

Sustainable in Fashion

A woman with curly hair, wearing a black bucket hat, a black turtleneck, and a green jacket with white graffiti-style text on the sleeves. She is posing with one hand on her hat and the other on her hip. The background is a gradient of red and orange.

Part#3 Buy Now Pay Later

France, GB, Italy, Germany, USA

Living data

An ever-growing source of constantly evolving, connected intelligence. YouGov unlocks what your consumers were thinking yesterday, 5 years ago, and today.

20+
years consumer data

24m+
registered panel members

55+
markets

40m+
surveys carried out yearly

1m+
data points

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Plan

Activate

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Robust research, for every budget and timeline.

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Analyze brand health & campaigns against your competitors, daily.

YouGov
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Buy Now Pay Later (BNPL)

What is it?

Buy Now Pay Later is a type of short-term financing that allows consumers to make purchases and pay for them at a future date. BNPL is generally structured like an installment plan money lending process that involves consumers, financiers, and merchants.

Application in Fashion

This concept has been around for decades, especially in furniture stores and the automotive industry, but its application within the fashion industry is more recent, possibly driven by our increased accessibility to shopping, fashion, and the new technologies.

All fashion brands, mainstream to luxury, have either invested in BNPL capabilities or are considering investments.

But what types of fashion shoppers use BNPL? Is it for everyone? What about every brand?



The data behind this research



Online survey on YouGov panel



National representative sample of adults (over 18y/o)

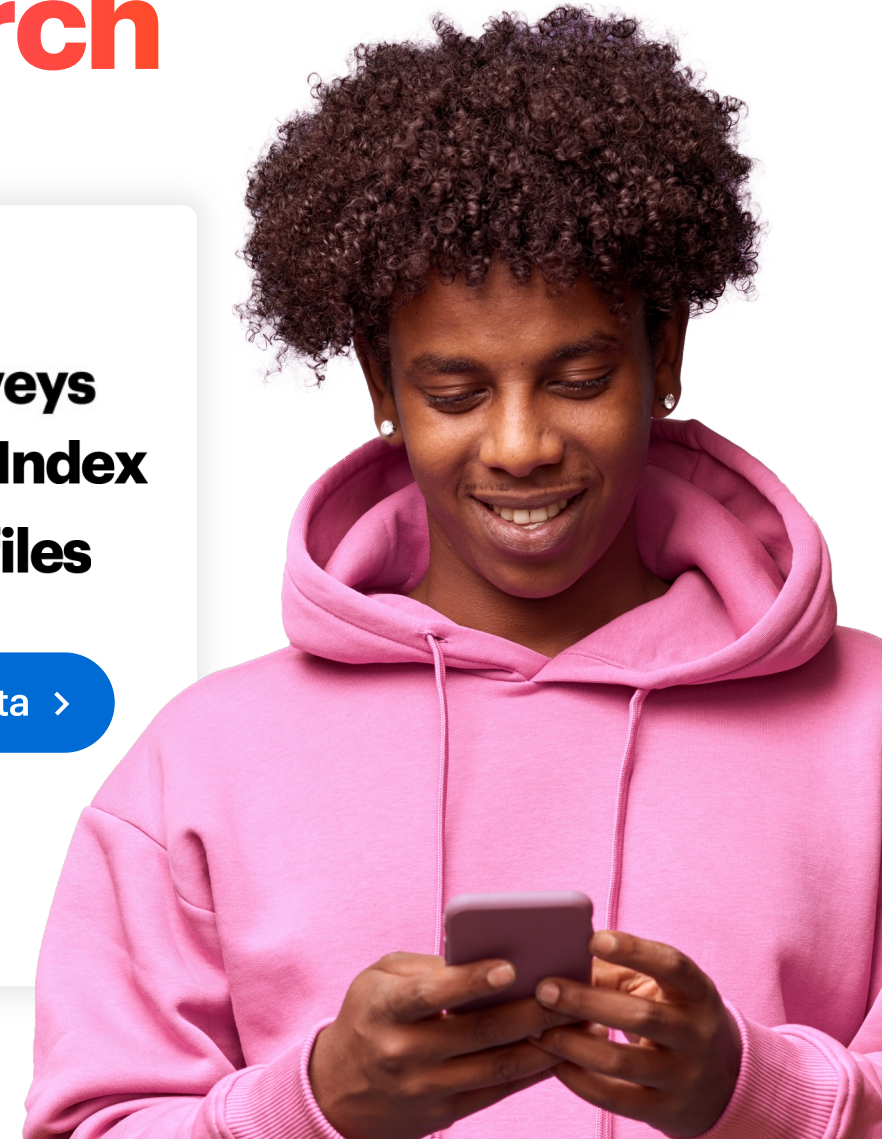
- USA N=3132
- GB N=2008
- France N=2940
- Germany N=1949
- Italy N=2027



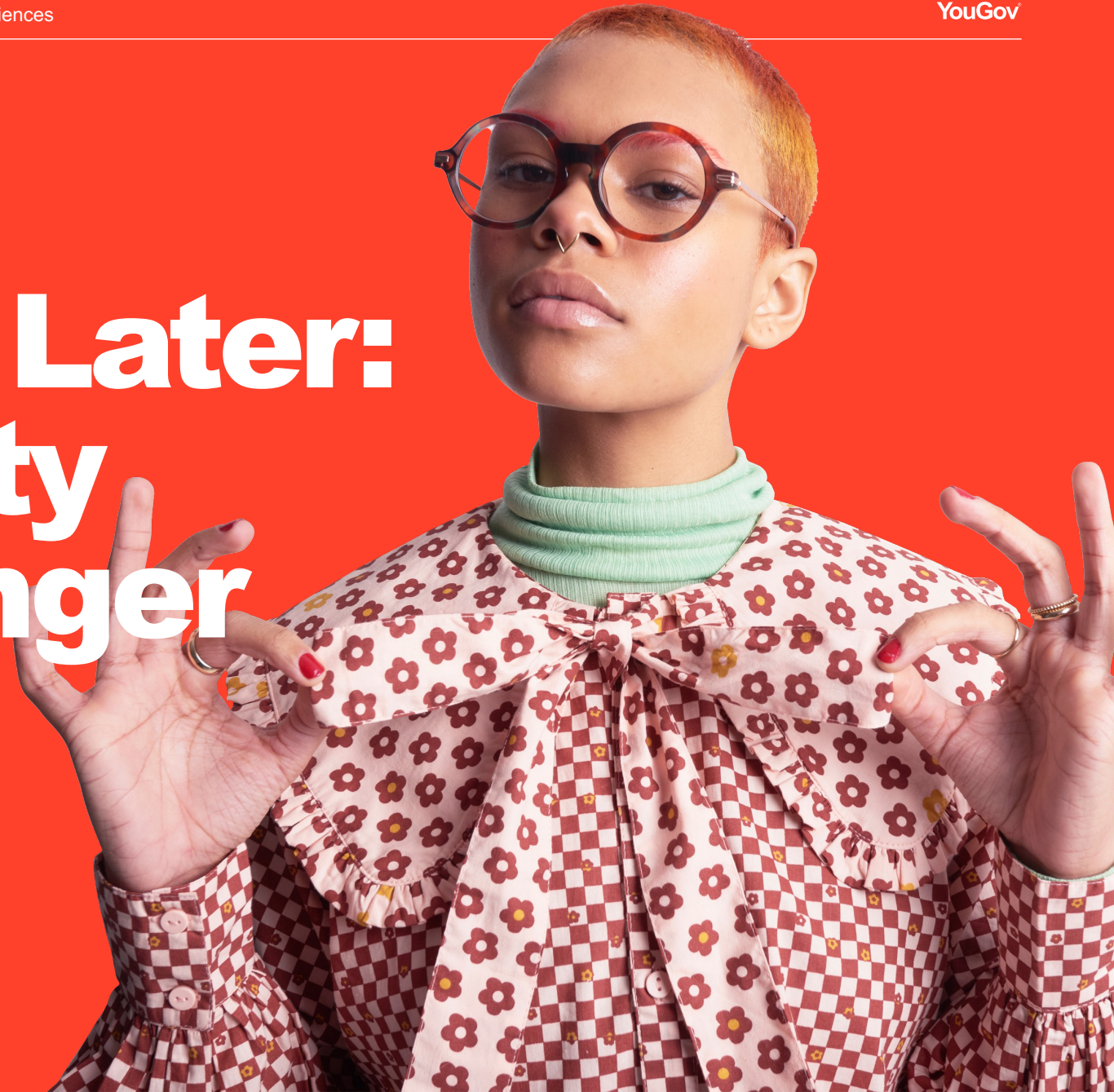
Fieldwork: March 2023

YouGov Surveys
YouGov BrandIndex
YouGov Profiles

[Explore living data >](#)



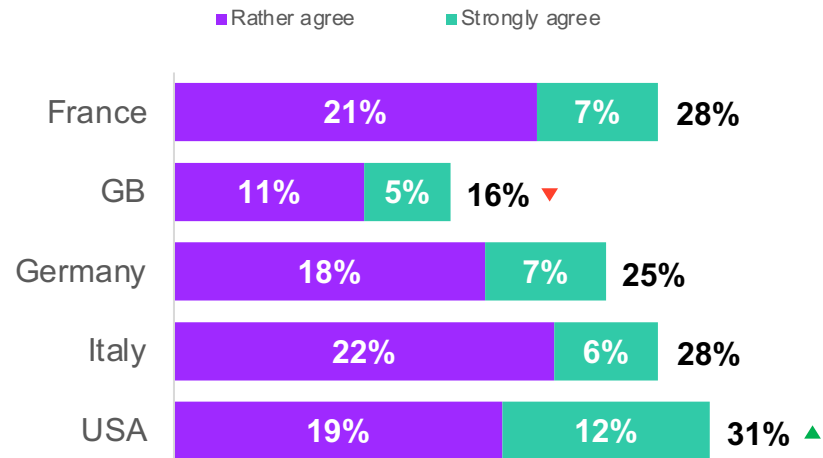
Buy Now Pay Later: An Opportunity to target younger audiences



Nearly a third of global shoppers have used Buy Now Pay Later for clothes

“I use more and more **Buy Now Pay Later** services when buying clothing articles”

Nat Rep (%)



▲ ▼ Significant difference at 95% vs Total countries

All N=12056 - France N=2940 - GB N=2008 - Germany N=1949 - Italy N=2027 - USA N=3132



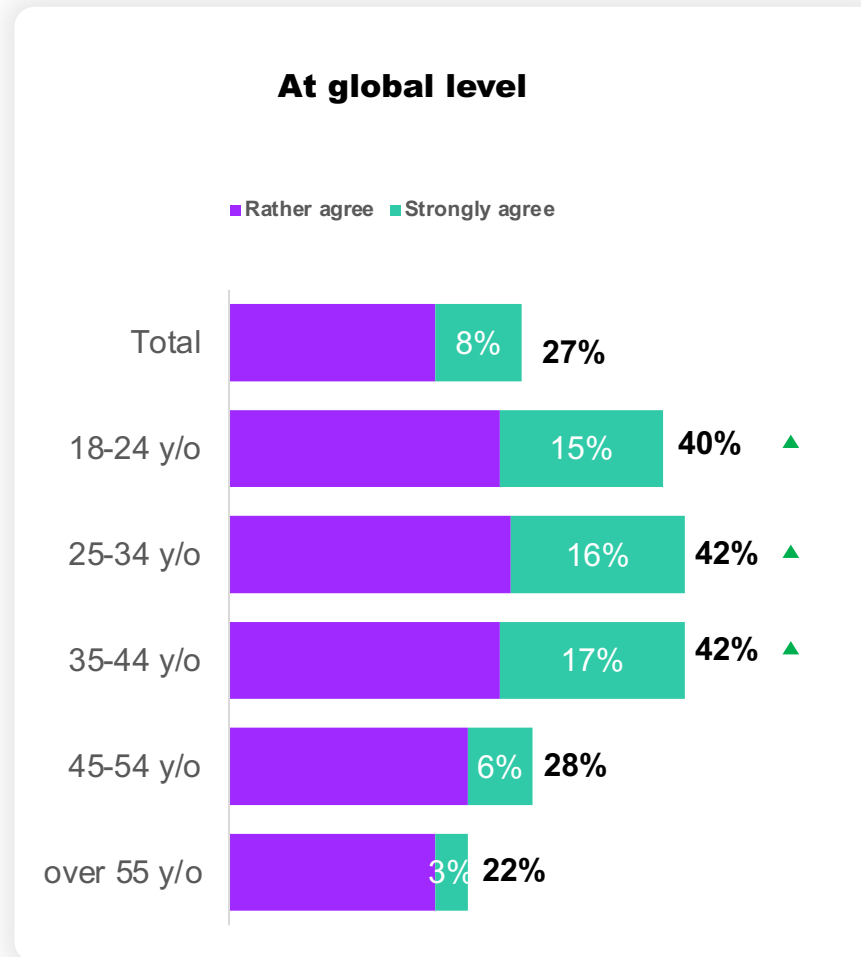
Buy Now Pay Later

Across all markets studied, younger generations are increasingly and overwhelmingly adopting BNPL.

A way to recruit younger shoppers

Create your own survey >

“I use more and more Buy Now Pay Later services when buying clothing articles”



Net % agree

| Country | Net % agree |
|----------------|-------------|
| France | 28% |
| United Kingdom | 16% |
| Germany | 25% |
| Italy | 28% |
| USA | 31% |
| France | 38% ▲ |
| United Kingdom | 27% ▲ |
| Germany | 42% ▲ |
| Italy | 28% |
| USA | 54% ▲ |
| France | 41% ▲ |
| United Kingdom | 27% ▲ |
| Germany | 48% ▲ |
| Italy | 33% |
| USA | 57% ▲ |
| France | 32% ▲ |
| United Kingdom | 22% ▲ |
| Germany | 37% ▲ |
| Italy | 38% ▲ |
| USA | 46% ▲ |
| France | 26% |
| United Kingdom | 16% |
| Germany | 19% |
| Italy | 29% |
| USA | 21% |
| France | 19% ▼ |
| United Kingdom | 5% ▼ |
| Germany | 12% ▼ |
| Italy | 22% ▼ |
| USA | 11% ▼ |

All N=12056 - France N=2940 - GB N=2008 - Germany N=1949 - Italy N=2027 - USA N=3132

▲ ▼ Significant difference at 95% vs Total countries

Top fashion brands considered

Among those using BNPL services*

YouGov BrandIndex

FRANCE

| | |
|----------|-----|
| H&M | 26% |
| Kiabi | 24% |
| Jules | 20% |
| La Halle | 20% |
| Celio | 17% |
| C&A | 16% |
| Zara | 15% |
| Gemo | 13% |
| Primark | 13% |
| Camaieu | 12% |

GERMANY

| | |
|--------------------|-------|
| Nike | 37% ▲ |
| Deichmann | 37% |
| Adidas | 32% |
| C&A | 31% |
| H&M | 26% |
| Puma | 26% |
| Zalando | 25% ▲ |
| Tommy Hilfiger | 25% ▲ |
| Levi's | 25% |
| Peek & Cloppenburg | 19% |

ITALY

| | |
|-----------------|-------|
| Nike | 32% |
| Dolce & Gabbana | 17% ▲ |
| H&M | 15% |
| Lacoste | 15% |
| Zara | 15% |
| Diesel | 14% |
| Armani | 14% |
| Gucci | 13% |
| Versace | 11% |
| Prada | 11% |

USA

| | |
|-----------------|-------|
| Old Navy | 27%** |
| Gap | 18% |
| American Eagle | 17% |
| Men's Wearhouse | 16% |
| H&M | 15% ▲ |
| Banana Republic | 14% |
| SHEIN | 13% ▲ |
| Ralph Lauren | 13% |
| J.Crew | 13% |
| Tommy Hilfiger | 12% |

France N~ 200 --- Germany N ~ 130 - Italy N~100- USA N~150

*Agreeing with "I use more and more Buy Now Pay Later services when buying clothing articles"

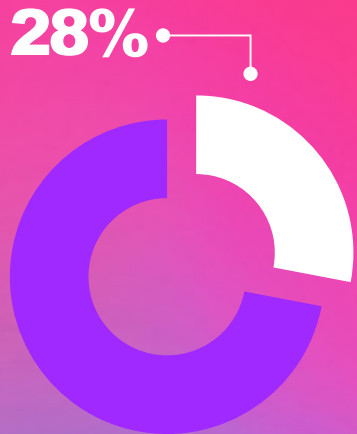
▲ ▼ Significant difference at 95% vs Total countries

**27% of Americans using "more and more BNPL" for clothes would consider buying from Old Navy

FRANCE 

Those using Buy Now Pay Later services*

A young masculine audience, interested in people and celebrities, they have expensive taste and spend a lot on clothes.



Market Estimate:
~14.3 million

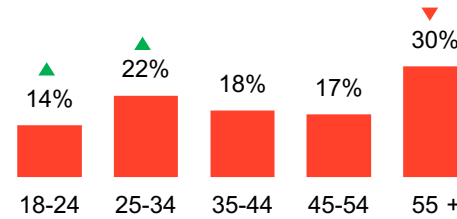
*Agreeing with "I use more and more Buy Now Pay Later services when buying clothing articles"

YouGov Surveys

Gender

| | | |
|--------|-----|---|
| Male | 53% | ▲ |
| Female | 47% | |

Age



CSP Family Head

| | | |
|---------|-----|---|
| CSP+ | 38% | ▲ |
| CSP- | 33% | |
| Inactif | 29% | ▼ |

Region

| | | |
|------------|-----|---|
| Paris Area | 23% | ▲ |
| North-East | 27% | |
| South-East | 25% | |
| North-West | 16% | |
| South-West | 9% | |

Parents kids > 18 y/o

| | | |
|-----|-----|---|
| Yes | 35% | ▲ |
|-----|-----|---|

Psychographics

| | | | | | |
|--------------------------------------|---|--|---|-------------------------------------|---|
| "I can't resist expensive products." | ▲ | "Subscription boxes are the future of shopping." | ▲ | "I spend a lot on clothes." | ▲ |
| "I can't resist fancy packaging." | ▲ | "I have expensive taste." | ▲ | "I consider myself as fashionable." | ▲ |

YouGov Profiles

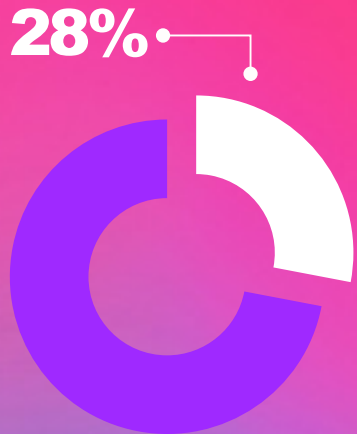
Interest in

| | |
|----------------------|-------|
| Music | 40% |
| Travel & Holidays | 34% ▼ |
| Animal & Nature | 34% ▼ |
| Sport | 32% |
| Health & medicine | 31% |
| People & Celebrities | 18% ▲ |
| Wedding & brides | 9% ▲ |

FRANCE 

Those using Buy Now Pay Later services*

An audience using technology to purchase clothes and influenced by UGC, they belong to key social networks and report noticing ads online.



Market Estimate:
~14.3 million

*Agreeing with "I use more and more Buy Now Pay Later services when buying clothing articles"

YouGov Surveys

Types of sponsorship noticed

| | |
|-----------------------------------|-------|
| Product placement | 32% |
| Sponsor of an event | 27% |
| Sponsor of user generated content | 23% ▲ |
| Sponsor a TV programme | 20% |
| Sponsoring of a social media post | 17% |
| Co-branding | 14% |
| Sponsor of a sport team | 12% ▼ |
| Sponsor of a venue | 10% |

Attitude towards Fashion

20% "I like to keep up to date with latest trends and will only buy a few key pieces each season." ▲

Social media membership



YouGov Profiles

Types of websites visited

| | |
|-------------------------------|-------|
| Social networking | 37% ▼ |
| E-commerce | 26% ▼ |
| Music & film | 26% |
| Comedy & humour | 20% ▲ |
| National & International news | 20% ▼ |

High Street Fashion devices used in past 12 months for purchases

| | |
|--|-------|
| Smartphone / tablets to buy clothes | 39% ▲ |
| A computer at home / work to buy clothes | 39% |
| A computer at home / work to buy accessories | 18% ▲ |
| Smartphone / tablets to buy accessories | 17% |
| A computer at home / work to buy shoes | 15% |

Attitudes towards advertising

"I feel bombarded by advertising." ▼ "I often notice advertisement on the internet." ▲



Those using Buy Now Pay Later services*

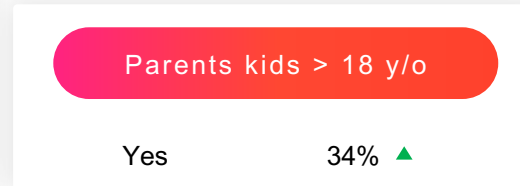
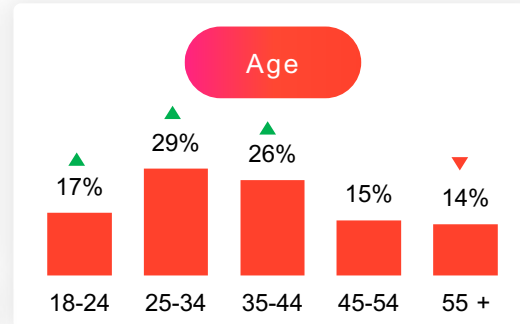
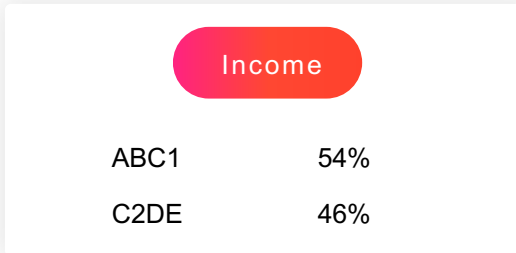
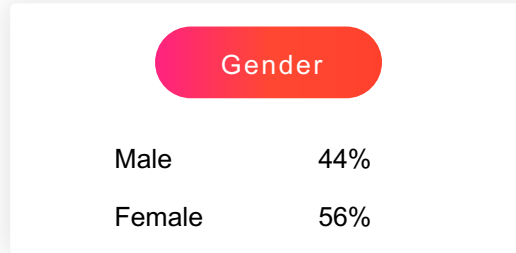
A young audience, keen toward celebrity endorsements, they spend a lot on clothes and consider themselves trendy.



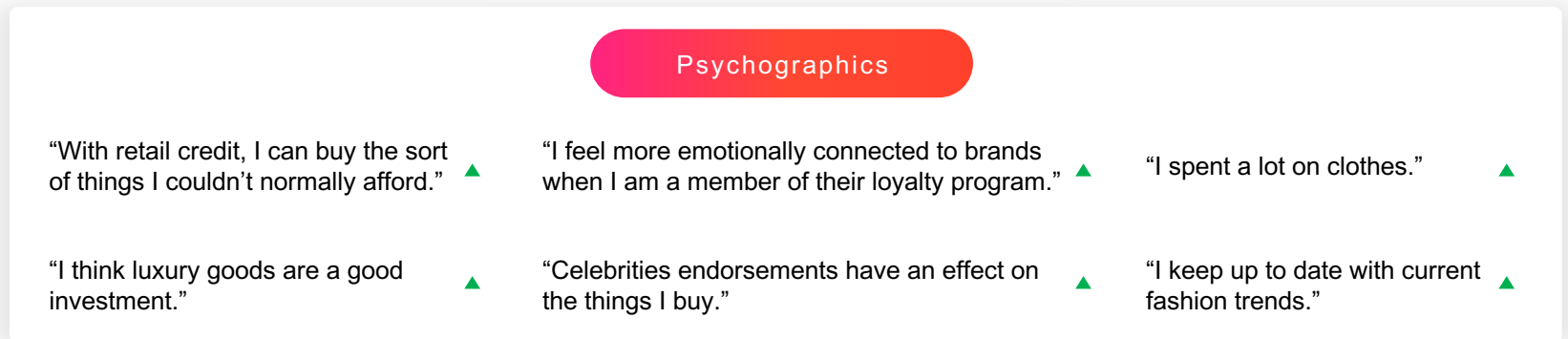
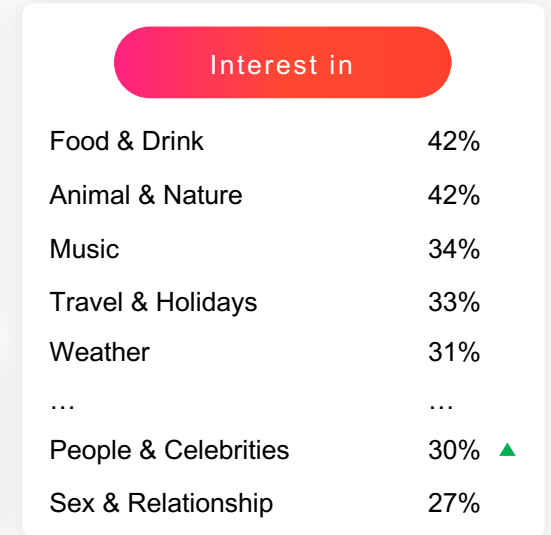
Market Estimate:
~8 million

*Agreeing with "I use more and more Buy Now Pay Later services when buying clothing articles"

YouGov Surveys



YouGov Profiles





Those using Buy Now Pay Later services*

An audience that can be efficiently targeted via adverts on music streaming platforms and digital magazines.



Market Estimate:
~8 million

*Agreeing with "I use more and more Buy Now Pay Later services when buying clothing articles"

YouGov Surveys

Types of sponsorship noticed

| | |
|-----------------------------------|-------|
| Sponsor of an event | 31% |
| Product placement | 31% |
| Sponsor a TV programme | 29% ▼ |
| Sponsor of user generated content | 17% |
| Sponsoring of a social media post | 14% |
| Sponsor of a sport team | 11% ▼ |
| Sponsor of a venue | 11% |
| Co-branding | 8% |

Attitude towards Fashion

64% "I love recommending things to people to try" ▲

Social media membership

| | | | | |
|-------|-----|--------------|-------|----------|
| f 67% | 48% | You Tube 43% | 38% ▲ | dj 30% ▲ |
| | 23% | | | |

YouGov Profiles

Types of website visited

| | |
|-------------------------------|-------|
| Social networking | 30% |
| Food & drinks | 29% |
| Music & film | 28% |
| National & International news | 25% ▼ |
| Comedy & Humour / politics | 23% |

Time spent per week

| | |
|----------------------------------|-------|
| Streaming music – 6H-10H | 19% ▲ |
| Browsing internet – 1H-5H | 16% |
| Listening to podcast – 1-5H | 17% |
| Reading digital magazine – 1H-5H | 15% ▲ |

Attitudes towards advertising

"I love recommending things for people to try." ▲ "I don't trust the adverts on TV." ▲




"I expect advertising to entertain me." ▲

Usage of BNPL amongst British brand buyers

UK 

**“I use more and more Buy Now Pay Later services when buying clothing articles”
- NET % AGREE***



| | | | |
|---|-----|--|-----|
|  CONVERSE N=355 | 32% |  H&M N=355 | 24% |
| ASOS N=217 | 31% |  adidas N=364 | 21% |
| MANGO N=235 | 27% | ZARA N=698 | 10% |

Amongst those who have bought H&M, 24% have declared using more and more BNPL services when buying clothes

*Totally agree + Rather agree

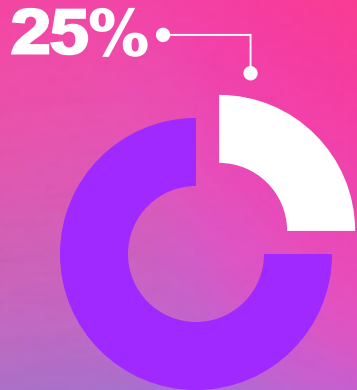
Base: Amongst those who have bought the brand in the last 24 months

Get in touch >

GERMANY 

Those using Buy Now Pay Later services*

A young audience, interested in fashion and design, they are looking for sustainable brands., can be influenced by celebrities, and spend more when part of a loyalty program



Market Estimate:
~17.4 million

*Agreeing with "I use more and more Buy Now Pay Later services when buying clothing articles"

YouGov Surveys

Gender

| | |
|--------|-----|
| Male | 51% |
| Female | 49% |

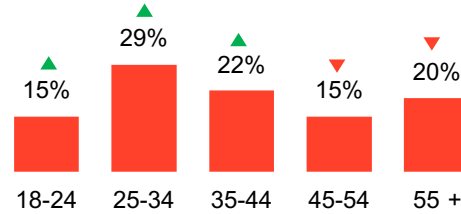
Income

| | |
|-------------------|-----|
| Higher income | 1% |
| Middle income | 36% |
| Lower income | 49% |
| Prefer not to say | 14% |

Parents kids > 18 y/o

| | |
|-----|-------|
| Yes | 34% ▲ |
|-----|-------|

Age



General Interests

| | |
|-------------------|-----|
| Food | 32% |
| Animals | 30% |
| Eating & Drinking | 30% |
| Cooking | 29% |

Psychographics

"With retail credit, I can buy the sort of things I couldn't normally afford." ▲

"Celebrities' endorsements have an effect on the things I buy" ▲

"I spend more money with brands, when I am a member of their loyalty program" ▲

"I consider myself as more fashionable than more people" ▲

"I wish all stores has user friendly apps to make it easier to buy things from my phone" ▲

"I only buy clothes from sustainable brands" ▲

YouGov Profiles

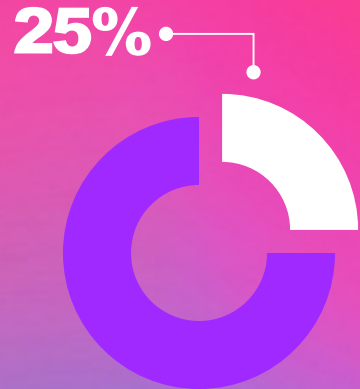
Located in

| | |
|---|-------|
| Bremen, Hamburg, Lower Saxony, Schleswig-Holstein | 18% |
| North Rhine – Westhalia | 21% |
| Hesse, Rhineland Palatinate | 12% |
| Bayern | 12% ▼ |
| Brandenburg, Mecklenburg – Western Pomerania, Saxony Anhalt | 9% |
| Berlin | 9% ▲ |
| Saxony, Thuringia | 5% ▼ |

GERMANY 

Those using Buy Now Pay Later services*

An audience who notices sponsorships and UGC, they are fond of fashion trends and tend to shop online.



Market Estimate:
~17.4 million

*Agreeing with "I use more and more Buy Now Pay Later services when buying clothing articles"

YouGov Surveys

Types of sponsorship noticed

| | |
|-----------------------------------|-----|
| Product placement | 32% |
| Sponsor of an event | 25% |
| Sponsor of user generated content | 24% |
| Sponsor a TV programme | 18% |
| Sponsoring of a social media post | 14% |
| Sponsor of a sport team | 14% |

Attitude towards Fashion

29% "I always go with the latest fashion trend" ▲

Social media membership

 56%
  45% ▲
  40%
  23%
  19% ▲

YouGov Profiles

Advertising that grabs attention

| | |
|--------------------|-----|
| TV Adverts | 33% |
| Online websites | 31% |
| Radio | 23% |
| Printed Newspapers | 19% |
| Billboard | 16% |

Fashion purchases in last 3 months

| | |
|----------------------|-------|
| Online | 26% ▲ |
| Offline(store) | 13% |
| Both online/ offline | 18% |
| Neither | 41% ▼ |

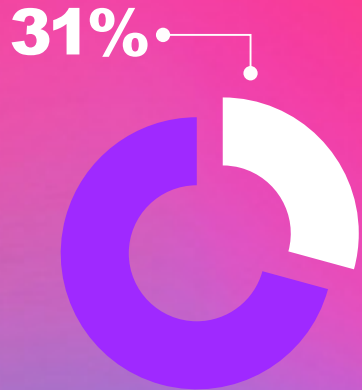
Attitudes towards advertising

"Whilst watching TV, I search the internet for products that I see advertised." ▲
 "Advertisements outside my home affect how I see a brand." ▲



Those using Buy Now Pay Later services*

A young audience, living on the West coast, they like fashion and buy a lot of clothes, especially from well-known and sustainable brands.



Market Estimate:
~78.5 million

*Agreeing with "I use more and more Buy Now Pay Later services when buying clothing articles"

YouGov Surveys

Gender

| | |
|--------|-----|
| Male | 49% |
| Female | 51% |

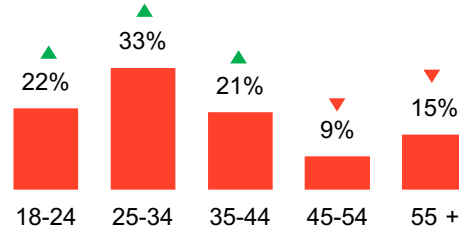
Income

| | |
|-------------------|-----|
| Higher income | 9% |
| Middle income | 39% |
| Lower income | 44% |
| Prefer not to say | 8% |

Parents kids > 18 y/o

| | |
|-----|-------|
| Yes | 40% ▲ |
|-----|-------|

Age



Interested in

| | |
|----------------------|-------|
| Nature & wildlife | 37% ▼ |
| Food & drinks | 34% ▼ |
| Music | 33% |
| People & celebrities | 29% ▲ |

Psychographics

| | | | | | |
|-------------------------------------|---|------------------------------------|---|---|---|
| "I tend to avoid chain stores." | ▲ | "I spend a lot on clothes" | ▲ | "I only buy clothes from sustainable brands" | ▲ |
| "I can't resist expensive products" | ▲ | "I only buy the best-known brands" | ▲ | "Celebrity endorsements have an effect on things I buy" | ▲ |

YouGov Profiles

Located in

| | |
|-----------|-------|
| Midwest | 14% ▼ |
| Northeast | 20% |
| South | 38% |
| West | 28% ▲ |

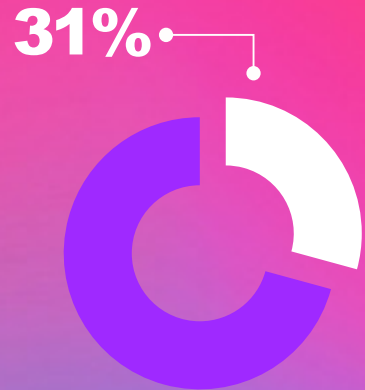
Ethnicity

| | |
|----------|-------|
| White | 55% ▼ |
| Hispanic | 20% ▲ |
| Black | 18% ▲ |



Those using Buy Now Pay Later services*

An audience that notices sponsors and UGC, notably via emergent social networks, they engage more with advertising on social media than the average American.



Market Estimate:
~78.5 million

*Agreeing with "I use more and more Buy Now Pay Later services when buying clothing articles"

YouGov Surveys

Types of sponsorship noticed

| | |
|-----------------------------------|-------|
| Product placement | 34% |
| Sponsor of user generated content | 32% ▲ |
| Sponsor of an event | 31% |
| Sponsor of a social media post | 25% ▲ |
| Sponsoring of a TV program | 24% |
| Sponsor of a venue | 17% |

Attitude towards fashion

| | |
|---|---|
| 60% "I keep up to date with current fashion trends" | ▲ |
|---|---|

Social media membership

| | | | | |
|-------|--------------|---------------|-----------------|--------------|
| f 73% | You Tube 50% | twitter 49% ▲ | Instagram 48% ▲ | TIKTOK 32% ▲ |
|-------|--------------|---------------|-----------------|--------------|

YouGov Profiles

Advertising that grabs attention

| | |
|-----------------|-------|
| TV | 49% |
| Online websites | 29% |
| Billboards | 24% |
| Movie theatres | 22% ▲ |
| Radio | 20% |

Store type shopped in last year

| | |
|--------------------------|-------|
| Shopping centers & malls | 34% ▲ |
| Department stores | 32% |
| Supermarkets | 31% ▲ |
| Thrift & charity stores | 24% |
| Designer outlet stores | 22% ▲ |

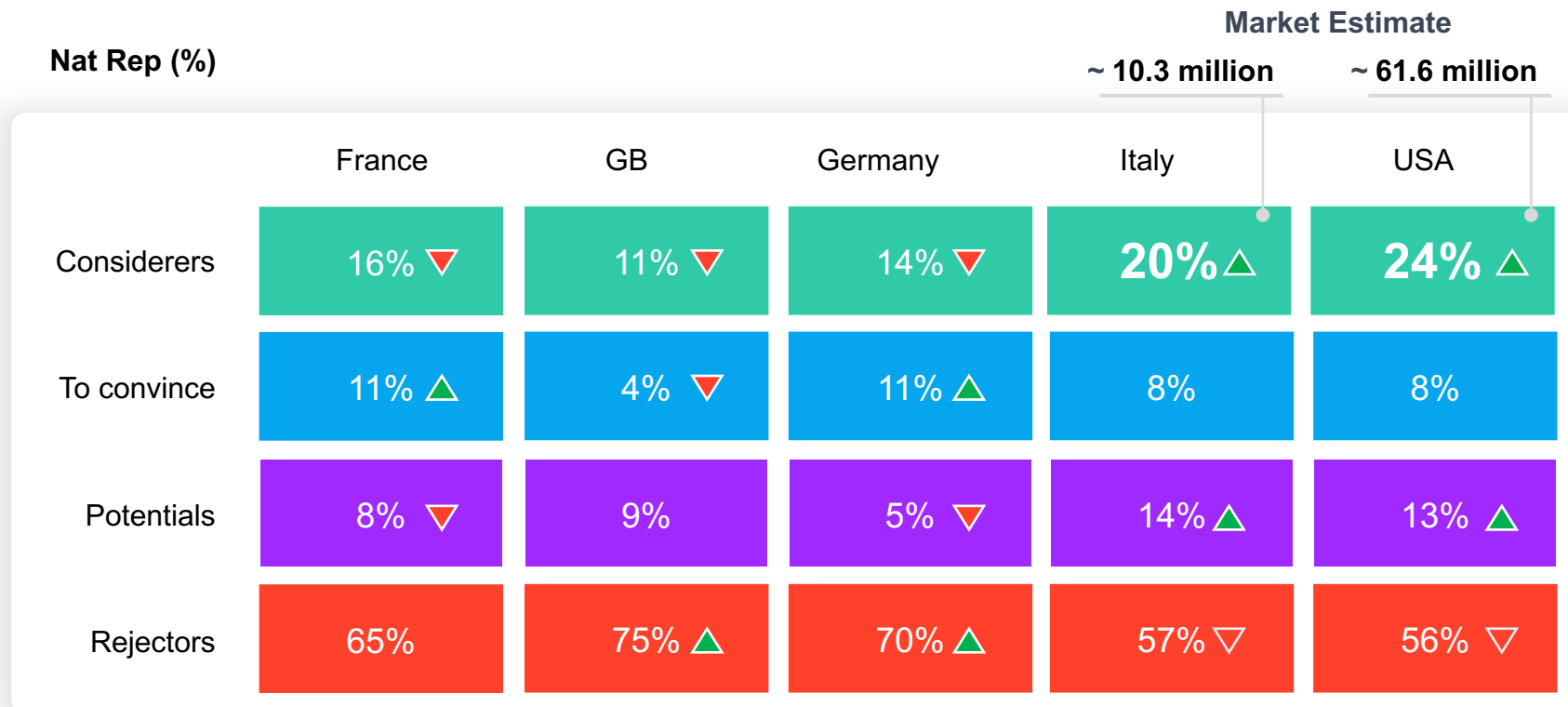
Attitudes towards advertising

| | |
|---|---|
| "I am more likely to engage with ads on social media than on regular websites." | ▲ |
| "I often notice the ads on the internet." | ▲ |

Buy Now Pay Later: An Opportunity for Luxury brands



More potential in Italy and USA for BNPL in luxury fashion



Top 5 luxury brands considered

YouGov BrandIndex

% of **CONSIDERERS** *

16%

FRANCE

| | |
|--------------|-----|
| Chanel | 25% |
| Dior | 24% |
| Hugo Boss | 20% |
| Hermes | 16% |
| Ralph Lauren | 14% |

24%

ITALY

| | |
|-----------------|-------|
| Dolce & Gabbana | 18% ▲ |
| Armani | 16% |
| Diesel | 13% |
| Gucci | 13% |
| Versace | 11% |

*Those declaring using more and more BNPL AND considering it for luxury brands

Dataset 2023-03-26 - France N~ 130 - Italy N~90

▲ ▼ Significant difference at 95% vs Total countries



Top 5 luxury brands considered

YouGov BrandIndex

% of **CONSIDERERS** *

24%

USA

| | | |
|---------------|-----|---|
| Gucci | 27% | ▲ |
| Dior | 24% | ▲ |
| Michael Kors | 22% | ▲ |
| Zales | 20% | ▲ |
| Louis Vuitton | 20% | ▲ |

14%

GERMANY

| | | |
|-----------------------|-----|---|
| Tommy Hilfiger | 22% | |
| Diesel | 22% | ▲ |
| Calvin Klein | 20% | ▲ |
| Jack Wolfskin | 17% | |
| Hugo Boss | 15% | |

*Those declaring using more and more BNPL AND considering it for luxury brands

Dataset 2023-03-26 - USA N~ 100- Germany N~100

▲ ▼ Significant difference at 95% vs Total countries



Luxury brands can be seen as investment

FRANCE 

A stronger consideration for **Chanel** in France among those who agree that *“Luxury goods are a good investment”*

YouGov **BrandIndex**



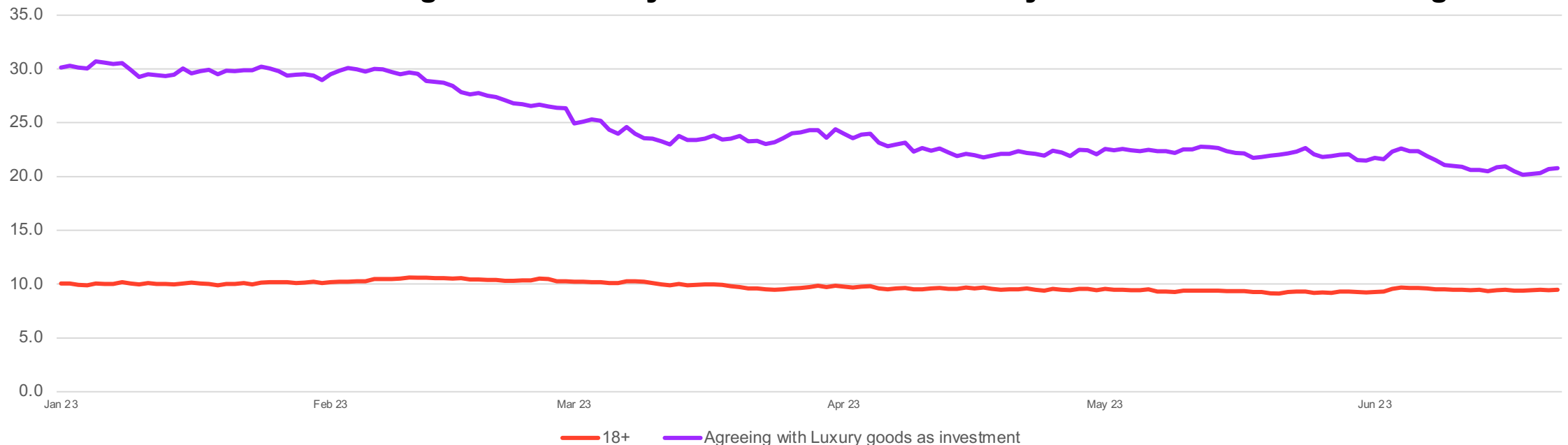
[Track your brand now >](#)

Luxury brands can be seen as investment

ITALY 

A stronger consideration for **D&G** in Italy among those who agree that “*Luxury goods are a good investment*”

YouGov BrandIndex

D&G
DOICE GABBANA**Which of the following brands would you be consider next time you are in-market for clothing?**

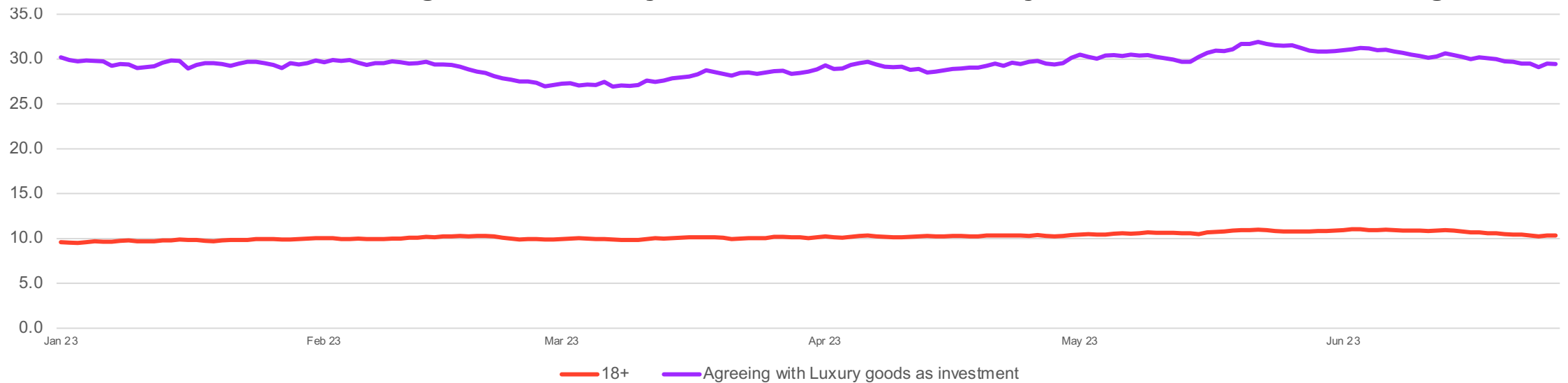
Luxury brands can be seen as investment



A stronger consideration for **GUCCI** in the USA among those agreeing with “Luxury goods as investments” statement

YouGov BrandIndex

GUCCI Which of the following brands would you be consider next time you are in-market for clothing?



Moving Average = 12 weeks - 18+, n~8500 – Target, n~1000

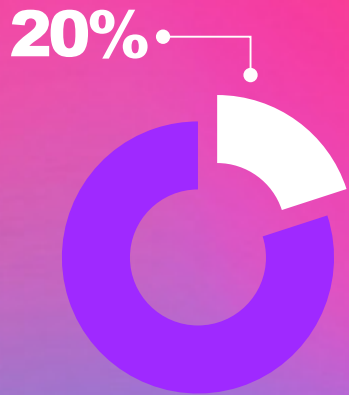
[Track your brand now >](#)

ITALY 

Buy Now Pay Later Considerers

An audience more masculine, middle aged (45-54 y/o) from lower income background, interested in travel, music and sports.

An audience who considered itself as fashionable and who can create real link with brands.



Market Estimate:
~10.3 million

YouGov Surveys

Gender

| | | |
|--------|-----|---|
| Male | 58% | ▲ |
| Female | 42% | = |

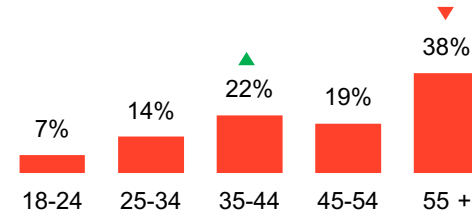
Income

| | | |
|-------------------|-----|---|
| Higher | 7% | = |
| Middle | 36% | = |
| Lower | 47% | ▲ |
| Prefer not to say | 10% | ▼ |

Parents kids > 18 y/o

| | | |
|-----|-----|---|
| Yes | 33% | ▲ |
|-----|-----|---|

Age



Household size

| | | |
|----|-----|---|
| 1 | 10% | = |
| 2 | 22% | ▼ |
| 3 | 26% | = |
| 4+ | 39% | = |

Psychographics

"I like owning good quality products."

"I like to know where my products were manufactured."

"I never make a big purchase without making sure I'm well informed."

"I like to try new brands." ▲

"I feel emotionally connected to brand when I am a member of their loyalty program." ▲

"I consider myself as fashionable." ▲

YouGov Profiles

Interest in

| | | |
|-------------------|-----|---|
| Travel / holidays | 50% | = |
| Music | 45% | = |
| Sports | 44% | ▲ |
| Health & medicine | 41% | = |

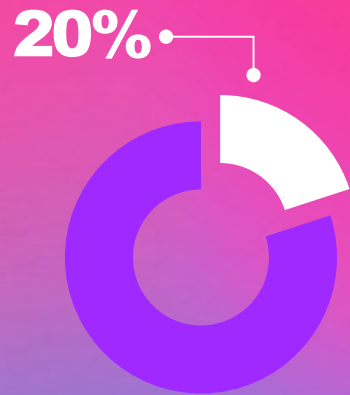
Region

| | | |
|------------|-----|---|
| South | 33% | ▲ |
| North-West | 19% | ▼ |
| North-East | 14% | ▼ |
| Islands | 14% | = |
| Centre | 21% | = |

ITALY 

Buy Now Pay Later Considerers

An audience that is for 1in4 heavy purchasers of clothes, already buying into luxury brands



Market Estimate:
~10.3 million

YouGov Surveys

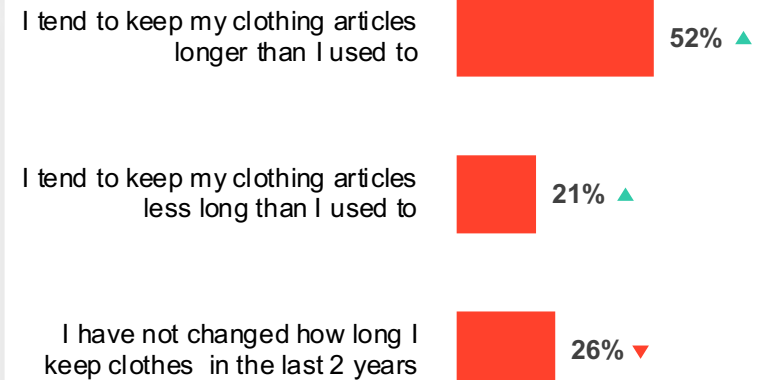
Category purchase / to purchase

| | last year | in next year |
|----------------------|-----------|--------------|
| Clothes | 75% ▼ | 63% ▼ |
| Shoes | 66% ▼ | 57% |
| Underwear / lingerie | 53% | 43% |
| Accessories | 42% ▲ | 32% ▲ |
| Handbags | 32% | 28% |
| Activewear | 22% | 27% |
| None | 4% | 5% |

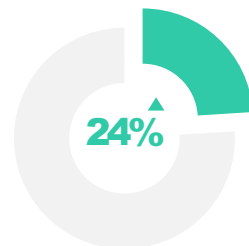
Brands purchased in last two years

| | |
|-----------------|-------|
| Diesel | 14% ▲ |
| Dolce & Gabbana | 13% ▲ |
| Armani | 12% = |
| Gucci | 11% ▲ |
| Versace | 10% ▲ |
| Chanel | 10% ▲ |

How long they keep clothes vs two years ago



Frequency of clothing purchases



Purchase clothing articles
every month

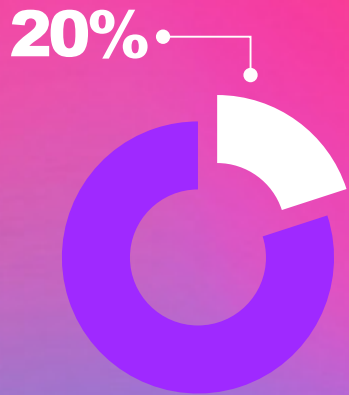
With **6% ▲ every week**

ITALY 

Buy Now Pay Later Considerers

An audience that read newspaper, in particular online, with 2in5 spending 1H to 5H per week reading newspaper online

They also listen to podcast, using a variety of sources such as Spotify but also Google, Audible or even apple podcasts



Market Estimate:
~10.3 million

YouGov Surveys

Source of news - general

| | | |
|--|-----|---|
| Television | 52% | ▼ |
| Newspaper's website | 45% | |
| Radio | 34% | ▼ |
| Printed copy of newspaper | 27% | |
| News website (not associated with a newspaper) | 27% | ▼ |
| Online magazine | 26% | |
| Social network website | 25% | |
| Podcast | 10% | |
| Magazine app on mobile or tablet device | 7% | ▲ |

Podcast platform used

| | | |
|-----------------|-----|---|
| Spotify | 31% | |
| Google Podcasts | 11% | ▲ |
| Audible | 10% | ▲ |
| Apple Podcasts | 8% | ▲ |

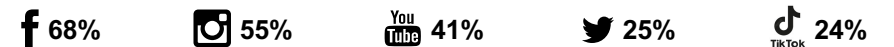
Types of sponsorship noticed

| | | |
|-----------------------------------|-----|---|
| Product placement | 53% | |
| Sponsor of an event | 36% | |
| Sponsor a TV programme | 29% | ▼ |
| Sponsor of user generated content | 23% | |
| Sponsoring of a social media post | 18% | |
| Sponsor a sport team | 18% | |
| Sponsor of a venue | 11% | |

Magazine read in digital

| | | |
|------------------|-----|--|
| Giallo Zafferano | 13% | |
| Al volante | 9% | |
| L'espresso | 8% | |
| Amica | 7% | |

Social media membership



YouGov Profiles

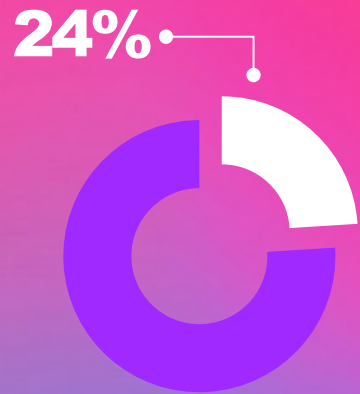
Time spent / week

| | | |
|----------------------|-----|---|
| Reading Newspaper | | |
| Less 1H | 32% | ▼ |
| 1-5 H | 30% | |
| 6-10H | 11% | ▲ |
| On Digital newspaper | | |
| 1-5 H | 40% | |
| On social media | | |
| 1-5 H | 28% | |
| 6-10H | 20% | |



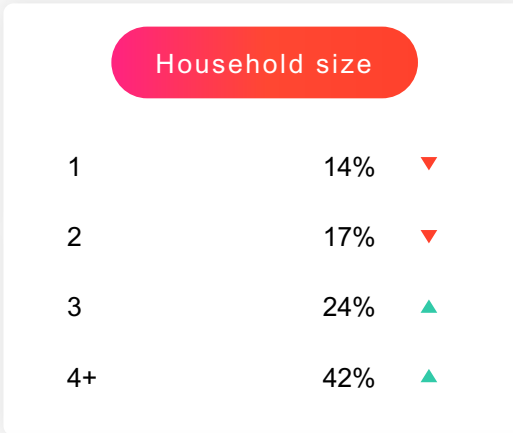
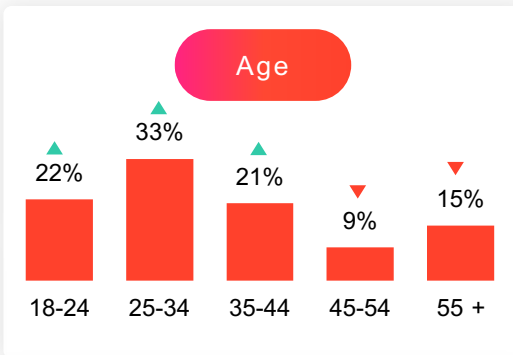
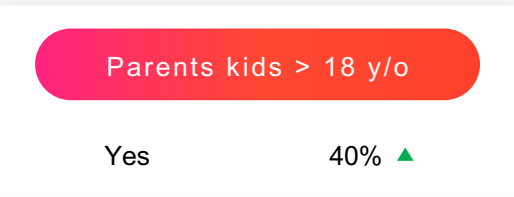
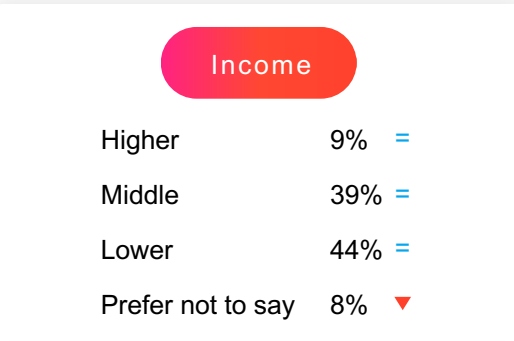
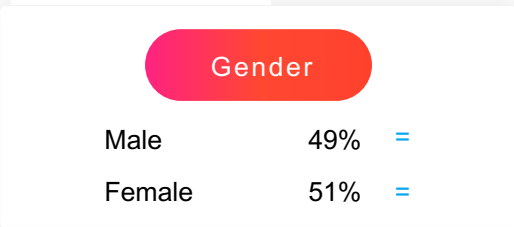
Buy Now Pay Later Considerers

A young audience, below 44 y/o, from all ethnic groups, living in the West, with kids, they are into fashion and ready to pay more for luxury brands. They are receptive to celebrity endorsements.

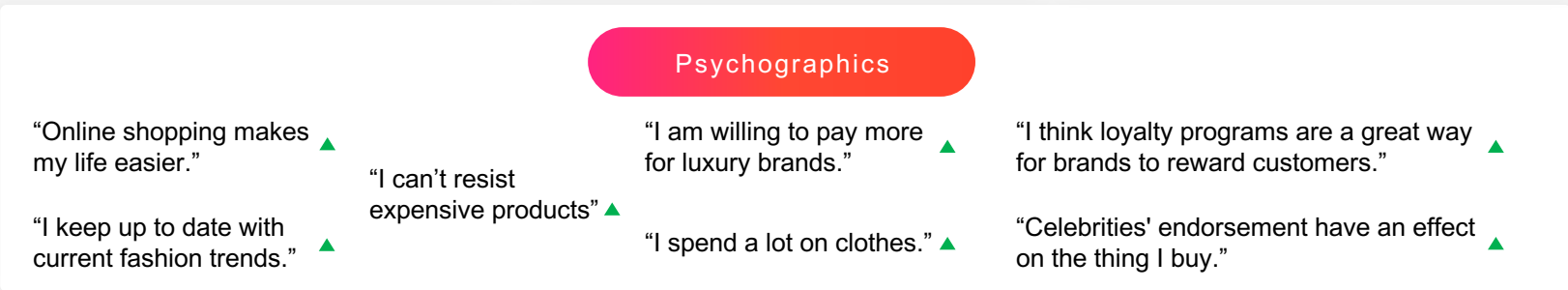
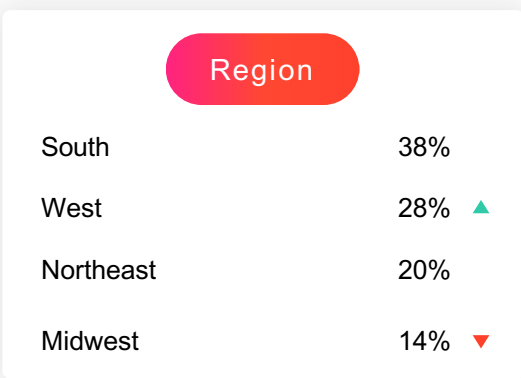
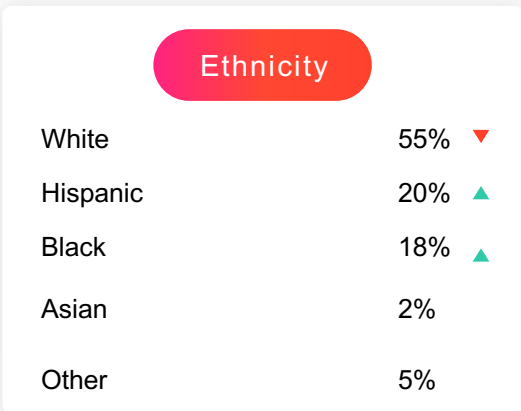


Market Estimate:
~61.6 million

YouGov Surveys



YouGov Profiles



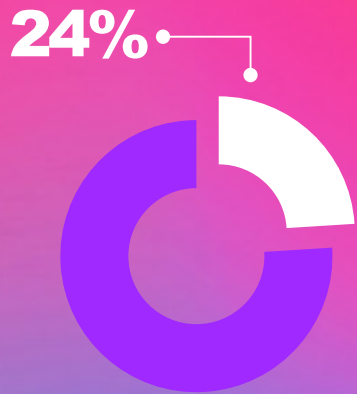
Dataset 2023-03-26 – N ~ 700

▲ ▼ Significant difference at 95% vs Nat Rep



Buy Now Pay Later Considerers

An audience that frequently purchases clothing, with more than a fifth (22%) buying monthly and nearly a tenth (8%) purchasing weekly.



Market Estimate: ~61.6 million

YouGov Surveys

Category purchase / to purchase

| | last year | in next year |
|----------------------|-----------|--------------|
| Shoes | 59% | 53% |
| Clothes | 52% ▼ | 51% ▼ |
| Underwear / lingerie | 47% | 41% |
| Activewear | 38% ▲ | 37% ▲ |
| Accessories | 36% ▲ | 36% ▲ |
| Handbags | 28% ▲ | 27% ▲ |
| None | 6% | 7% ▼ |

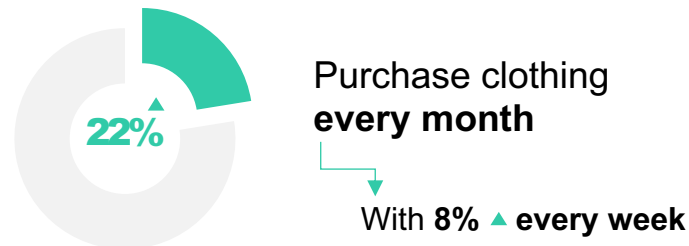
Brands purchased in last two years

| | |
|------------------|-------|
| Adidas | 48% ▲ |
| Next | 37% ▲ |
| Peak Performance | 20% ▲ |
| Lacoste | 20% |
| H&M | 19% ▲ |
| Forever 21 | 18% ▲ |

How long they keep clothes vs two years ago



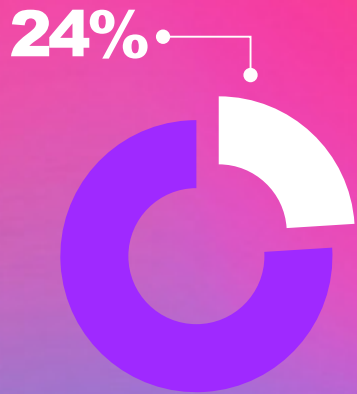
Frequency of clothing purchases





Buy Now Pay Later Considerers

An audience that is receptive to brand communication, via product placement, events and social media, they tend to consume written media in digital publications.



Market Estimate:
~61.6 million

YouGov Profiles

| Sponsorships noticed | | Retail communication type noticed | | Time spent / week | |
|-----------------------------------|-------|-----------------------------------|---------|-------------------|-------|
| Product placement | 34% | Offers on social media | 42% ▲ | Digital Magazine | |
| Sponsor of an event | 32% ▲ | Branded Emails | 34% | 1-5 H | 19% ▲ |
| Sponsor of user generated content | 31% | Direct mail | 34% | 6-10H | 11% ▲ |
| Sponsoring of a social media post | 25% ▲ | Brand TV commercial | 31% | Digital newspaper | |
| Sponsoring of a social media post | 25% | Online newsletters | 27% ▲ | 1-5 H | 22% ▲ |
| Sponsor a TV program | 24% | Magazine inserts | 22% ▲ | | |
| | | Brand commercial on mobile device | 18% ▲ | | |
| Title read in digital | | Network watched | | | |
| People | 19% ▲ | ABC | 27% | | |
| Food Network | 18% ▲ | CBS | 22% ▼ | | |
| National Geographic | 15% ▲ | FOX | 22% | | |
| Sports Illustrated | 15% ▲ | CNN | 22% ▲ | | |
| Forbes | 14% ▲ | | | | |
| Allrecipes | 14% | Social media membership | | | |
| Times | 13% ▲ | f 73% | 🐦 49% ▲ | 📷 48% ▲ | 📺 50% |
| | | | | 🎵 32% ▲ | |

Buy Now Pay Later – Fashion Findings

An opportunity to target younger audience

- **While the BNPL phenomenon is in its infancy, 1 in 5 global consumers have used it for fashion**, most notably in the USA (35%) and Italy (28%), as opposed to GB (16%)
- **BNPL could attract younger generations to fashion brands**, with 40% of 18-24 and 42% of 25-34 y/o leveraging the service, increasing to 1 in 2 among Americans aged 25-34.
- **Communications about this new payment offering should be pushed mainly on social media** (audience is heavy user of these), and potentially via celebrity' endorsements.

An opportunity for luxury brands

- **Luxury brands could use the Buy Now Pay Later to increase sales**, with 18% of global consumers considering purchasing luxury brands with this payment style
- A stronger potential in:
 - 🇮🇹 **Italy, with 1 in 5 luxury BNPL considerers representing a market potential of 10.3 million.** Digital communication via podcasts could promote this new service towards its core audience (male, middle aged, interested in fashion and sport)
 - 🇺🇸 **The USA, with 1 in 4 luxury BNPL considerers representing a market potential of 61.6 million.** Communications via digital media could promote this new service towards its core audience of 25 to 35 y/o interested in fashion and ready to pay more for luxury brands.

Thank you

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