

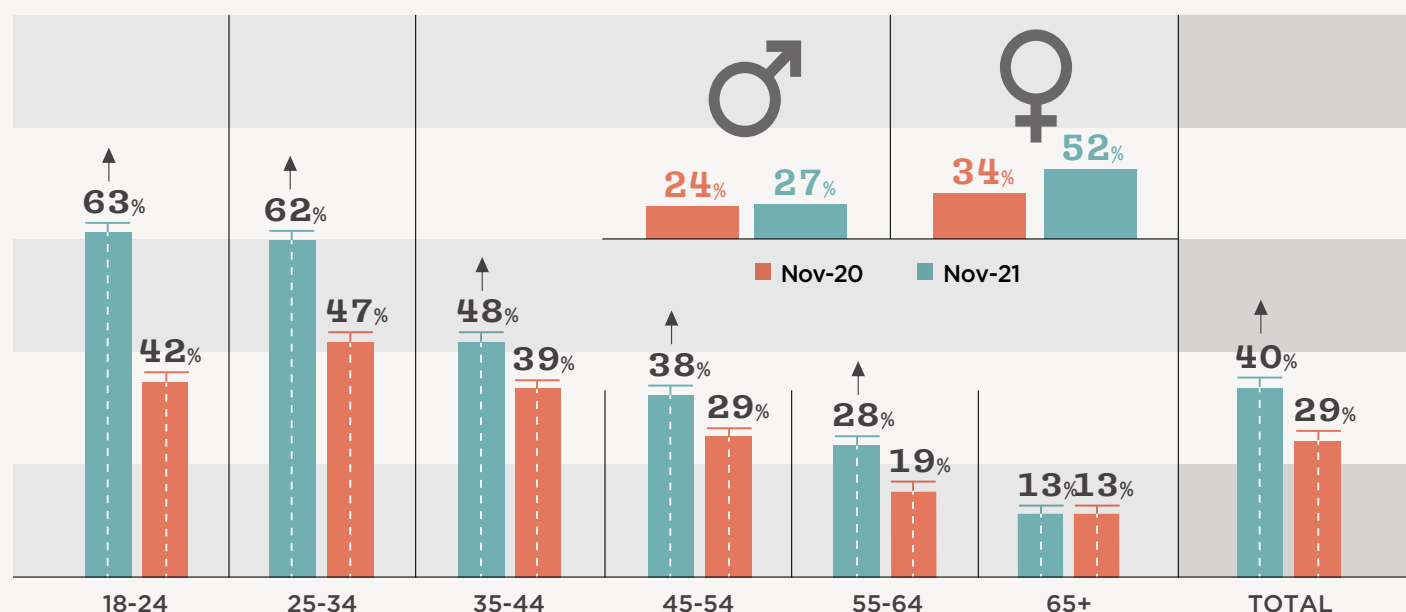
# THE GLOBAL STATE OF BNPL: AUSTRALIA

BNPL (Buy Now Pay Later) has disrupted the global payment markets, creating a unique and accessible financing model. In our latest RFI Global infographic, we are examining fresh insights from our Global BNPL Tracker, taking a look at growth, adoption, barriers and much more in Australia.

## ADOPTION

BNPL awareness and usage increased significantly across all age groups in the last 2 years. The greatest growth is within the 25-45 age group.

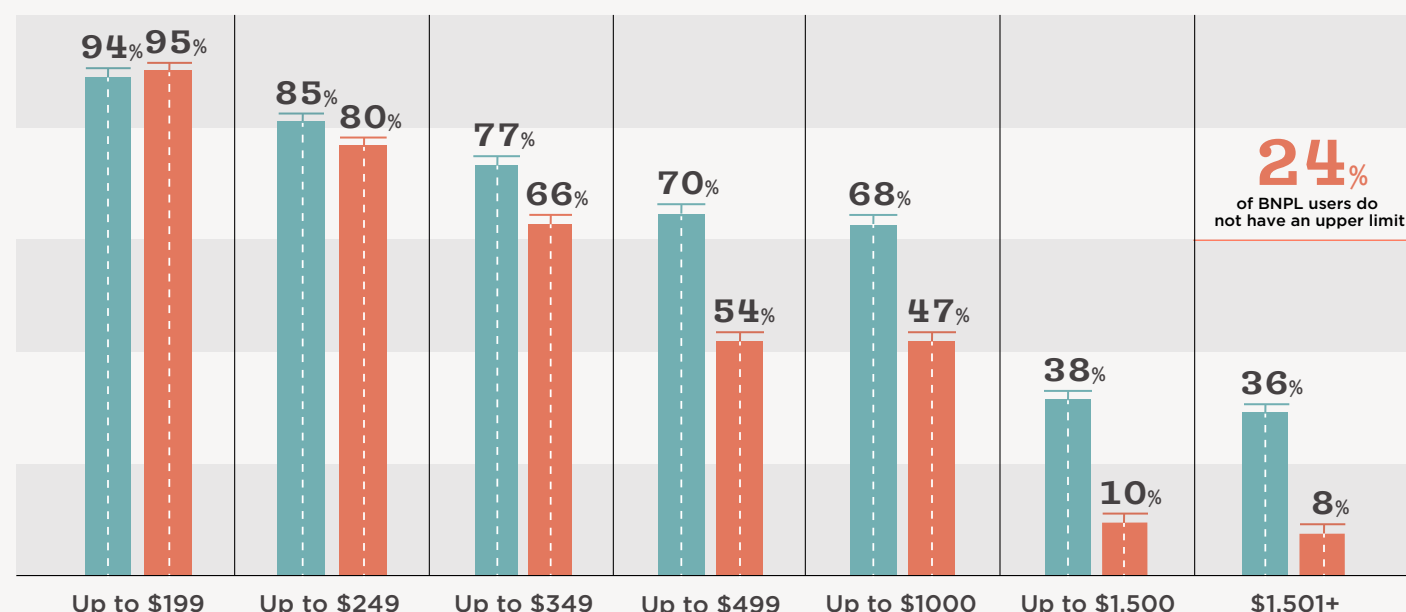
— % Have used at least one BNPL service (Nov-20) — % Have used at least one BNPL service (Nov-21)



## AFFORDABILITY AND SPEND

The proportion of BNPL users comfortable using BNPL for higher value purchases has increased in the last 2 years.

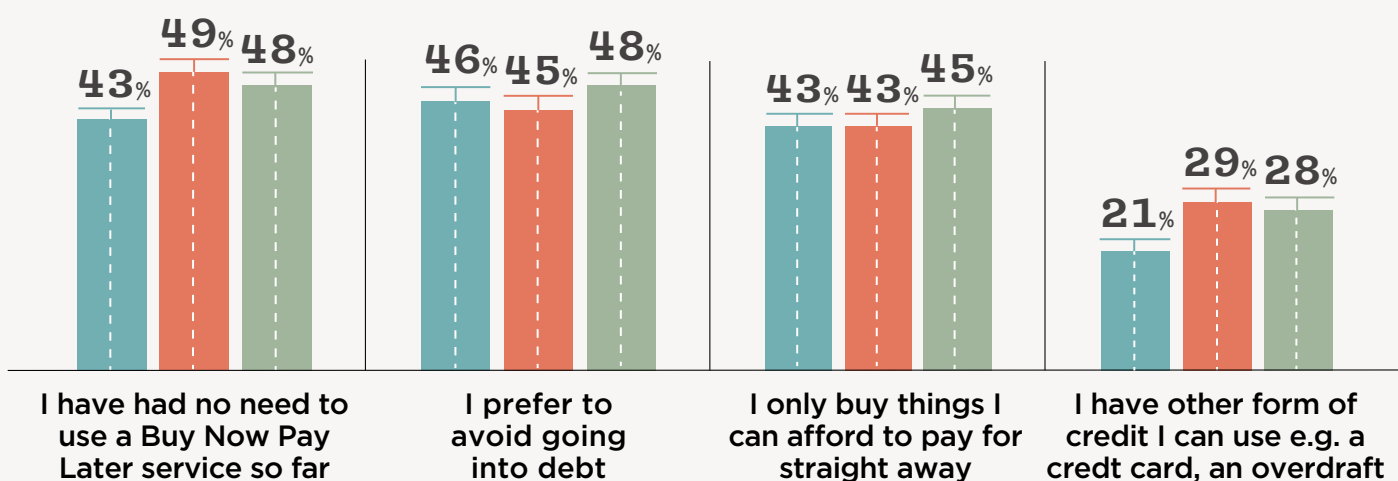
— 2019 — 2021



## BARRIERS TO BNPL

Lack of perceived need, aversion to debt and only buying things they can afford remain key reasons for not using BNPL.

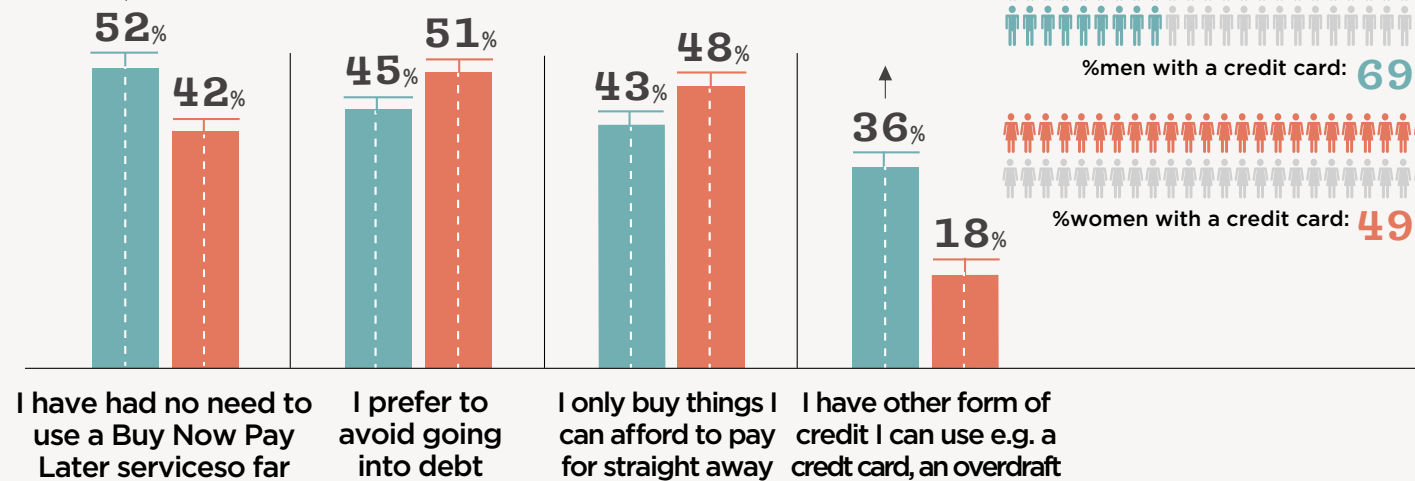
— Mar-21 — Jun-21 — Sep-21



## BARRIERS TO USAGE

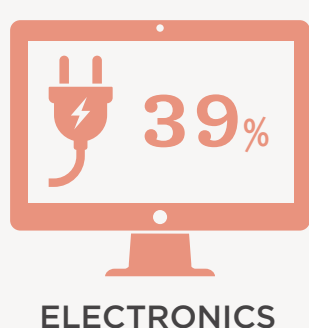
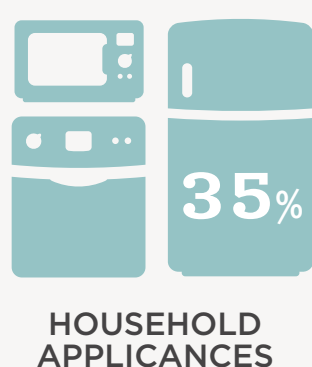
Men are more likely than women to not use BNPL due to a lack of perceived need and access to other forms of credit.

— Men — Women



## FUTURE OPPORTUNITIES

BNPL users indicated they are most interested in using BNPL for electronics, household goods and furniture.



THESE INSIGHTS DERIVE FROM RFI GLOBAL'S GLOBAL BNPL TRACKER. RFI GLOBAL IS THE ONLY GLOBAL DATA & INSIGHTS COMPANY FOCUSING EXCLUSIVELY ON FINANCIAL SERVICES. WE HELP CLIENTS MOVE QUICKLY AND CONFIDENTLY FROM QUESTION TO DATA-DRIVEN ACTION.