

# Worldpay can help Affirm revitalize user growth

## Article

**The news:** Buy now, pay later (BNPL) provider **Affirm's** Adaptive Checkout will now be available to all **Worldpay from FIS** merchants, per a press release. Worldpay merchants will be able to offer consumers biweekly and monthly payment options.

**Affirm's financial state:** Affirm has had trouble keeping up with the rapid growth from fiscal 2022.

- In fiscal Q3 2023 (ended March 31, 2023), Affirm's **gross merchandise volume (GMV)** grew **18%** year over year (YoY)—a major slowdown from the **73% YoY surge** from the same period

a year ago.

- Affirm's **active consumer base grew 26% YoY** to hit 16.0 million users, another sharp pullback from **137% growth the prior year**.
- And the company's **revenues increased 7% YoY** to reach \$381 million, versus **54% growth** last year.

**The bigger picture:** Affirm, along with the rest of the BNPL industry, faces a multitude of challenges that has impeded growth— cooler discretionary spend, regulatory scrutiny, and competitive threats like Apple Pay Later.

To withstand these hurdles, many BNPL providers—including Affirm—are restructuring.

- Affirm **laid off 19% of its staff** in Q3 and **shut down its cryptocurrency business**.
- It also **shuttered its business in Australia** to focus on its home market and Canada.
- The total restructure—which could cost **\$39 million**—aims to create a “nimbler team,” CEO Max Levchin said during the Q3 earnings call.

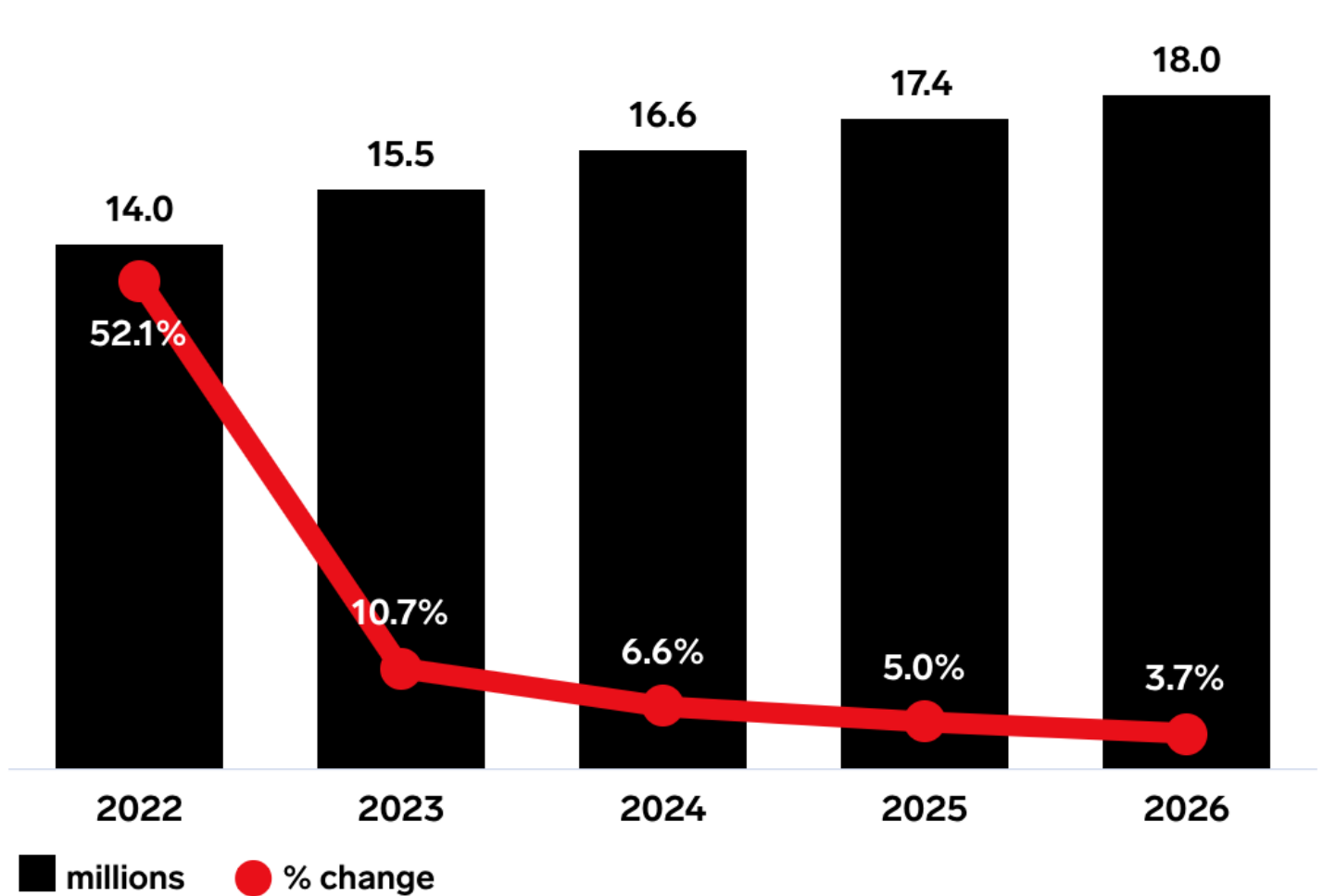
**Why this tie-up matters:** Affirm is targeting profitability by the end of fiscal 2023. Working with Worldpay can help it reach that goal.

- The tie-up brings Affirm to a massive new merchant network: Worldpay serves more than 1 million merchants globally.
- This will help extend Affirm's reach and bring in new customers, which can boost volume growth: We predict **Affirm's US payment value will reach \$20.54 billion in 2023**, up 22.5% YoY, per our forecast.

***Digging deeper:*** For a closer look at key trends we're watching in the BNPL industry, read our ***["State of Payment Methods"](#)*** report.

## Affirm Users

US, 2022-2026



Note: internet users who have accessed their Affirm account digitally and have made a payment toward a purchase at least once in the past year; includes purchases of goods and services

Source: eMarketer, June 2022

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