



Consumer Lending in Austria

December 2023

Table of Contents

EXECUTIVE SUMMARY

Consumer lending in 2023: The big picture

2023 key trends

More difficult access to housing loans takes full effect

Austrians remain relatively cautious about BNPL

What next for consumer lending?

MARKET DATA

Table 1 - Consumer Lending: Outstanding Balance by Category: Value 2018-2023

Table 2 - Consumer Lending: Outstanding Balance by Category: % Value Growth 2018-2023

Table 3 - Consumer Lending: Gross Lending by Category: Value 2018-2023

Table 4 - Consumer Lending: Gross Lending by Category: % Value Growth 2018-2023

Table 5 - Consumer Lending: Non-performing vs Other Loans Outstanding Balance: % Value 2018-2023

Table 6 - Mortgages/Housing: Non-performing vs Other Loans Outstanding Balance: % Value 2018-2023

Table 7 - Consumer Credit: Non-performing vs Other Loans Outstanding Balance: % Value 2018-2023

Table 8 - Card Lending: Non-performing vs Other Loans Outstanding Balance: % Value 2018-2023

Table 9 - Forecast Consumer Lending: Outstanding Balance by Category: Value 2023-2028

Table 10 - Forecast Consumer Lending: Outstanding Balance by Category: % Value Growth 2023-2028

Table 11 - Forecast Consumer Lending: Gross Lending by Category: Value 2023-2028

Table 12 - Forecast Consumer Lending: Gross Lending by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

[Consumer Credit in Austria - Category analysis](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

Weak consumer mood due to higher interest rates

Borrowers are under pressure

Home lending is badly affected by the unfavourable economy

PROSPECTS AND OPPORTUNITIES

Brighter outlook is anticipated amid continued uncertainty

Moderate outlook in car lending

Borrowers are becoming more open to alternatives

CATEGORY DATA

Table 13 - Consumer Credit: Outstanding Balance by Category: Value 2018-2023

Table 14 - Consumer Credit: Outstanding Balance by Category: % Value Growth 2018-2023

Table 15 - Consumer Credit: Gross Lending by Category: Value 2018-2023

Table 16 - Consumer Credit: Gross Lending by Category: % Value Growth 2018-2023

Table 17 - Forecast Consumer Credit: Outstanding Balance by Category: Value 2023-2028

Table 18 - Forecast Consumer Credit: Outstanding Balance by Category: % Value Growth 2023-2028

Table 19 - Forecast Consumer Credit: Gross Lending by Category: Value 2023-2028

Table 20 - Forecast Consumer Credit: Gross Lending by Category: % Value Growth 2023-2028

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-lending-in-austria/report.