



BNPL FACT SHEET FY22

- BNPL contributed \$18.4 billion in Gross Domestic Product (GDP) to the Australian economy an increase of 28.6% on FY21 (\$14.3 billion).¹
- BNPL helped create or retain some 120,200 jobs throughout Australia, an increase of 21.2% on FY21 (99,200).¹
- There were approximately 6.3 million active BNPL accounts held with BNPL Code signatories in Australia as at 30 June 2022, an increase from 5.6 million as at 30 June 2021.²
- These accounts were responsible for almost \$15.3 billion in transactions in the FY22 period, an increase of 28.6% over FY21 (\$11.9 billion).²
- BNPL Code signatories financed 17.4% of all solar installations in Australia in FY22 and financed 20.8% of all solar installations in the month of June 2022.³ BNPL has helped power Australia's world-leading uptake of solar energy, ranking first in the world for installed photovoltaic generation capacity per capita, around two thirds of which is 'distributed' (i.e., rooftop solar).⁴

Consumers

- Consumers are making more, lower value transactions than last year. The average BNPL transaction in FY22 was \$136⁵, compared to \$151 in FY21⁶.
- Consumers like using BNPL because it gives them more control over their money, with 54% saying it helps them manage their cashflow and 49% saying it helps them feel in control of their spending. 54% said they prefer BNPL over other finance products because it enables them to pay no interest on their purchases⁷.
- 0.39% of active BNPL accounts were subject to financial hardship arrangements as at 30 June 2022, slightly increasing from 0.34% as at 30 June 2021⁸.
- AFCA received 1,064 EDR complaints related to BNPL in FY22⁹, which is 0.02% of active accounts as at 30 June 2022. This is a slight increase from 767 received in FY21 (0.01% of active accounts as at 30 June 2021).¹⁰

Merchants

- As at 30 June 2022, BNPL was accepted by more than 158,900 Australian businesses, an increase of 17.4% over FY21 (135,400), helping them to participate in our digital economy, better manage their customers, and decrease their operating costs - with small businesses gaining greater benefit from BNPL.¹¹

¹ Economic contribution calculations are based on BIS Oxford Economics analysis described in 'The Economic Impact of BNPL in Australia, June 2022', p 50 and updated with data provided to AFIA for the Code Compliance Committee by the nine BNPL Code signatories.

² Data provided to AFIA for the Code Compliance Committee by the nine BNPL Code signatories.

³ Industry data provided to AFIA by BNPL providers Brighte, humm group and Plenti. Solar installations are defined as residential installations i.e. under 15kw.

⁴ International Energy Agency (2022), [Trends in Photovoltaic Applications 2022](#), p 10; Ibid, p 30.

⁵ Data provided to AFIA for the Code Compliance Committee by the nine BNPL Code signatories.

⁶ Data provided to BIS Oxford Economics in January 2022 by the then eight BNPL Code signatories.

⁷ RFI Global survey data (December 2021 - February 2022).

⁸ Data provided to AFIA for the Code Compliance Committee by the nine BNPL Code signatories.

⁹ AFCA (2022), [Annual Review 2021-22](#), p 52.

¹⁰ The Code commenced on 1 March 2021 and therefore reporting data, including complaints data, is only available for the period 1 March 2021 to 30 June 2021. For comparison purposes all BNPL complaints in the FY21 period and FY22 have been attributed to Code signatories.

¹¹ Industry data provided to AFIA by the nine BNPL Code signatories and does not allow for any duplication. FY21 data provided by the eight BNPL Code signatories to BIS Oxford Economics and does not allow for any duplication.

- The average increase in revenue generated for BNPL-accepting merchants was an extra \$25,880, equating to 5.6% of revenue. The average for small businesses was \$18,576¹².
- The majority of retailers and other merchants said their revenue would fall if they stopped accepting BNPL (60%) and predicted a 24% average reduction in revenue if BNPL wasn't available or the business model was fundamentally changed.¹⁵

¹² RFI Global, Merchant Survey, January 2022. Total n = 702.