

Report: The growth of the Buy Now, Pay Later Market, published by DBM Atlas and Nielsen

DBM Atlas and Nielsen have produced a comprehensive report looking at the growth of the Australian Buy Now, Pay Later (BNPL) market. This report uncovers the current financial behaviours of Australians, and identifies who the main users of BNPL services are and what the market is doing to promote these services and more!



Key findings:

- The last 12 months resulted in a seismic shift in Australian consumer spending behaviours e.g. what they are buying, how they are buying, and how they choose to manage their finances
- More than 1 million Australians cancelled credit cards in the past year, in favour of new digital payment services offering interest-free payment instalments
- Younger consumers continue to embrace BNPL and are driving future growth. Almost two-thirds of Australians who have used buy now, pay later payment are aged 18-44, though older generations are also increasing usage.
- Retailers have benefited from BNPL by opening the door to a new generation of consumers with increased shopper basket size; improved sales potential for both online and in-store across a wider buyer base



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