



Consumer Credit in India

February 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Card lending continues to dominate consumer credit gross lending
Rising demand for quality higher education stimulates education lending growth
Buy Now Pay Later witnesses slowdown as regulations further tighten

PROSPECTS AND OPPORTUNITIES

Card lending set to dominate gross lending over the forecast period
Alternative financial service providers stand to gain due to easier lending terms and quicker approvals
Growing demand for sports utility vehicles and crossovers set to fuel growth in auto lending

CATEGORY DATA

Table 1 - Consumer Credit: Outstanding Balance by Category: Value 2018-2023
Table 2 - Consumer Credit: Outstanding Balance by Category: % Value Growth 2018-2023
Table 3 - Consumer Credit: Gross Lending by Category: Value 2018-2023
Table 4 - Consumer Credit: Gross Lending by Category: % Value Growth 2018-2023
Table 5 - Forecast Consumer Credit: Outstanding Balance by Category: Value 2023-2028
Table 6 - Forecast Consumer Credit: Outstanding Balance by Category: % Value Growth 2023-2028
Table 7 - Forecast Consumer Credit: Gross Lending by Category: Value 2023-2028
Table 8 - Forecast Consumer Credit: Gross Lending by Category: % Value Growth 2023-2028

Consumer Lending in India - Industry Overview

EXECUTIVE SUMMARY

Consumer lending in 2023: The big picture
2023 key trends
Consumers increasingly seek out alternative forms of financing due to easier lending and quicker approvals
Buy Now Pay Later becomes more regulated to ensure financial stability
What next for consumer lending?

MARKET DATA

Table 9 - Consumer Lending: Outstanding Balance by Category: Value 2018-2023
Table 10 - Consumer Lending: Outstanding Balance by Category: % Value Growth 2018-2023
Table 11 - Consumer Lending: Gross Lending by Category: Value 2018-2023
Table 12 - Consumer Lending: Gross Lending by Category: % Value Growth 2018-2023
Table 13 - Consumer Lending: Non-performing vs Other Loans Outstanding Balance: % Value 2018-2023
Table 14 - Mortgages/Housing: Non-performing vs Other Loans Outstanding Balance: % Value 2018-2023
Table 15 - Consumer Credit: Non-performing vs Other Loans Outstanding Balance: % Value 2018-2023
Table 16 - Card Lending: Non-performing vs Other Loans Outstanding Balance: % Value 2018-2023
Table 17 - Forecast Consumer Lending: Outstanding Balance by Category: Value 2023-2028
Table 18 - Forecast Consumer Lending: Outstanding Balance by Category: % Value Growth 2023-2028
Table 19 - Forecast Consumer Lending: Gross Lending by Category: Value 2023-2028
Table 20 - Forecast Consumer Lending: Gross Lending by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-credit-in-india/report.