

BATTLE OF THE PAYMENT APPS AMONG CASH-STRAPPED

Contactless payments are trending, but with so many options it's hard to tell which ones are most popular among Millennials & Gen Z.



We surveyed the two groups and asked them how familiar they are with "Buy Now, Pay Later" & looked at their behavioral data to see which payment apps they used the most.

Millennials who have used "Buy Now, Pay Later" are

21% MORE LIKELY

to have used PayPal compared to Gen Z.



Millennials who have used "Buy Now, Pay Later" use Credit Karma **twice** as much as Gen Z.

Gen Z who have used "Buy Now, Pay Later" are

20% MORE LIKELY

to use the Square app compared to Millennials.



NEED RESEARCH?

Contact us now: solutions@mfour.com or call 714.754.1234.

Data witnessed April 2023

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