



**Euromonitor  
International**

# Consumer Credit in Singapore

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Table of Contents

## Consumer Credit in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Rising living costs and credit card debt drive consumer credit growth

#### INDUSTRY PERFORMANCE

New tailored products maintain card lending's momentum while EV demand and fleet expansion enhance auto lending  
BNPL's robust impact on consumers' credit habits

#### WHAT'S NEXT?

Growing consumer optimism to fuel lifestyle borrowing  
Digital lending platforms to expand access to credit  
Stable economy and bank strategies to support consumer credit growth

#### CATEGORY DATA

Table 1 - Consumer Credit: Outstanding Balance by Category: Value 2020-2025  
Table 2 - Consumer Credit: Outstanding Balance by Category: % Value Growth 2020-2025  
Table 3 - Consumer Credit: Gross Lending by Category: Value 2020-2025  
Table 4 - Consumer Credit: Gross Lending by Category: % Value Growth 2020-2025  
Table 5 - Forecast Consumer Credit: Outstanding Balance by Category: Value 2025-2030  
Table 6 - Forecast Consumer Credit: Outstanding Balance by Category: % Value Growth 2025-2030  
Table 7 - Forecast Consumer Credit: Gross Lending by Category: Value 2025-2030  
Table 8 - Forecast Consumer Credit: Gross Lending by Category: % Value Growth 2025-2030

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## Consumer Lending in Singapore - Industry Overview

### EXECUTIVE SUMMARY

Economic growth and lower interest rates boost consumer lending

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Government support and first-time buyer demand drive mortgages/housing lending growth  
Digital personal loans reshape consumer credit access  
Buy Now Pay Later (BNPL) remains a strong factor despite signs of maturity and tighter scrutiny

#### WHAT'S NEXT?

Economic stability and growing credit awareness to support consumer confidence and borrowing capacity  
Banks to continue to develop solutions to respond to the call for faster, flexible credit  
Economic, regulatory and consumer aspects influence the outlook for consumer lending

#### MARKET DATA

Table 9 - Consumer Lending: Outstanding Balance by Category: Value 2020-2025  
Table 10 - Consumer Lending: Outstanding Balance by Category: % Value Growth 2020-2025  
Table 11 - Consumer Lending: Gross Lending by Category: Value 2020-2025  
Table 12 - Consumer Lending: Gross Lending by Category: % Value Growth 2020-2025  
Table 13 - Consumer Lending: Non-performing vs Other Loans Outstanding Balance: % Value 2020-2025  
Table 14 - Mortgages/Housing: Non-performing vs Other Loans Outstanding Balance: % Value 2020-2025  
Table 15 - Consumer Credit: Non-performing vs Other Loans Outstanding Balance: % Value 2020-2025  
Table 16 - Card Lending: Non-performing vs Other Loans Outstanding Balance: % Value 2020-2025  
Table 17 - Forecast Consumer Lending: Outstanding Balance by Category: Value 2025-2030

Table 18 - Forecast Consumer Lending: Outstanding Balance by Category: % Value Growth 2025-2030

Table 19 - Forecast Consumer Lending: Gross Lending by Category: Value 2025-2030

Table 20 - Forecast Consumer Lending: Gross Lending by Category: % Value Growth 2025-2030

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## SOURCES

Summary 1 - Research Sources

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