

temenos

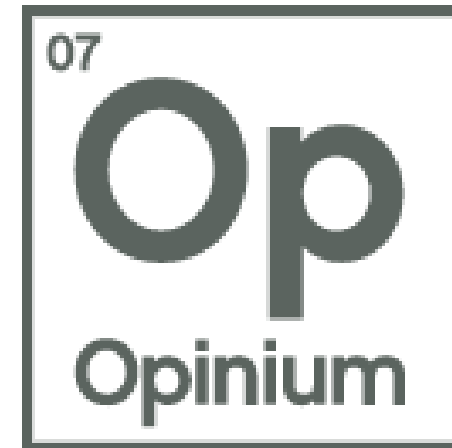
# Embedded Finance in the UK

An Opinium Survey for Temenos



# Methodology

- Survey commissioned by Temenos and conducted by Opinium in May 2022
- Nationally representative sample of 2,000 UK adults weighted to Office of National Statistics (ONS) criteria.
- Opinium is a market research and insight agency founded in 2007 and headquartered in New York and London
- <https://www.opinium.com/>

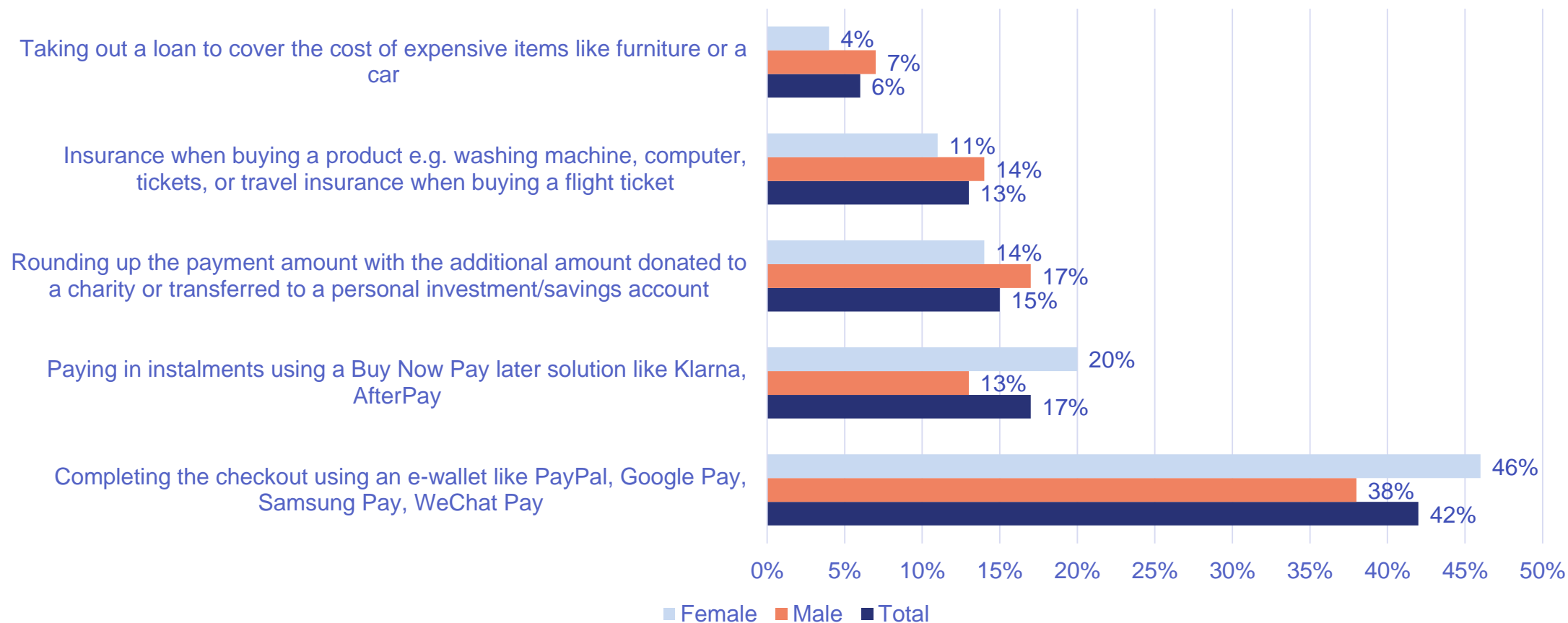


# Key findings

- Three in five (60%) UK adults has used embedded finance services as part of the checkout process when shopping online in the past 12 months
- Embedded finance services include the use of an e-wallet such as PayPal or Google Pay (used by 42% of UK adults in the past 12 months); Buy Now Pay Later (BNPL) solutions (17%); automated savings or donations (15%); purchase insurance (13%); or a loan at point-of-purchase (6%)
- Embedded finance services are particularly popular amongst younger generations, with four in five (80%) within the 18-34 age bracket having used one in the past year
- Of customers that use embedded finance services, 38% do so at least once a month, citing appealing features including speed, convenience, security and user-friendliness
- Despite their benefits, use of embedded finance services such as BNPL is not expected to increase in next 12 months amid rising inflation and cost of living

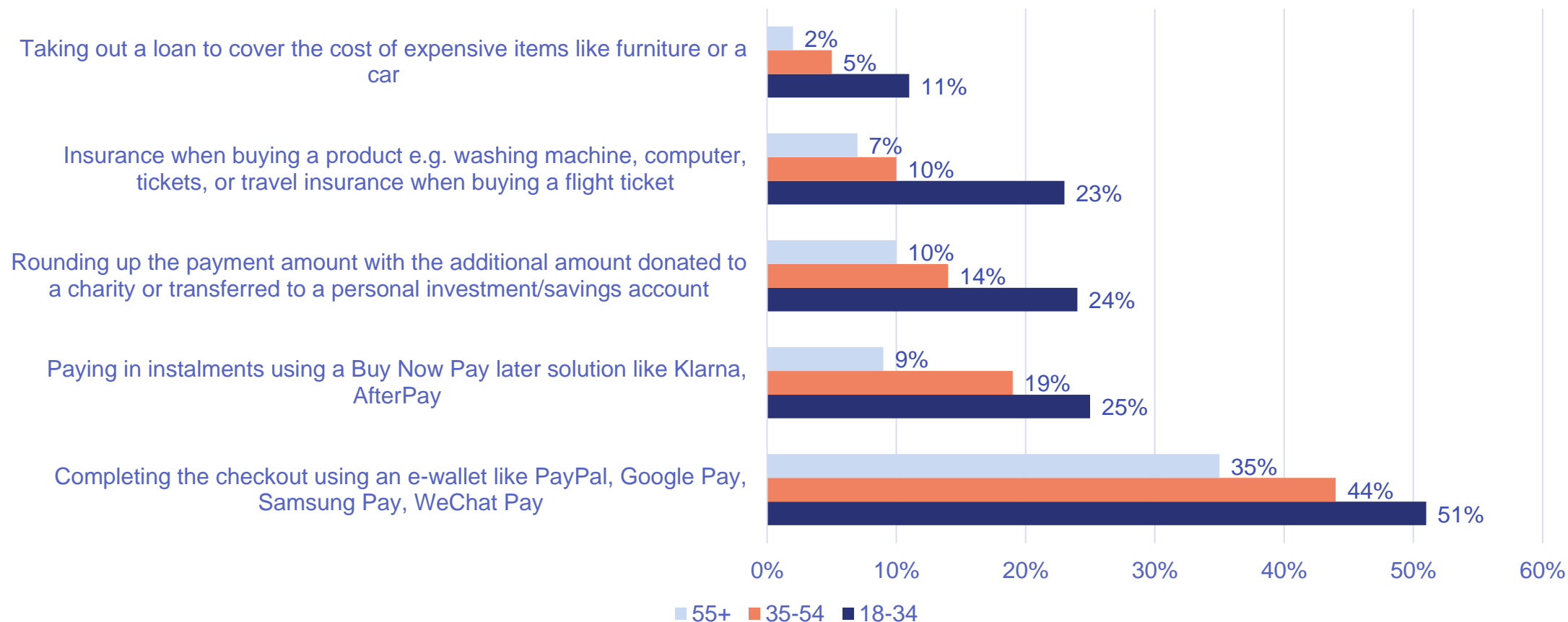
# Use of embedded finance services by gender

When shopping online, which of the following services have you used as part of the checkout process in the past 12 months? Please select ALL the services you have used.



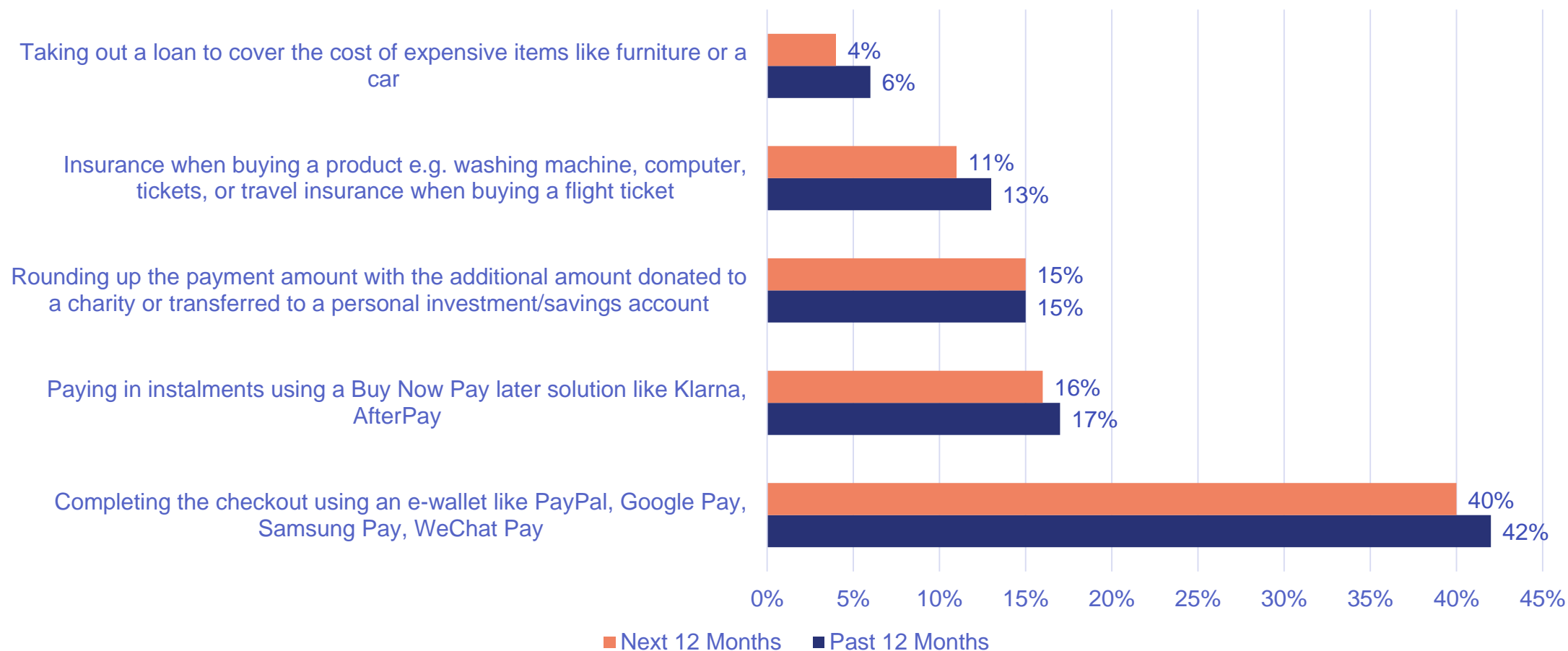
# Use of embedded finance services by age

When shopping online, which of the following services have you used as part of the checkout process in the past 12 months? Please select ALL the services you have used.



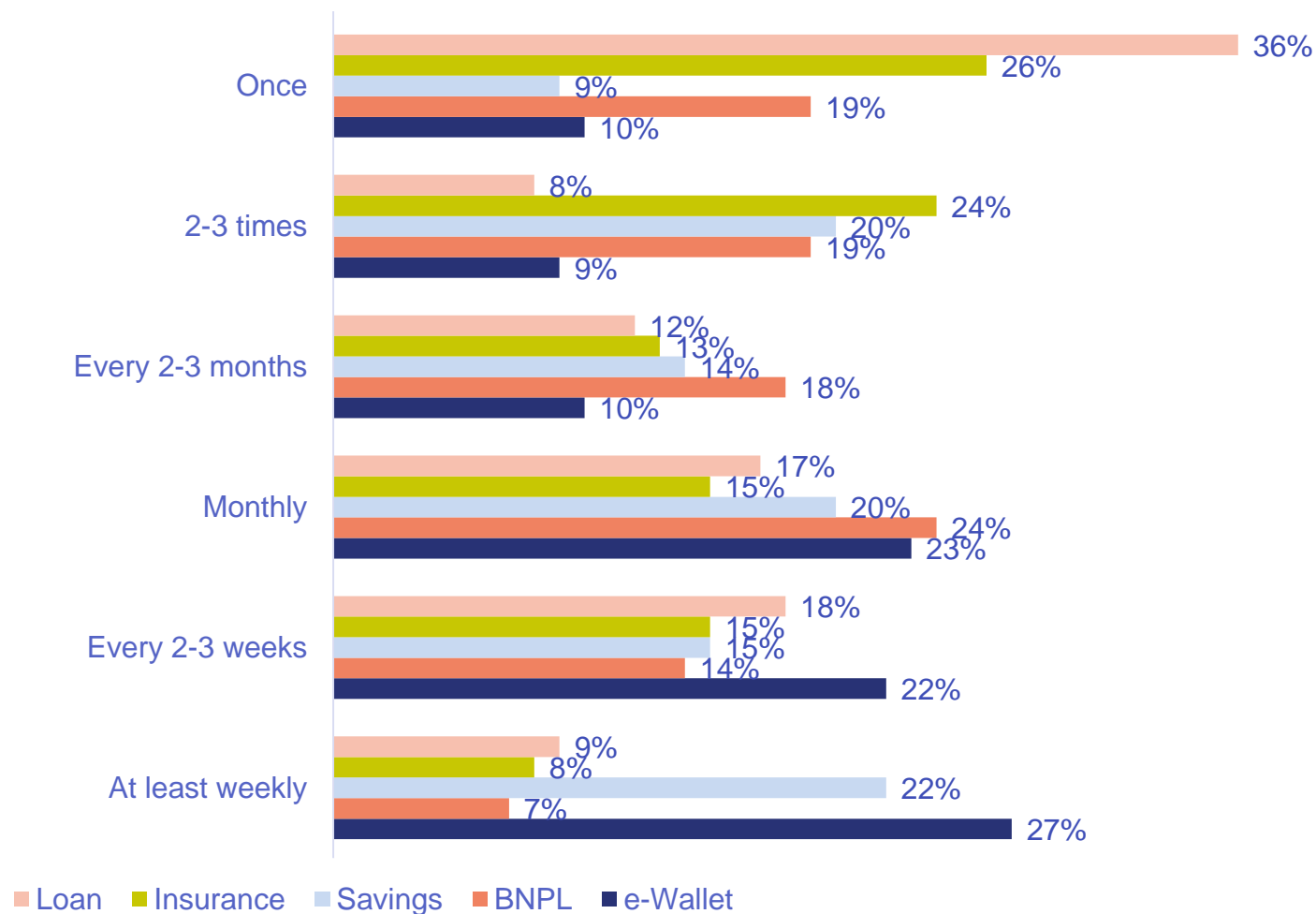
# Use and expected use in next 12 months

Which of these services have you used in the past 12 months and which would you expect to use in the NEXT 12 months when shopping online? Please select ALL those you expect to use.



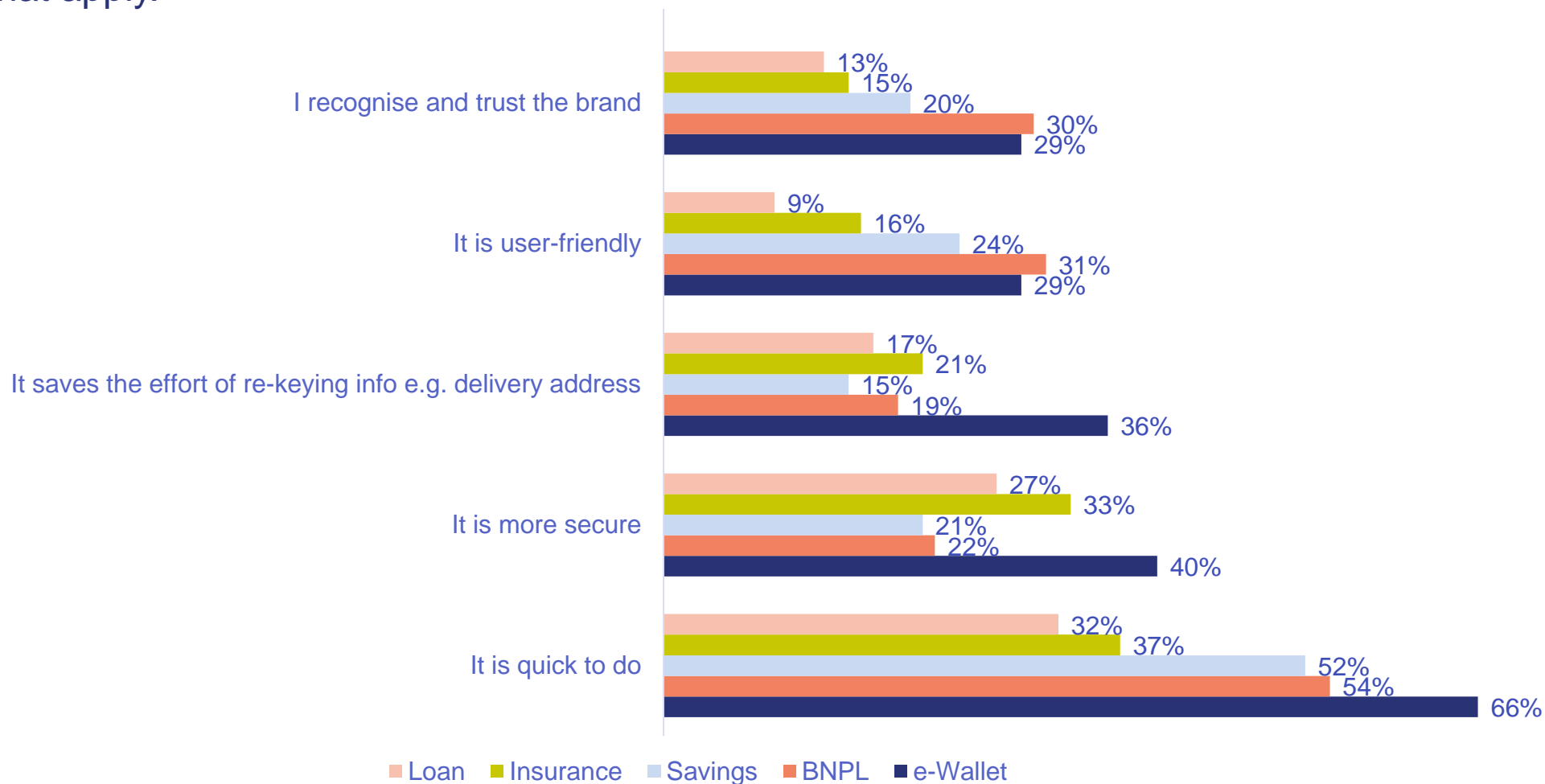
# Frequency using embedded finance services

What do you find appealing about each of the service(s) you have used in the last 12 months? Please select all that apply.



# Reasons for using embedded finance services

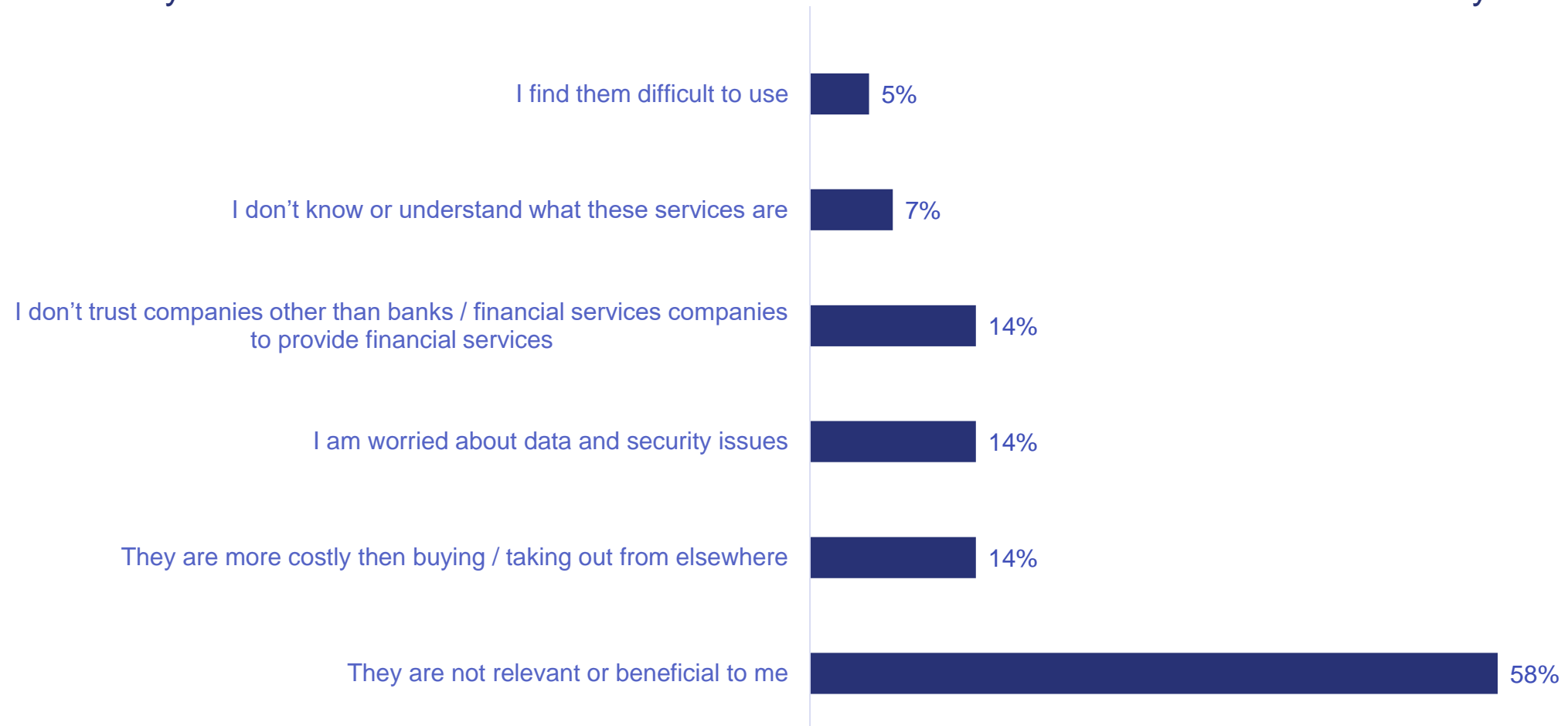
What do you find appealing about each of the service(s) you have used in the last 12 months? Please select all that apply.





# Reasons for not using embedded finance

You said you have NOT used any services at checkout when shopping online in the past 12 months. What are your reasons for this? Please tell us about ALL the reasons that are relevant to you.






"From retailers to airlines, ride-sharing apps and coffee chains, brands are embedding financial services into their online and mobile offerings to increase revenues, increase customer loyalty and gain deeper insights on their customers.



**Kanika Hope**  
Chief Strategy Officer, Temenos



The use of embedded finance services is starting to gain real momentum, particularly among Gen Z looking for seamless and integrated online experiences in their daily lives. This presents new opportunities for incumbent banks as well as new entrants like the banking-as-a-service providers.

**Kanika Hope**  
Chief Strategy Officer, Temenos



# Banking-as-a-Service

Packaged banking services to support embedded finance

Temenos open platform for composable banking unleashes proven banking capabilities and APIs for banks and BaaS providers on a highly scalable architecture.

Find out more [here](#).

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