Klarna holds on to almost half of US BNPL users this year, but rivals are on its tail

Article

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As buy now, pay later (BNPL) platforms continue their ascent in the US, **Klarna** will still capture nearly **half** of the country's BNPL users in 2021. **Afterpay** stands firmly as the second-most popular platform, while other players like **Affirm**, **Quadpay**, and **Sezzle** work to attract a greater share of the user base.

US Buy Now, Pay Later (BNPL) Service Users, by Platform, 2021	
% of BNPL users	
Klarna	48.6%
Afterpay	28.1%
Affirm 13.4%	
Note: ages 14+; internet users who have accessed a buy now, pay later account digitally and have made a payment toward a purchase at least once in the past year; includes purchases of goods and services; BNPL users are not mutually exclusive; there is overlap between groups Source: eMarketer, May 2021	
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