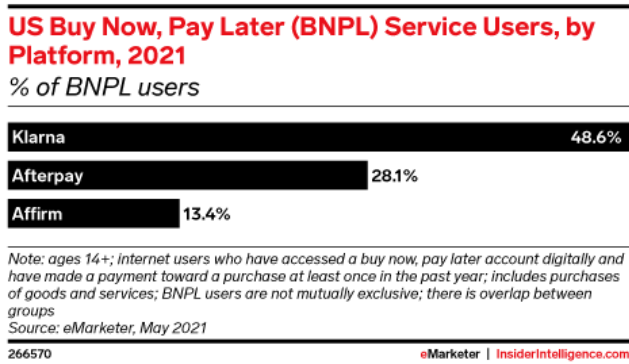


Klarna holds on to almost half of US BNPL users this year, but rivals are on its tail

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.



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