The Promise and Risk of Buy-Now-Pay-Later (BNPL) for Micro and Small Enterprises
Moderators

Folasade Agbejule
Financial Sector Specialist
in folasadeagbejule

Swati Sawhney
Senior Financial Sector Specialist
in swatisawhney
Meet The Speakers

Our panelists bring diverse perspectives from around the world on the benefits and potential risks of BNPL for micro and small enterprises.

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Agenda

09:00 – 09:10
Introduction and Framing the Discussion

09:10 – 09:20
Brief introduction by the panelists

09:20 – 09:45
Moderated Discussion on the Promise and Risk of BNPL for MSEs

09:45 – 10:00
Audience Q&A
Attendee microphones will remain muted during the entire webinar session.

To ask questions during the webinar, please use the chat box on the right-hand side of the Zoom session. Please submit your question at any time during the webinar presentation.

To ensure your question is seen by the moderator, select “All Participants” from the drop-down menu when sending your question.

The webinar recording can be emailed to attendees and registrants upon request.
FRAMING THE DISCUSSION
Advances in **digital technology** provide a pivotal opportunity to radically mitigate the MSE credit gap, with benefits accruing to both customers and providers.
Digital technology is reshaping every facet of MSE finance markets

**DISRUPTORS**

Fintechs pioneering new approaches

**INCUMBENTS**

MFIs and others engaging digital transformations

**MSEs**

Adopting technologies to run their businesses

**ENABLING ENVIRONMENT**

Policy makers, regulators, and funders struggling to catch up

**Next Generation MSE Finance Markets:**

Digitally enabled MSE finance providers, responsibly addressing the needs of all MSE segments with efficient, effective and tailored offerings
BNPL products are rapidly growing in popularity

With BNPL, consumers pay for goods at a future date or in instalments over a short period.

BNPL products are available online and in-store.

BNPL is an alternative source of finance for previously underserved and excluded borrowers.

BNPL models can revolutionize the MSME market by providing flexible supply chain financing solution for businesses struggling with substantial capital.

Technological advances allow fintechs to bring cutting-edge digital BNPL products to customers.
The Global BNPL Market is seeing enormous growth

The global BNPL market size is expected to reach over USD 450 billion by 2026, registering a CAGR of over 45%.

The Europe BNPL transaction value was the highest in 2021, at over 40% of market size. North America is projected to account for over 30% by 2026.
Although BNPL has enormous potential for unserved and underserved borrowers, it also carries significant risks, including possible unfair and aggressive marketing practices, a lack of transparency, concern over indebtedness and unscrupulous debt collection methods, and concerns over consumer protection.
Thank you

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