

US adults aren't sold on BNPL, even as consumer prices spike

Article

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Just **7%** of US adults are very likely to use buy now, pay later (BNPL) services this holiday season. An overwhelming **79%** don't expect to use these installment plans at all, suggesting

that many holiday shoppers intend to stay within budget, even if their dollars don't stretch nearly as far this year.

Likelihood of US Adults Using Buy Now, Pay Later (BNPL) Services This Holiday Season, Oct 2021

% of respondents



Note: n=2,063 ages 18+

Source: CivicScience as cited in company blog, Oct 20, 2021

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