



Euromonitor  
International

# Consumer Credit in Greece

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## Consumer Credit in Greece - Category analysis

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#### 2025 DEVELOPMENTS

Digital innovation and alternative lending solutions shape consumer credit

#### INDUSTRY PERFORMANCE

Consumers exhibit greater financial discipline

Credit cards lead growth

Loyalty programmes strengthen credit card lending

#### WHAT'S NEXT?

Improving economic conditions and stringent lending criteria will lead to decline in consumer credit

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Greek banks embrace digital innovation

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Shift towards flexible, digital and government-backed solutions

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Favourable economic conditions boost growth

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