

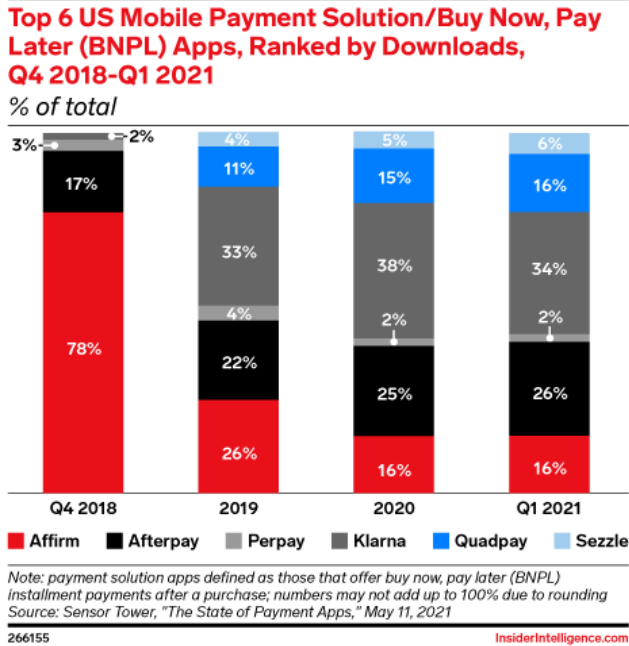
Affirm no longer dominates the US buy now, pay later market

Article

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The US buy now, pay later (BNPL) market, which **Affirm** overwhelmingly dominated as recently as 2018, has now given way to several other providers. In Q1 2021, **Afterpay** and

Klarna made up a combined **60%** of all US downloads for top BNPL apps, a major increase from their collective **19%** share in Q4 2018.



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