

# WHO IS WINNING THE BNPL RACE?

Buy Now Pay Later (BNPL) has undoubtedly disrupted the payments landscape. Consumers continue to turn to this alternative payment method, with its convenience a convenience and ease of use fuelling uptake, in particular for online purchases. As popularity increases and new brands emerge, who is set to win the BNPL race, what are the barriers to usage and is there room for new entrants?

## KEY BARRIERS TO USAGE

Of those we surveyed, the top 4 reasons for avoiding BNPL usage include:

*I don't want to take on debt*

AUSTRALIA	HONG KONG
48%	35%
MEXICO	SINGAPORE
33%	44%

*I only buy things I can afford to pay for straight away*

INDIA	SINGAPORE
36%	37%
UK	US
36%	31%

*I prefer to pay another way e.g. debit card, cash etc.*

AUSTRALIA	FRANCE
44%	33%
INDIA	MEXICO
34%	25%

*I'm worried about hidden fees for using this service*

AUSTRALIA	HONG KONG
21%	25%
INDIA	MEXICO
28%	30%

## A GROWING PHENOMENON

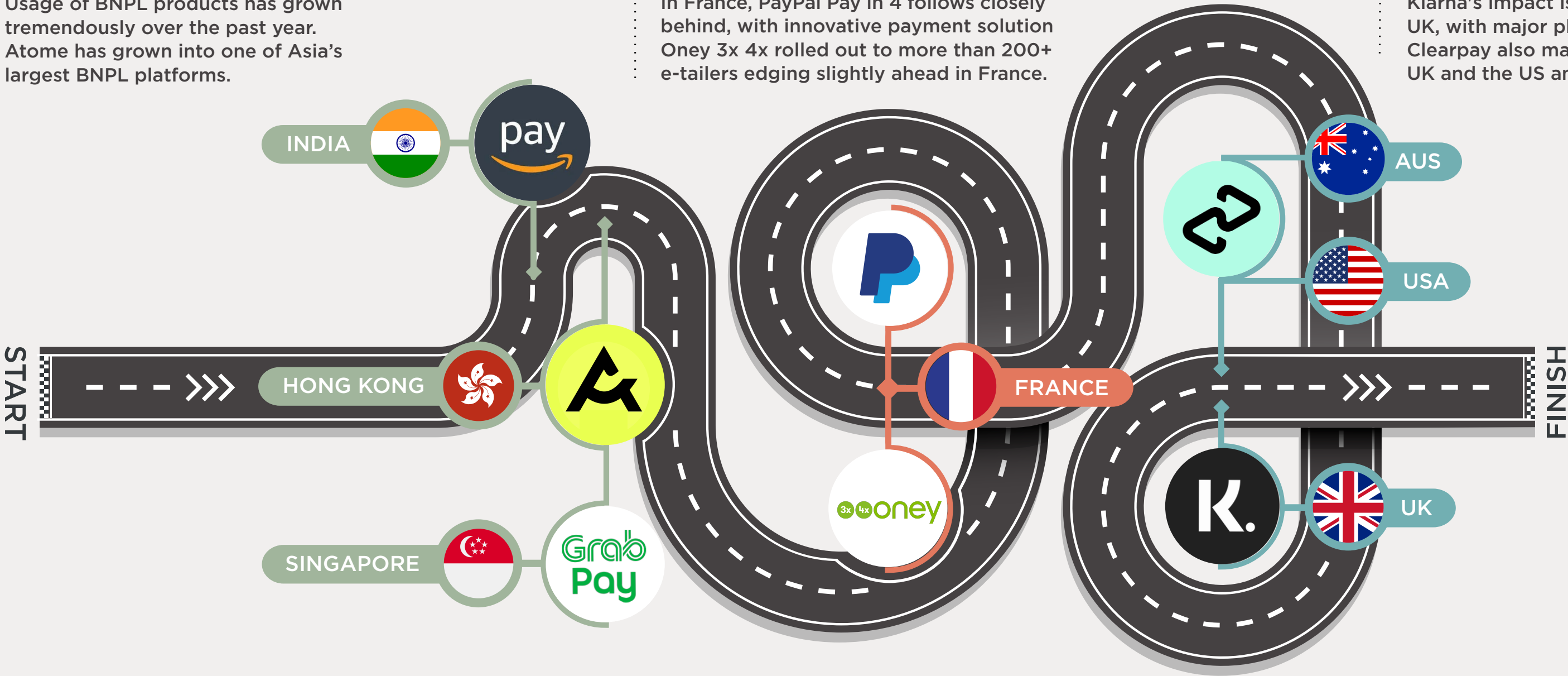
Usage of BNPL products has grown tremendously over the past year. Atome has grown into one of Asia's largest BNPL platforms.

## A CLOSE CALL

In France, PayPal Pay in 4 follows closely behind, with innovative payment solution Oney 3x 4x rolled out to more than 200+ e-tailers edging slightly ahead in France.

## LEADING THE PACK

Klarna's impact is undeniable in the UK, with major player Afterpay/Clearpay also making strides in the UK and the US and Australia.



## IS THERE ROOM FOR MORE?

If a new Buy Now Pay Later service was introduced by the following providers, how appealing would it be?



The top 3 providers that would be extremely appealing

■ A bank ■ A credit card provider ■ A major airline

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