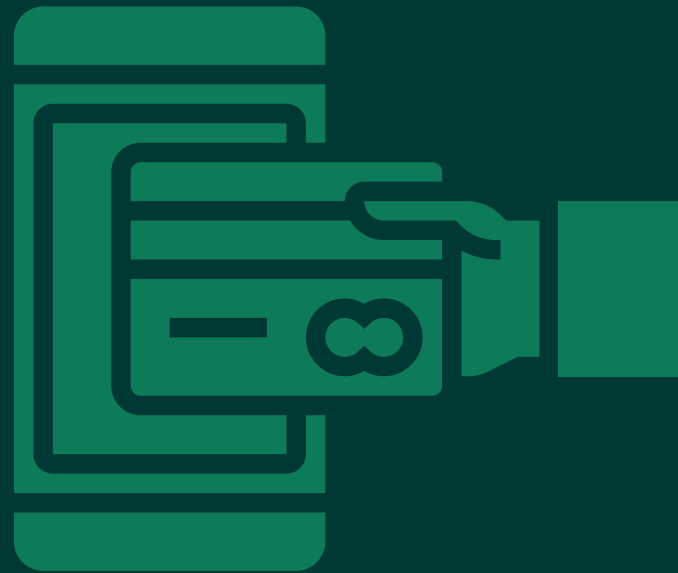


The State of Buy Now Pay Later:



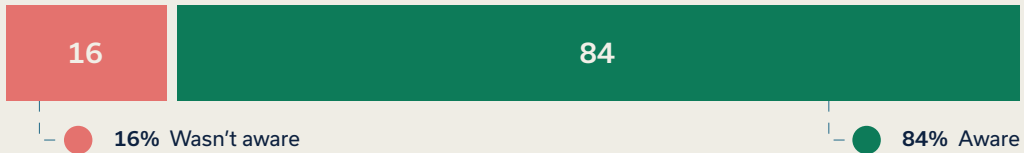
NORTH AMERICAN AWARENESS AND ADOPTION

As inflation is looming over the economy, consumers are turning more towards brands that offer Buy Now Pay Later services (BNPL). We asked Canadians and Americans to share how they feel about BNPL.

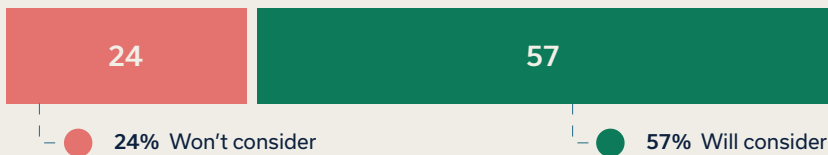
KEY FINDINGS

1 Overall, North Americans are familiar with BNPL and would consider using it in the future.

Awareness



Consideration



People are most familiar with:

afterpay

amazon pay

Klarna.

affirm

2 Consumers would consider BNPL to help with budgeting and make large & emergency purchases.

43% 

To buy things that I couldn't afford otherwise

42% 

To help me budget

40% 

To make emergency purchases

But rejectors wouldn't consider the service to avoid debts and interest fees.

56% 

I don't want to have debts

49% 

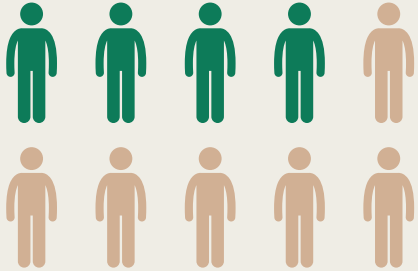
I don't like taking on new debt

49% 

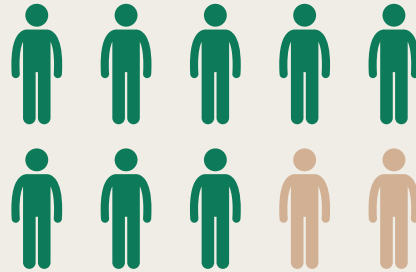
I don't want to pay any interest or fees

3 BNPL is gaining high usage rates.

4 in 10
used BNPL in the past.



8 in 10
would recommend it.



It makes life a little easier when you know your payments are spread out it gives you like a safety net.

4 In general, consumers have positive views on BNPL.

Over 80% think BNPL is **easy to use and helpful.**



But 72% also think **it encourages impulsive thinking.**

