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Currently around
24.5 million consumers
have engaged with BNPL services

36% Of UK population (aged 18 to 65 years)
have used BNPL services.

Higher amongst: 25-44 years (40%) & females (39%)

Lower amongst: 55+ years (26%)

23% Klarna.

clearpay

7% ↑35-44 yrs

PayPal
CREDIT

16%

Meets a
need...

Offers
convenience
41%

Managing
Cash Flow
/Budget
40%

Offers
flexibility
35%



40%

Clothing
& fashion

↑Females

2

Many are drawn to BNPL to
maintain their current lifestyle

BUT growing pressure
on living costs emerge...



25%

Electronics/
consoles

↑Males



17%

Home
Furnishings

↑55+ yrs



3%

Groceries



51%

Happy to pay upfront

3

Barriers to BNPL (amongst Non-Users)
focus around lack of consumer need,
product understanding and trust



39%

Interest rates
too high



34%

Prefer other
forms of credit



23%

Don't know
providers



19%

Borrowing would
get out of control



Get in touch to find out more about our BNPL research
expertise and how we can support with your research needs