



Global E-Commerce Intelligence
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SAMPLE REPORT
**NORTH AMERICA BUY NOW PAY LATER
MARKET AND TRENDS 2023**
PUBLICATION DATE: JUNE 2023

PREFACE

OBJECTIVE

RELIABLE

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A LIST OF ADVANTAGES

- yStats.com provides secondary market research: By using various sources of information we ensure maximum reliability of all obtained data. As a result companies get a precise and unbiased impression of the market situation.
- Only reliable sources such as national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries and news portals are used as a basis for the analyses, statistical reports and forecasts.
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GENERAL METHODOLOGY OF MARKET RESEARCH REPORTS

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Secondary Market Research

- The reports are compiled based on secondary market research. Secondary research is information gathered from previously published sources based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, company databases, journals, company registries, news portals and many other reliable sources. By using various sources we ensure maximum objectivity for reported data. As a result, companies gain a precise and unbiased impression of the market situation.
- Cross referencing of data is conducted in order to ensure validity and reliability.
- The source of information and its release date are provided on every chart. It is possible that the information contained in one chart is derived from several sources. If this is the case, all sources are mentioned on the chart.
- The reports include mainly data from the last 12 months prior to the date of report publication. Exact publication dates are mentioned in every chart.

Definitions

- The reports take into account a broad definition of B2C E-Commerce, which might include mobile commerce. As definitions may vary among sources, exact definition used by the source (if available) is included at the bottom of the chart.

Chart Types

- Our reports include text charts, pie charts, bar charts, rankings, line graphs and tables. Every chart contains an Action Title, which summarizes the main idea/finding of the chart and a Subtitle, which provides necessary information about the country, the topic, units or measures of currency, and the applicable time period(s) to which the data refers. With respect to rankings, it is possible that the summation of all categories amounts to more than 100%. In this case, multiple answers were possible, which is noted at the bottom of the chart.

Report Structure

- Reports are comprised of the following elements, in the following order: Cover page, preface, legal notice, methodology, definitions, table of contents, management summary (summarizing main information contained in each section of report) and report content (divided into sections and chapters). When available, we also include forecasts in our report content. These forecasts are not our own; they are published by reliable sources. Within Global and Regional reports, we include all major developed and emerging markets, ranked in order of importance by using evaluative criteria such as sales figures.

Notes and Currency Values

- If available, additional information about the data collection, for example the time of survey and number of people surveyed, is provided in the form of a note. In some cases, the note (also) contains additional information needed to fully understand the contents of the respective data.
- When providing information about amounts of money, local currencies are most often used. When referencing currency values in the Action Title, the EUR values are also provided in brackets. The conversions are made using the average currency exchange rate for the respective time period. Should the currency figure be in the future, the average exchange rate of the past 12 months is used.

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Report Coverage

- This report covers the buy now, pay later (BNPL) market in North America.
- The following region/countries were included: North America (the United States and Canada).
- Where available, the following types of information were included: BNPL market size/sales, BNPL share of online and/or total retail sales, share of consumers using BNPL services, main product categories purchased using BNPL, and the leading BNPL market players.
- Not all types of information were included for each country, due to varying data availability.

Report Structure

- The report starts with an overview of global BNPL market developments and trends. Country comparisons were included, where available. In addition, a ranking of the leading BNPL providers by share of E-Commerce websites and the number of users of the top 3 BNPL providers were provided.
- The rest of the report is divided by region. Regional information is provided first, where available, followed by the country chapters. The countries are included in the order of descending B2C E-Commerce or BNPL sales, depending on availability.

DEFINITIONS



Sample Report

The following expressions and definitions are used in this market report*:

- **BUY NOW, PAY LATER (BNPL)** a service that allows shoppers to receive goods/services prior to making a payment by splitting the payment across a set time period or paying back the full amount later.
- **BNPL PROVIDERS** companies offering BNPL services. Examples include Affirm, Afterpay and Klarna.
- **BNPL SALES** online or total retail sales paid using BNPL methods.
- **B2C E-COMMERCE** the sale of products (and services) through electronic transactions via the Internet from businesses to consumers (B2C). A broader definition of retail E-Commerce applied by some sources also includes consumer-to-consumer (C2C) sales.
- **B2C E-COMMERCE SALES** the total sales generated either on the B2C E-Commerce market in a certain country or region, or the total sales generated through B2C E-Commerce by a player on the market.
- **INTERNET USERS** the total number of inhabitants in a certain country that regularly accesses the Internet.
- **ONLINE SHOPPERS** the total number of inhabitants in a certain country or region that make purchases over the Internet.

Note: *the definitions used by the original sources might differ from the ones stated on this chart; the exact definition used by each source, where available, is included on the respective charts

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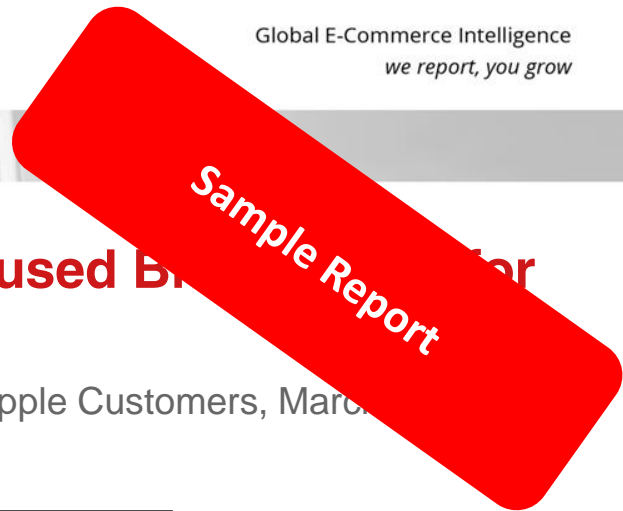
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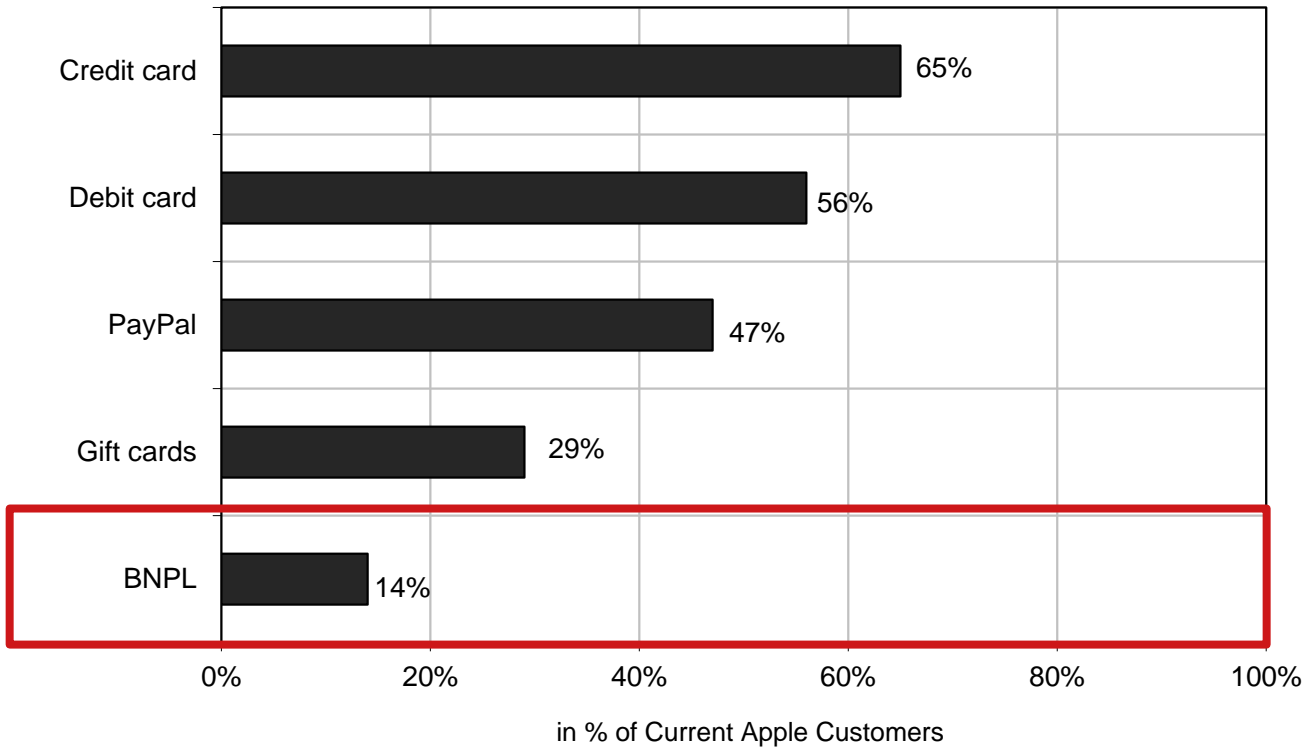
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14% of Apple's current customers in the U.S. used BNPL for online purchases in March 2023.

USA: Payment Methods Used for Online Purchases, in % of Current Apple Customers, March 2023



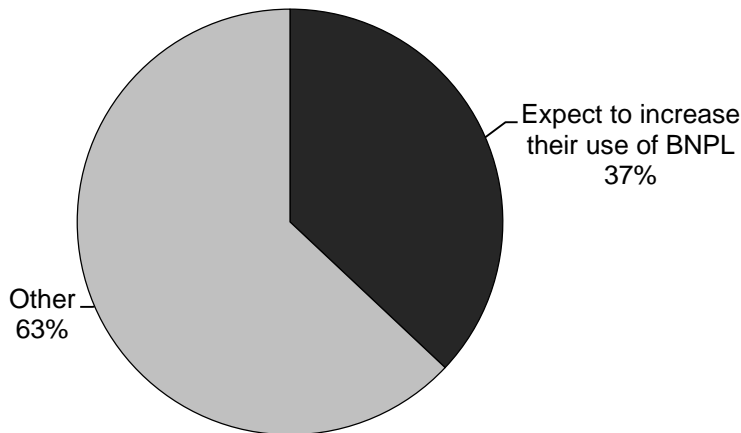
Note: does not add up to 100% due to multiple answers possible
 Survey:: based on a survey conducted in March 2023; question asked: "Which, if any, of the following do you use when making purchases online? Please select all that apply."
 Source: YouGov, March 2023



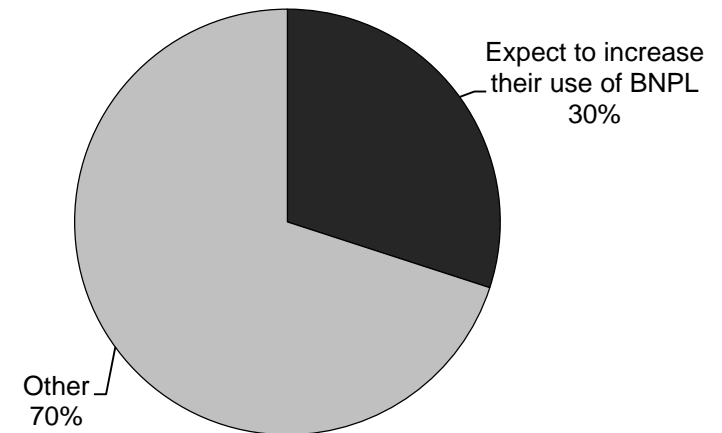
37% of U.S. BNPL users who typically carry a credit card expected to increase their BNPL use, as of Aug. 2022.

USA: Share of BNPL Users Who Expect to Increase Their Use of BNPL, by Type of BNPL User, August 2022

BNPL users who carry a credit card balance from month to month



BNPL users who tend to pay their balance in full each month



Survey: based on a survey of 1,800 consumers, of which 485 were BNPL users with a credit card, conducted in August 2022; question asked: "Approximately how much are you planning to use BNPL moving forward? Percentage represents respondents who answered, "significantly more than I do now" or "slightly more than I do now"."

Source: McKinsey, October 2022



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