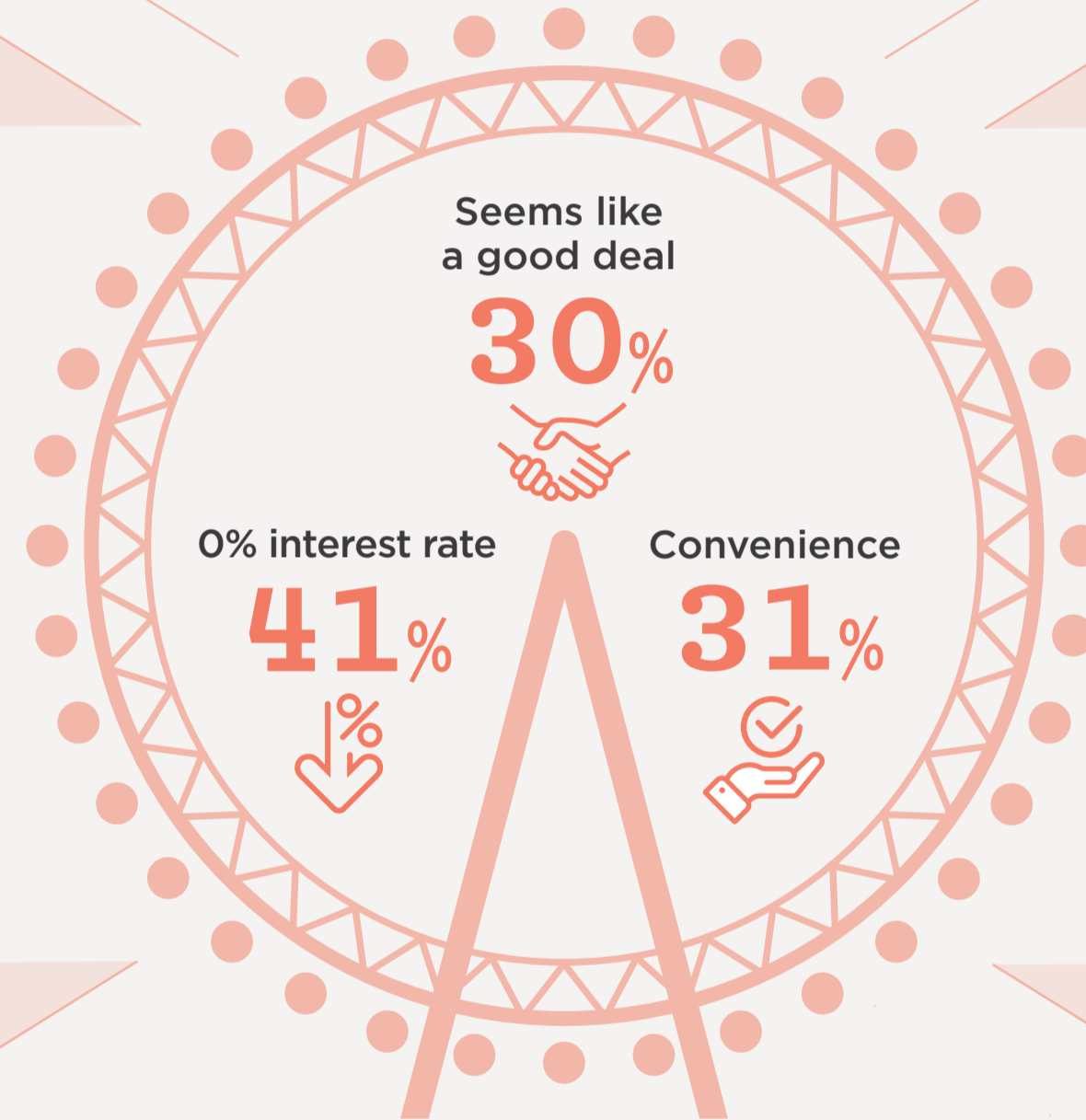


# THE GLOBAL STATE OF BNPL: UNITED KINGDOM

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, sharing our latest insights on the evolution, key drivers of usage and future opportunities of BNPL in the UK.

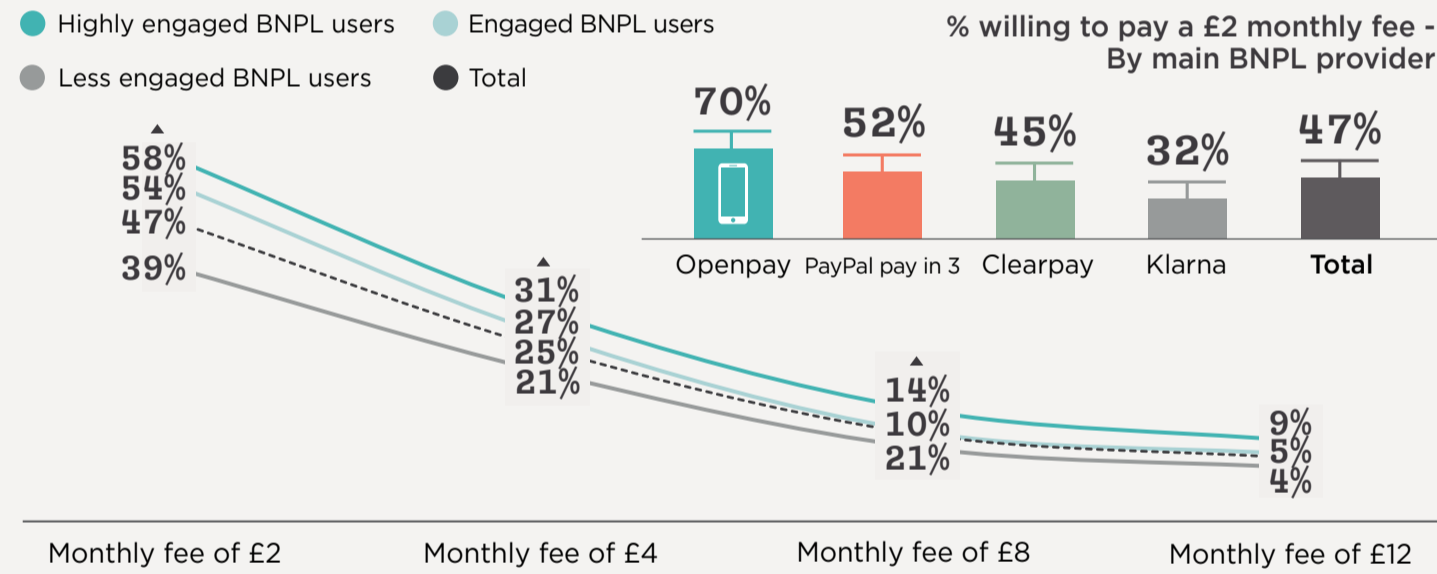
## KEY DRIVERS FOR USAGE

In the UK, 0% interest, convenience and a good deal are top drivers for usage.



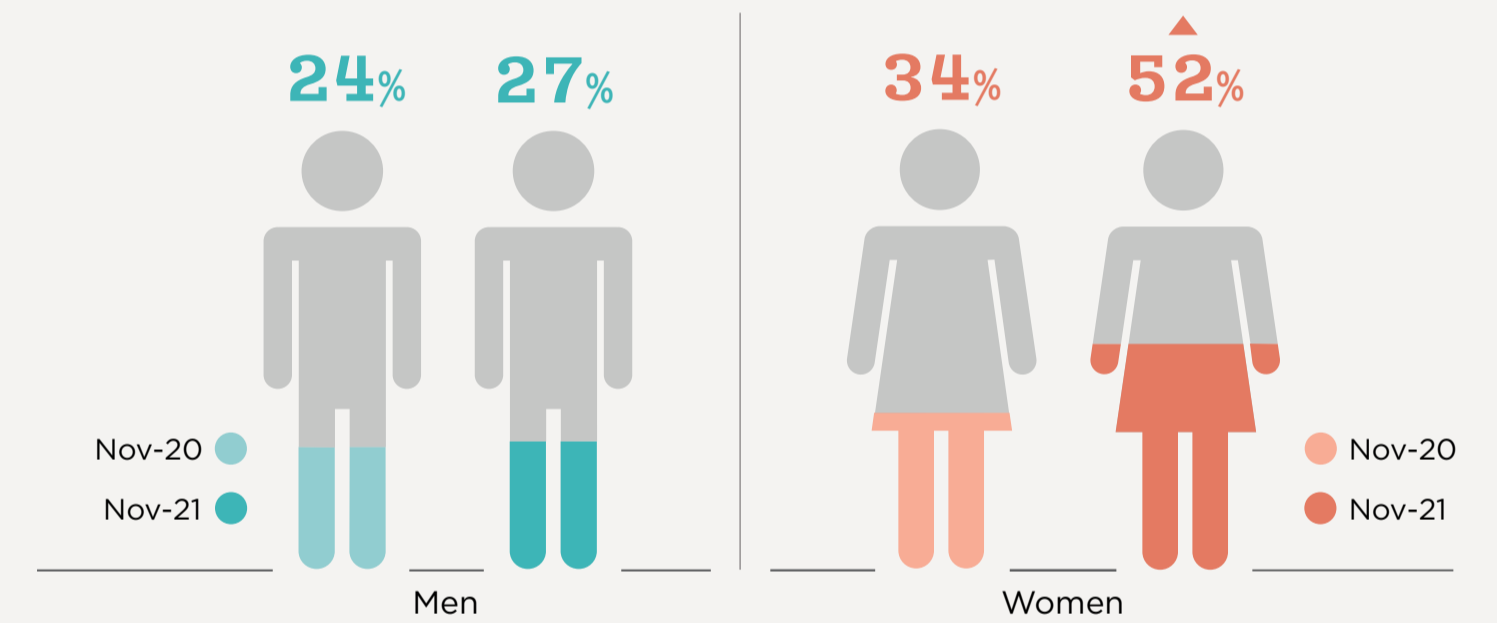
## MONETISATION OPPORTUNITIES

Frequent BNPL users are in the future, open to pay fees on their most used BNPL service.



## AGE

Gen Z and Millennials are also driving adoption across markets.



## BNPL GROWTH

**+12**

HIGHER AWARENESS OF BNPL ACROSS GLOBAL MARKETS

SINCE SEPTEMBER 2019 TO DECEMBER 2021

## AFFORDIBILITY AND SPEND

**+14**

HIGHER PURCHASE VALUE FOR CONSUMERS WHO KNEW THEY WOULD USE BNPL PRIOR TO SHOPPING

FROM UNDER £20 TO £550 OR MORE

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.