

# Global Buy Now, Pay Later Apps Market Growth (Status and Outlook) 2024-2030

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

BNPL, also known as point-of-sale loans, is kind of like a modern-day layaway option: Consumers can buy items online or in-store, and then split up the cost of a purchase over a few weeks or a few months with regular installment payments rather than pay for the entire purchase up front.

The global Buy Now, Pay Later Apps market size is projected to grow from US\$ 2125 million in 2024 to US\$ 7633 million in 2030; it is expected to grow at a CAGR of 23.8% from 2024 to 2030.

LPI (LP Information)' newest research report, the “Buy Now, Pay Later Apps Industry Forecast” looks at past sales and reviews total world Buy Now, Pay Later Apps sales in 2022, providing a comprehensive analysis by region and market sector of projected Buy Now, Pay Later Apps sales for 2023 through 2029. With Buy Now, Pay Later Apps sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Buy Now, Pay Later Apps industry.

This Insight Report provides a comprehensive analysis of the global Buy Now, Pay Later Apps landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Buy Now, Pay Later Apps portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Buy Now, Pay Later Apps market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Buy Now, Pay Later Apps and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Buy Now, Pay Later Apps.

United States market for Buy Now, Pay Later Apps is estimated to increase from US\$ million in 2023 to US\$ million by 2030, at a CAGR of % from 2024 through 2030.

China market for Buy Now, Pay Later Apps is estimated to increase from US\$ million in 2023 to US\$ million by 2030, at a CAGR of % from 2024 through 2030.

Europe market for Buy Now, Pay Later Apps is estimated to increase from US\$ million in 2023 to US\$ million by 2030, at a CAGR of % from 2024 through 2030.

Global key Buy Now, Pay Later Apps players cover Affirm, Afterpay, Sezzle, Zip (formerly known as Quadpay), PayPal's 'Pay in 4', etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2023.

This report presents a comprehensive overview, market shares, and growth opportunities of Buy Now, Pay Later Apps market by product type, application, key players and key regions and countries.

Segmentation by Type:

Android

iOS

Segmentation by Application:

Enterprise

Individual

This report also splits the market by region:

## Americas

United States

Canada

Mexico

Brazil

## APAC

China

Japan

Korea

Southeast Asia

India

Australia

## Europe

Germany

France

UK

Italy

Russia

## Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

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Egypt

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Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Affirm

Afterpay

Sezzle

Zip (formerly known as Quadpay)

PayPal's 'Pay in 4'

Klarna

Splitit

Perpay

Apple Pay Later

Apruve

Deferit

Clearly Payments

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Figure 73. Turkey Buy Now, Pay Later Apps Market Size 2025-2030 (\$ millions)

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Figure 75. Global Buy Now, Pay Later Apps Market Size Market Share Forecast by Type (2025-2030)

Figure 76. Global Buy Now, Pay Later Apps Market Size Market Share Forecast by Application (2025-2030)

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