

UNITED STATES



Buy now, pay later, credit never?

Living consumer intelligence | business.yougov.com



BNPL growing fast

The percentage of Americans who use 'Buy Now Pay Later' (BNPL) credit financing for online purchases has doubled from 4% in 2021 to 8% in 2023.

Who's driving the rapid adoption of this new payment method, and do BNPL apps pose an existential threat for credit card companies?



Millennials ditching credit cards for BNPL?

Possibly influenced by an introduction to the financial industry during the 2008 subprime mortgage crisis, millennials appear at risk of defecting toward BNPL.

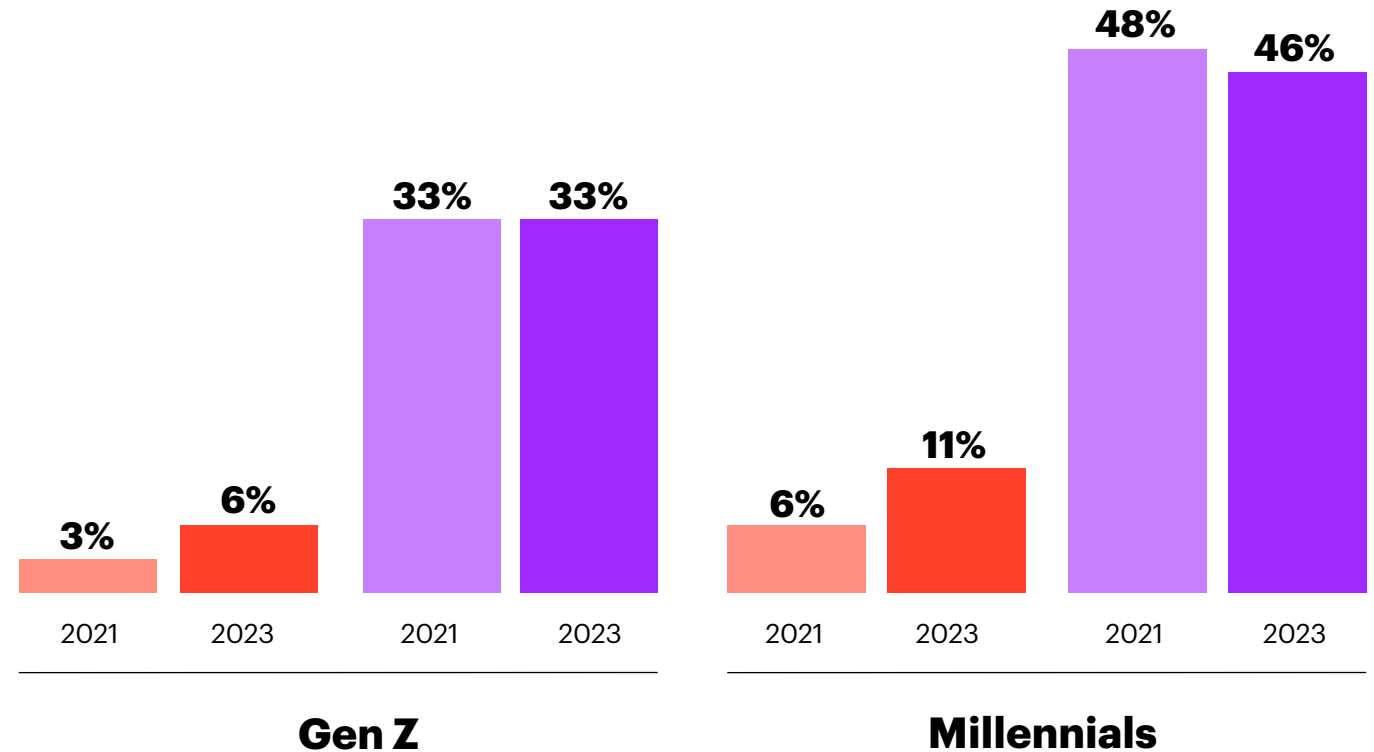
YouGov Profiles, August 2023

BNPL – Have purchased online using Buy Now Pay Later in last 12 months

Credit card users – Have purchased online using credit card in last 12 months; have not used 'Buy Now Pay Later'

Payment types for online purchases

● BNPL users ● Credit card users



Increased digital adoption among older generations

While Gen X and Baby Boomer have both increased usage of BNPL since 2021, these increases are accompanied by greater increases in online credit card use.

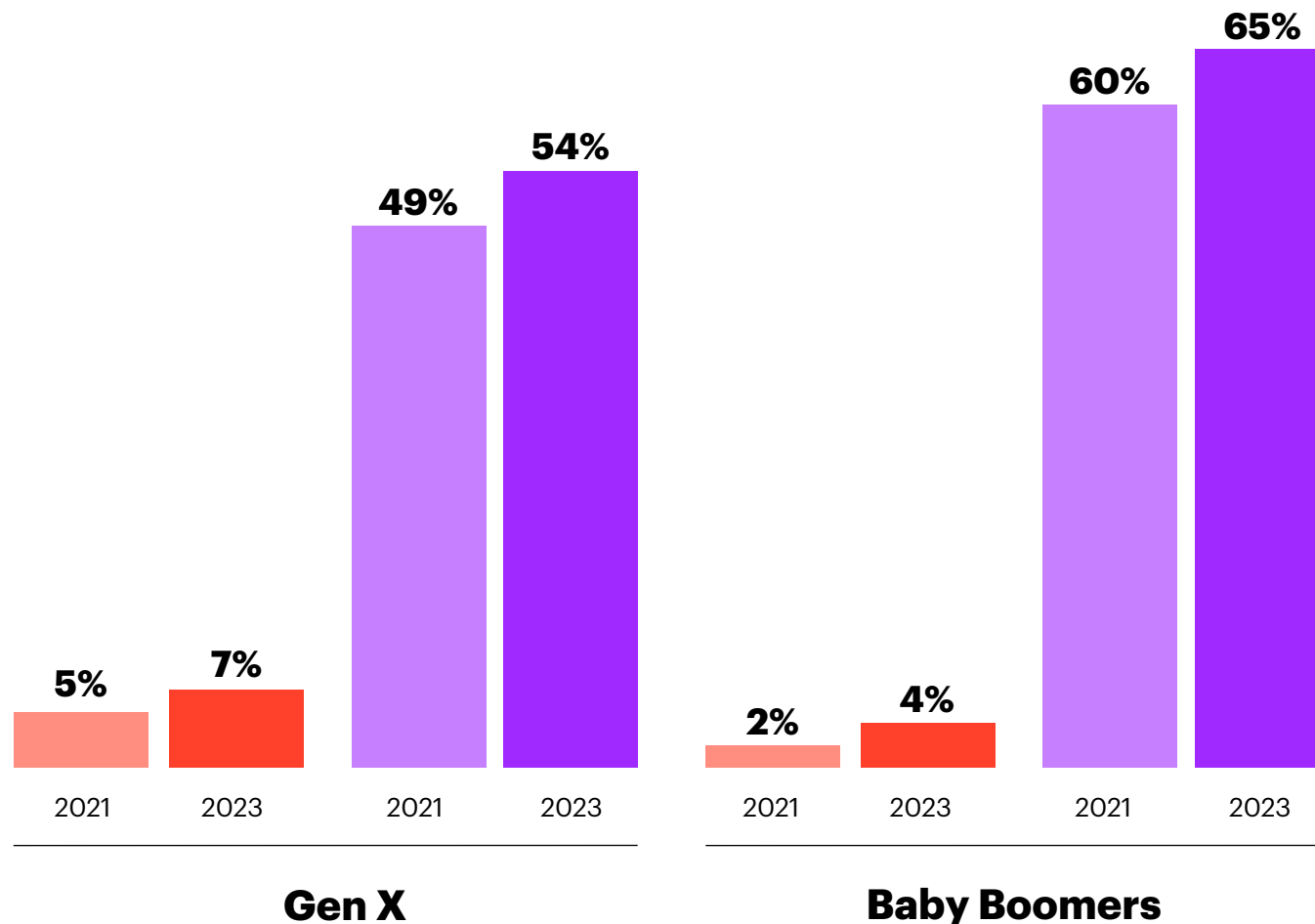
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Nearly a quarter of BNPL users don't have credit cards

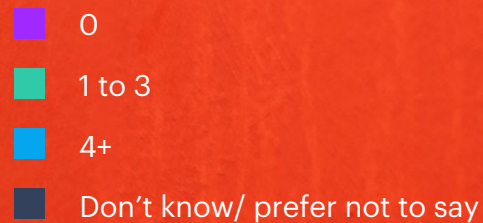
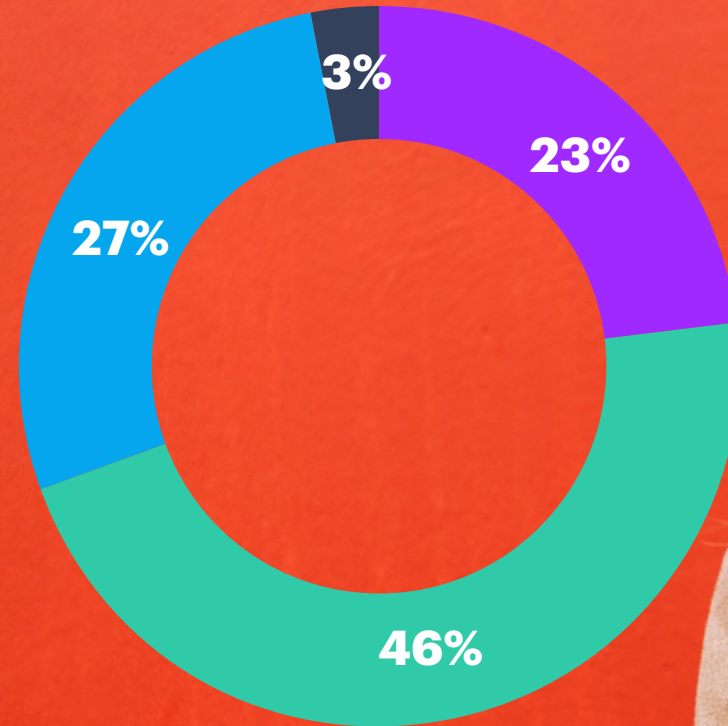


With retail credit I can buy the sort of things I couldn't normally afford"



Number of active credit cards

BNPL users



YouGov Profiles, August 2023

BNPL – Have purchased online using Buy Now Pay Later in last 12 months

[Get more data >](#)

BNPL users save less and make impulsive purchases

“

I tend to make impulsive purchases”

64%

BNPL users

39%

Gen Pop

“

I manage my finances well”

59%

BNPL users

73%

Gen Pop

YouGov Profiles, August 2023

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Total savings

● BNPL users ● Credit card users



BNPL users are more likely to shop online

“I wish all stores had user friendly apps to make it easier to buy things from my phone”

74%

BNPL users

54%

Gen Pop

YouGov Profiles, August 2023

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What they're buying online (all or mostly)	BNPL users	Credit card users	Difference
Jewelry	26%	12%	14%
Kitchen & home appliances	25%	11%	14%
Toys & games	38%	28%	10%
Food & groceries	19%	10%	9%
Clothes & shoes	42%	34%	9%
Homeware & furnishings	25%	17%	8%
Health & beauty products	29%	22%	7%
Mattresses	23%	16%	7%
Sports equipment	19%	13%	6%
Furniture	18%	13%	5%

[Get in touch >](#)

BNPL users would most likely consider Capital One next time they're in the market for a credit card.

[See BNPL for fashion report >](#)

YouGov BrandIndex: August 1, 2022 – July 31, 2023

BNPL Users – “Have purchased online using BNPL in last 12 months”
(N>150)

Consideration Rankings. Buy Now Pay Later users

Rank	Brand	BNPL Users	Gen Pop	Difference
1	Capital One	35.0%	21.9%	13.1
2	Credit One	12.0%	3.4%	8.6
3	U.S. Bank	13.4%	6.1%	7.3
4	USAA	15.1%	7.9%	7.2
5	Synchrony Financial	10.6%	4.4%	6.2
6	Wells Fargo	13.3%	8.0%	5.3
7	American Express	20.4%	16.6%	3.8
8	Apple Card	11.6%	7.9%	3.7
9	PNC	7.4%	4.2%	3.1
10	Discover	19.2%	17.3%	1.9

[Explore other sectors >](#)

Methodology

This report sheds light on the Americans who have adopted Buy Now Pay Later credit financing in 2023. To do this, YouGov analyzed payment data from more than 12,000 respondents between August 2023 and August 2022, comparing against similarly sized respondent pools from previous years to gauge trends.

Additional filters from YouGov Profiles were applied to analyze consumers by generation and varying financial habits.

By connecting brand health data from [YouGov BrandIndex](#) and audience intelligence data from YouGov Profiles, we're able to accurately measure changing consumer attitudes towards the brands Americans like to buy now and pay for later with unrivaled granularity.



Want a deeper analysis?

YouGov BrandIndex tracks 16 key brand health metrics including:

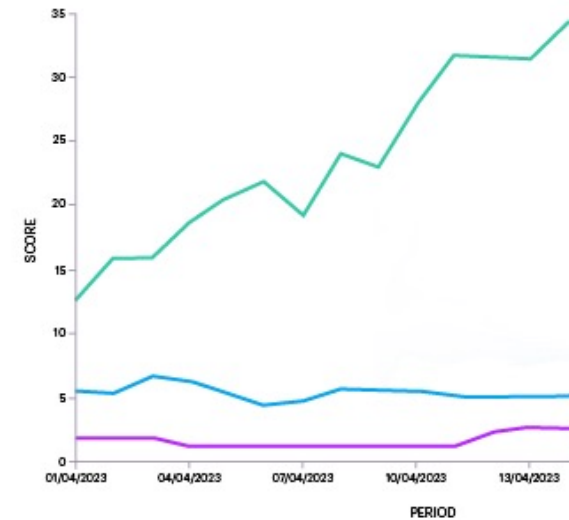
- Ad Awareness
- Customer Satisfaction
- Purchase Consideration
- Recommendation

With YouGov Profiles, you can segment your analysis by:

- Mobile payment systems
- Frequency of store visits
- Disposable income
- And much more

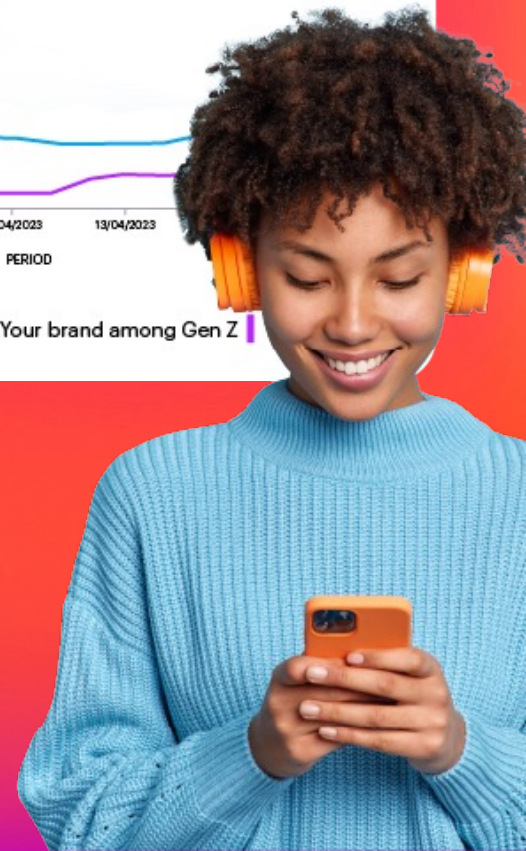
Explore connected data >

Advertising awareness



Metrics ▾

Advertising Awareness



Thank you

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