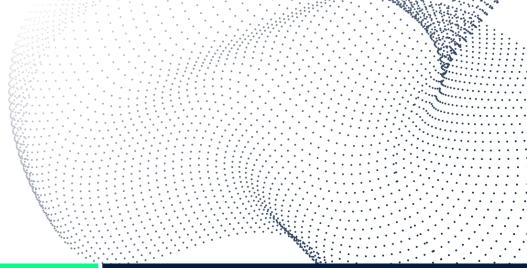
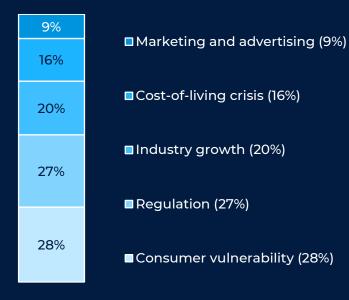
'Swipe, Shop, Strain': Examining Buy Now, Pay Later PR Challenges

Our recent in-depth media analysis has revealed a prevailing narrative surrounding consumer vulnerability, with a particular focus on the risks associated with overspending and debt accumulation. However, amidst the criticism, there lies a strategic solution — the power of white space mapping.



Topics in the Buy Now, Pay Later debate by share of voice

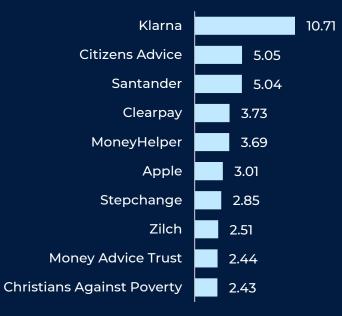


Consumer vulnerabilities in the Buy Now, Pay later debate by share of voice



- Encouragement of overspending (26%)
- Accumulation of high-Interest debt (24%)
- Impact on credit scores (21%)
- Escalating fees (18%)
- Payment information sharing (7%)

Top 10 Organisations in the Buy Now, Pay Later debate by media impact score



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