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Buy Now Pay Later landscape: essential insights for retailers

A report based on the online purchases of a panel of 5M+ e-shoppers

Explore the latest trends and opportunities in the Buy-Now-Pay-Later (BNPL) sector. Building on insights from our recent webinar, this infographic reveals how BNPL is transforming the retail landscape.

Discover how this evolving payment model can impact your business and what's next for the industry.

BNPL landscape and latest trends

Germany is the country with the most advanced adoption of BNPL

24% (vs 20% EU5)

is the number of online e-commerce orders from January to May 2024 that were BNPL orders.

Penetration rate of BNPL among ecommerce in volume of orders

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Source: FoxIntelligence by NielsenIQ e-shopper panel, BNPL and ecommerce orders in EU5 (FR, ES, IT, UK, DE) & US, January to May 2024

The BNPL market continues to progress, it has more than doubled in the last three years in US and EU3

Evolution of the growth index of BNPL orders in volume between May 21 and May 24

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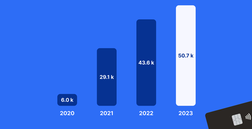
Source: FoxIntelligence by NielsenIQ e-shopper panel, BNPL orders in FR, UK, DE and US May 2021 to May 2024

BNPL partnerships have significantly expanded since 2020

Average yearly number of PayPal BNPL partnerships with retailers



8.5x

BNPL partnerships growth between PayPal and retailers in the US since 2020

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Source: FoxIntelligence by NielsenIQ e-shopper panel, BNPL orders in EU5 (FR, ES, IT, UK, DE) & US, Over time, Klarna recommended, PayPal BNPL recommended, Other BNPL recommended, Available from 2020 to 2024

The adoption of BNPL is global, with no significant differences compared to ecommerce customers

Merchant type mix of BNPL orders

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Source: FoxIntelligence by NielsenIQ e-shopper panel, BNPL orders in EU5 (FR, ES, IT, UK, DE) and US - Full year 2023

PayPal and Klarna dominate the podium in all countries except in the United States where Affirm dominates

Top BNPL providers in value per country

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Source: FoxIntelligence by NielsenIQ e-shopper panel, BNPL orders in EU5 (FR, ES, IT, UK, DE) and US - Full year 2023

How BNPL boosts customer spending, increasing purchase frequency and average spending

Consumption KPI between overall ecommerce orders and BNPL orders at all in 2023

	All BNPL orders	All orders	
Frequency of purchase	3.4	2.7	+25%
Average order value	104 €	78 €	+34%
Average customer spend	353 €	210 €	+68%

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Source: FoxIntelligence by NielsenIQ e-shopper panel, BNPL orders in EU5 (FR, ES, IT, UK, DE) - Full year 2023

How BNPL helps recruiting new high value customers

Monthly evolution of customers activated with Klarna. at ABC US

	New customers activated with Klarna.	New customers activated with another payment method	
Average spend at Nike June 21 - June 24	329 €	233 €	+40%

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Source: FoxIntelligence by NielsenIQ e-shopper panel, 5 of US Ecommerce, who used Klarna as payment method for their first order, Nov 21 - Jun 2024

What the Fox?

Ecommerce Intelligence. Reinvented.

We help digital brands grow with technology backed market research, based on a community of millions of real consumers sharing their online transactions.

All of this data available in real time, in a SaaS platform

- Rely on the full view of Ecommerce
- Leverage the best online consumer panel
- Grow your market share with actionable consumer insights

10K+ decisions makers get a head start with Foxintelligence

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