



# Five ways buy now, pay later helps fashion retailers thrive

#1

## Designed for millennials and Gen Z

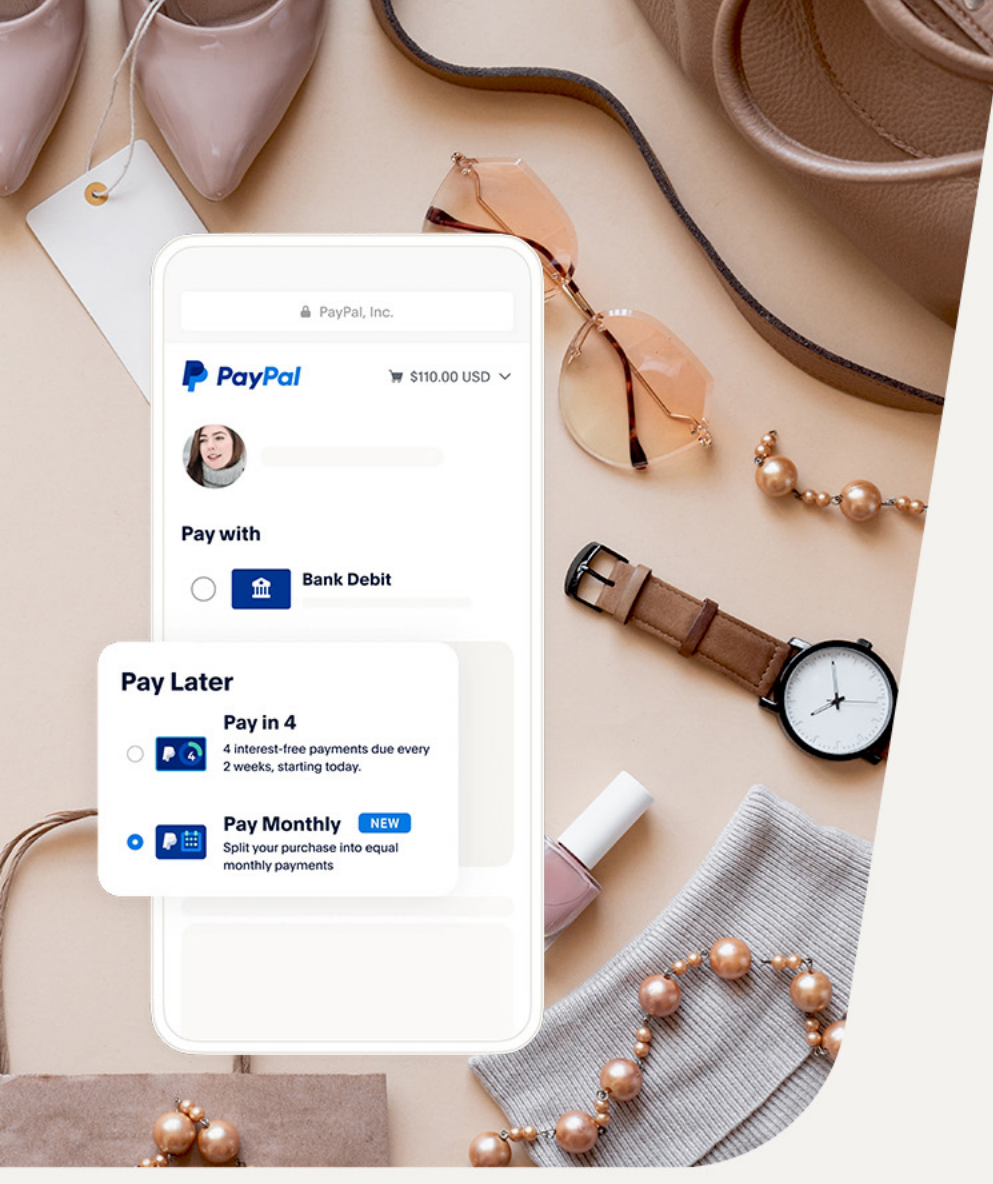
Installment payments could be a perfect fit for your younger customers. 79% of millennial and Gen Z buy now, pay later (BNPL) users are more likely to shop at a merchant again if offered a BNPL option.<sup>1</sup>



#2

## Fashioned for increasing conversions

PayPal Pay in 4 and Pay Monthly<sup>2</sup> can help drive conversion. Our BNPL solutions can help boost conversion rates and increase cart sizes by 39%.<sup>3</sup>



#3

## Tailored for boosting AOV

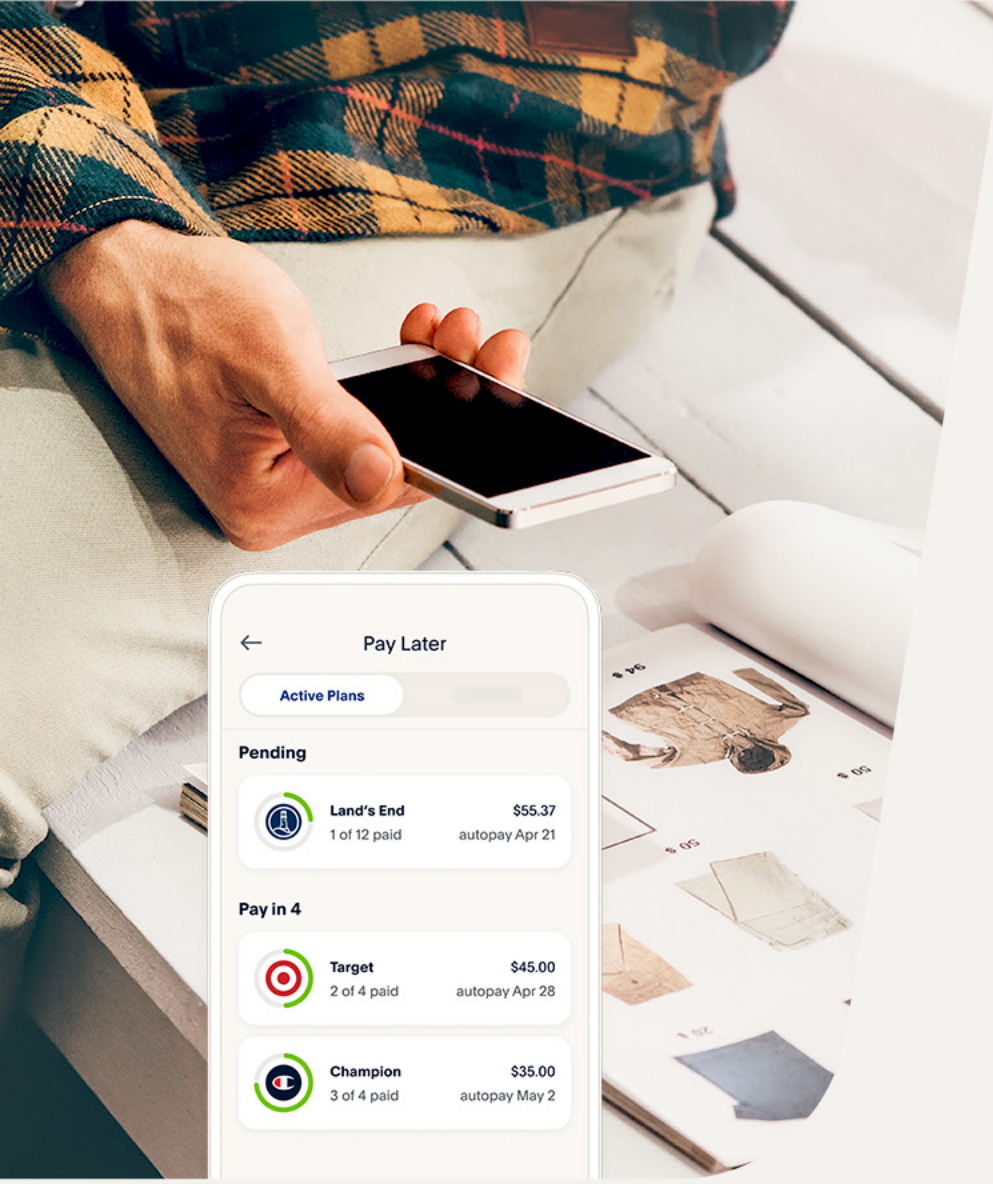
Globally, Pay Later AOVs for large enterprise (LE) fashion retailers are 20% higher than standard PayPal AOVs for LE fashion retailers.<sup>4</sup>



#4

## Styled to help drive sales

Help boost sales by adding PayPal Pay Later messaging on product pages and by funding 0% APR promotions for your Pay Monthly customers. When 0% financing was offered to consumers, installment sales increased by up to 5x for PayPal Pay Later merchants in Germany.<sup>5</sup>



#5

## Designed for customer satisfaction

Allowing customers to pay over time may help mitigate buyer's remorse: PayPal Pay Later return rates in the fashion vertical are less than half of the industry benchmark.<sup>6</sup>



# PayPal Pay Later

Add PayPal Pay Later options to your site.

Contact your Account Manager or call 855-477-5687.

Learn More

<sup>1</sup> TRC online survey commissioned by PayPal in April 2021 involving 1000 US consumers ages 18+ (among Millennial & Gen Z BNPL users (ages 18-40), n= 214).

<sup>2</sup> Installment Pay in 4: Loans to California residents are made or funded pursuant to a California Financing Law License. PayPal, Inc. is a Georgia Small Loan Licensee, NMLS #910457. Rhode Island Small Loan Lender License.

<sup>3</sup> PayPal Q2 Earnings-2021.  
<sup>4</sup> Internal data analysis of 781 large enterprise retailers with PayPal Pay Later messaging from 1/1/22-12/31/22. Data inclusive of PayPal Pay Later product use across 7 markets. \*Large Enterprise defined as >\$10M in online commerce payment volume in ES, FR, IT; >\$20M in online commerce payment volume in DE; >\$25M in online commerce payment volume in UK; and >\$60M in online commerce payment volume in US and >\$15M in online commerce payment volume in AU.

<sup>5</sup> PayPal Pay Later merchant case study of PayPal Ratenzahlung from February 2020 to March 2020 with 180 merchants.  
<sup>6</sup> Based on PayPal internal data from Jan 2022 to June 2022. Industry average industry return rates source: Statista Global Consumer Survey, Nov 2022 <https://www.statista.com/forecasts/997235/returns-of-online-purchases-by-category-in-the-us>.

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