



Square's Deal for Afterpay Accelerates the Threat of BNPL

05 August 2021 By: Daniel Keyes

Square's move to acquire Afterpay for \$29 billion dramatically alters the futures of the two companies as well as the BNPL industry and its competitors. Square is gaining a payment option that bolsters its seller and Cash App businesses, while Afterpay is securing a key partner in its bid to be a leading BNPL provider. Meanwhile, the combination is part of a trend of major payments players breaking into the BNPL space, which is helping the industry rapidly expand its acceptance and adoption and challenging incumbent payments players.

Copyright ©2020 Escalent and/or its affiliates. All rights reserved. No portion of these materials may be copied, reproduced, distributed or transmitted, electronically or otherwise, to external parties or publicly without the permission of Escalent.

javelinstrategy.com

inquiry@javelinstrategy.com

925.225.9100