



Euromonitor
International

Consumer Lending in Norway

March 2026

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EXECUTIVE SUMMARY

Positive growth in consumer lending supported by GDP growth and lowering inflation

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

A positive overall picture for consumer lending, thanks to favourable economic factors

Mortgages/housing lending benefits from lower policy rates

BNPL continues to grow in popularity in Norway

WHAT'S NEXT?

A positive outlook ahead thanks to an improving economy

Consumer lending remains a concentrated market, but the giants are likely to be increasingly challenged by smaller players

Banks must continue meeting consumers' demands, else face losing custom

MARKET DATA

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Consumer Credit in Norway - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumer credit benefits from improving conditions in the economy

INDUSTRY PERFORMANCE

Lowering interest rates, low unemployment, and growing disposable incomes boost consumer confidence

Healthy growth in card lending boosted by more frequent usage and higher transaction amounts

Developments in banks set to further impact the landscape via card and non-card lending

WHAT'S NEXT?

Ongoing growth will be linked to an improving economy and specific category drivers

Lending terms play a crucial role in which banks consumers choose

AI and technology will continue to shape consumer credit products

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