

afterpay 

SS 2024 Trend Report

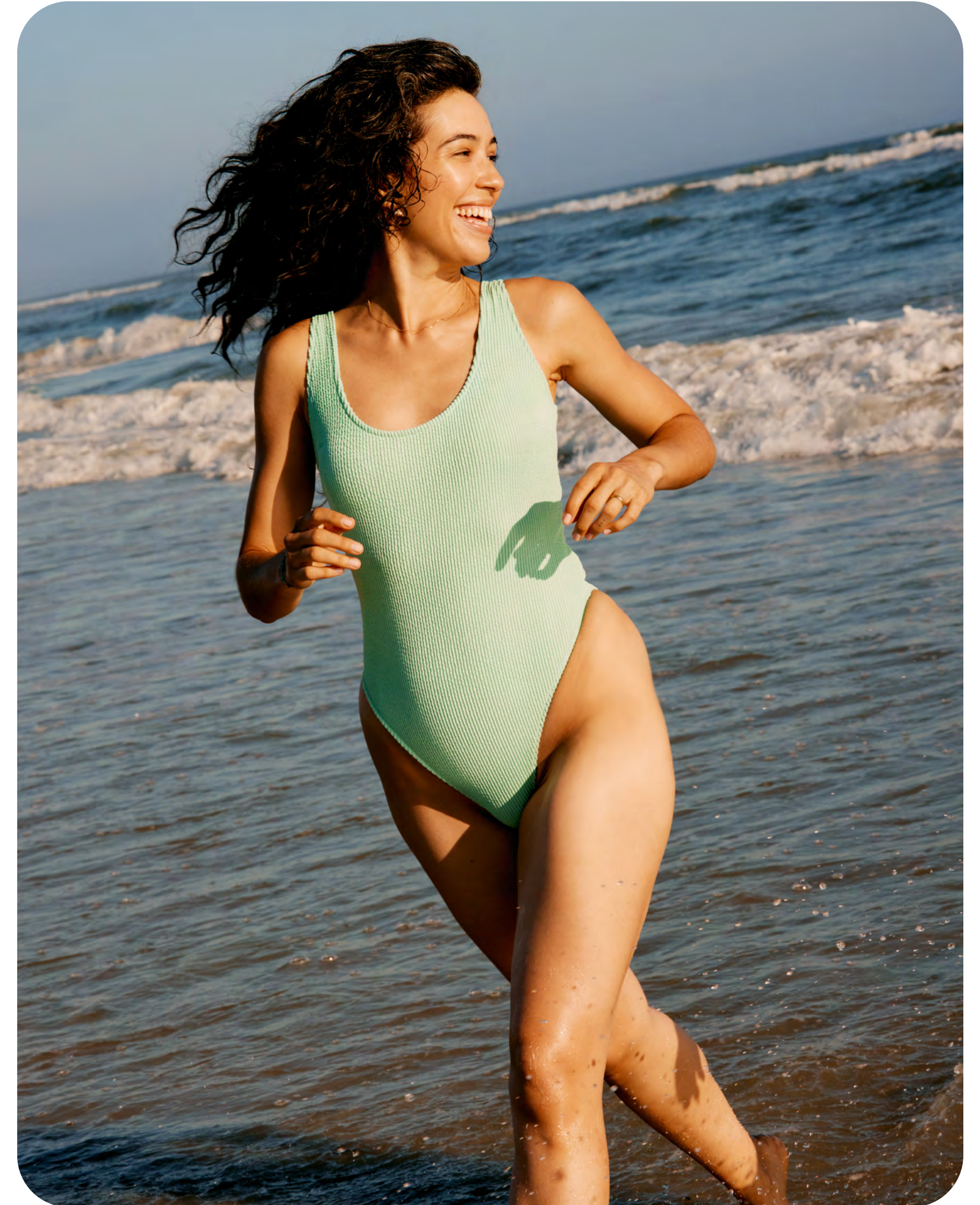
A snapshot into
the season's defining
industry and
consumer trends



EXECUTIVE SUMMARY

Over the past two-years, consumers have faced a 40-year inflationary high, yet the economy continues to moderately grow. According to the US Census, overall spending on retail goods is up 0.6% year-over-year*, proving consumer demand is there - albeit with a new approach on spending and budgeting. In particular, younger consumers are seeking alternative payments that give them more control over their money to purchase the things they want and need.

Based on first-party purchasing data, Afterpay has identified the seasonal trends and shopping patterns among its US consumer base made up of primarily Millennial and Gen Zs to uncover areas of opportunities for the industry as we wade through this dynamic macroeconomic climate.



INDUSTRY INSIGHTS



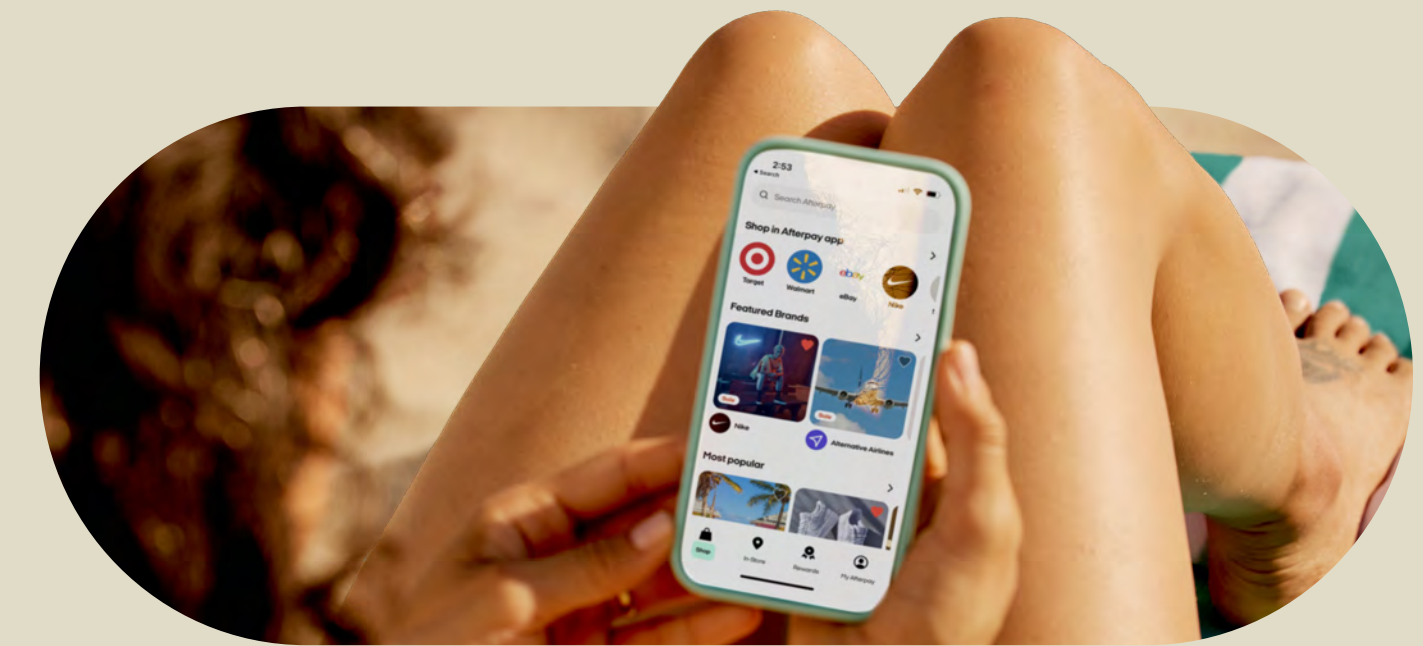
Diversity at checkout

As an alternative to accruing high-interest credit card debt, younger consumers are turning to flexible options like **BNPL to help them spend within their means for everyday purchases**. Currently, Afterpay's fastest growing categories are travel and entertainment, home & garden, hardware, health and beauty, and electronics based on Gen Z and Millennial demand for categories beyond fashion and beauty.



Acceleration of mobile commerce

Convenience is paramount to next gen consumers, popularizing mobile commerce as the go-to channel to discover, explore, and shop directly from the palm of their hand. **In the past year, mobile volume of Afterpay transactions were up 6%.**



The power of conscious spending

BNPL has become a preferential money management tool for younger consumers. Gen Z and Millennial combined use of Afterpay has grown on average **22% year-over-year as next gen consumers turn to the Afterpay app as an all-in-one commerce platform** to not only budget, but to gain access to curated rewards through positive repayments.

Maximalist Moves

FASHION

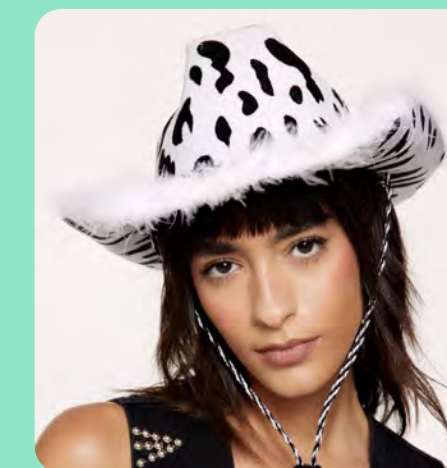
The opulence of the 20s and boldness of the 80s are coming back with a modern take. Consumers are donning outfits to show off and show out this season as a form of escapism.

Trending items



Oversize Sunglasses

+**54**% YoY



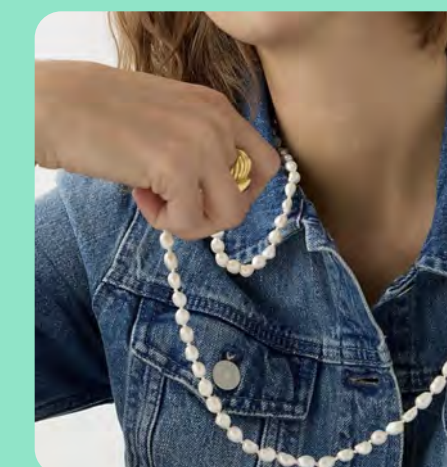
Feather Hat

+**74**% YoY



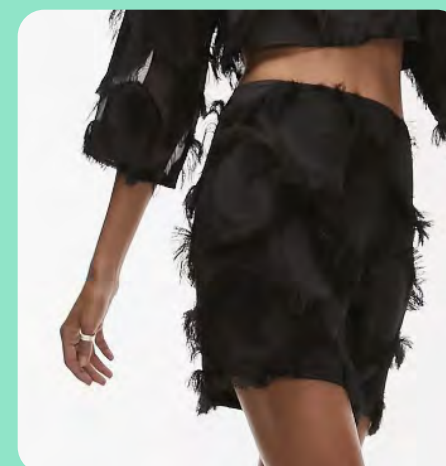
Big Shoulder

+**122**% YoY



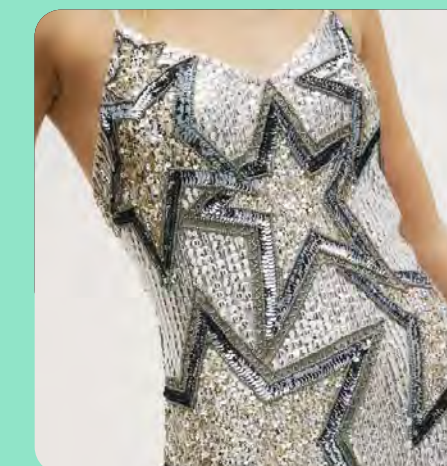
Long Pearls

+**364**% YoY



Fringe Skirt

+**9**% YoY



Beaded Dress

+**47**% YoY

More product inspiration for the season

- Drop Waists
- Tank Tops
- Moto Jackets
- Gilded Fringe
- Polka Dots

Prep Stars

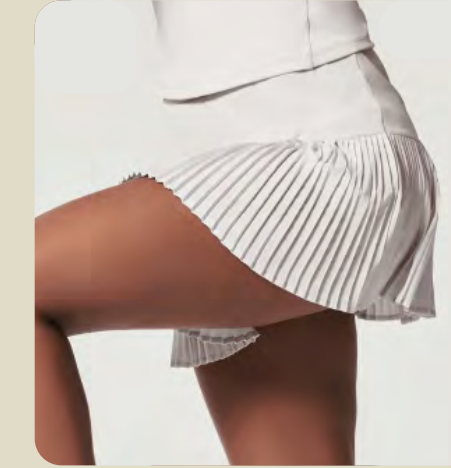
FASHION

In anticipation for the summer Olympics, preppy looks with a sporty twist are in. Outfits will consist of a relaxed approach to mix and match.

Trending items



Button Down
+ **18** % YoY



Tennis Skirt
+ **8** % YoY



Track Pants
+ **8** % YoY



Quarter Zip Sweater
+ **65** % YoY



Striped Shirt
+ **8** % YoY



White Sneakers
+ **11** % YoY

More product inspiration for the season

- Polos
- Blazers
- Varsity Jackets
- Cardigans
- Mini Skirts

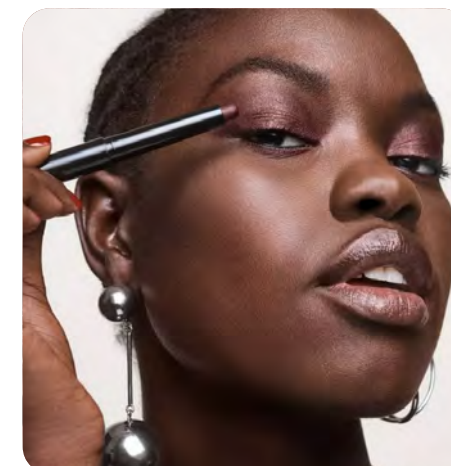
The Coquette Look

BEAUTY

In line with the girlhood trend, coquette makeup is all about achieving a soft, romantic look through soft pinks, pearly shine, and doll-like lashes.

Afterpay data was analyzed in the US between December 1, 2022 to February 29, 2024.

Trending items



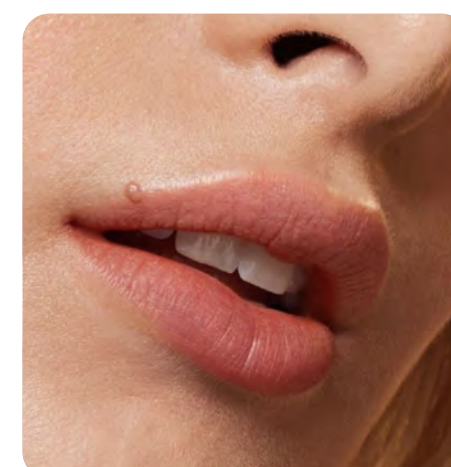
Eyeshadow Stick

+ **66** % YoY



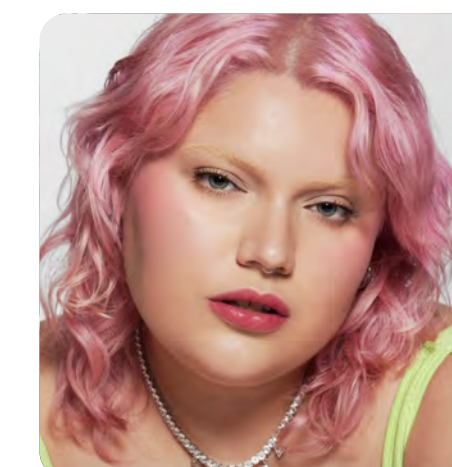
False Eyelashes

+ **41** % YoY



Lip Stain

+ **108** % YoY



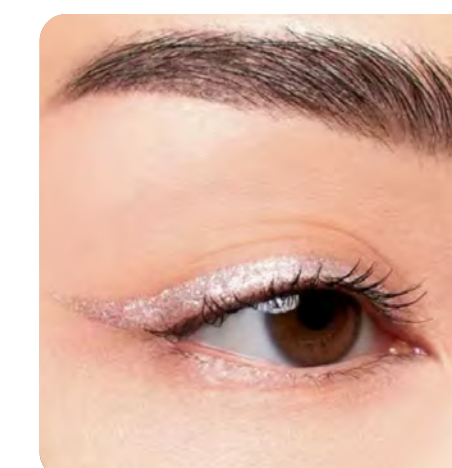
Long Lasting Stain

+ **281** % YoY



Pink Eyeshadow

+ **103** % YoY



White Eyeliner

+ **155** % YoY

More product inspiration for the season

- Doll Lashes
- Highlighter
- Soft Pink Blush
- Lip Stains
- Multipurpose Products

All About the Curves

INTERIORS

Harsh lines are giving way to softer curved shapes in interiors. Consumers will embrace this trend by adding more wavy furniture and accessories into their homes.

Trending items



Curved Chair
+ **67** % YoY



Curved Table
+ **90** % YoY



Curved Ottoman
+ **169** % YoY



Curved Sofa
+ **207** % YoY



Curved Furniture
+ **34** % YoY

More product inspiration for the season

- Wavy Picture Frames
- Scalloped Catchall Trays
- Curvy Mirrors
- S-Curve Sofa

Travel Bug for One

TRAVEL

Post-pandemic, consumers are more eager to rediscover themselves, turning to solo traveling for some much needed reprieve. Hot spot destinations will be inspired by popular hit shows like *The White Lotus* and *Emily in Paris*.

Afterpay data was analyzed in the US between December 1, 2022 to February 29, 2024.

Trending purchases



Hotels and Accommodations

34_x



Travel Tickets

+79 % YoY