



# Passport

## Consumer Lending in South Korea

Euromonitor International

October 2021

This sample report is for illustration purposes only.

Some content and data have been changed.

To purchase a full version, please visit

[www.euromonitor.com](http://www.euromonitor.com)

# LIST OF CONTENTS AND TABLES

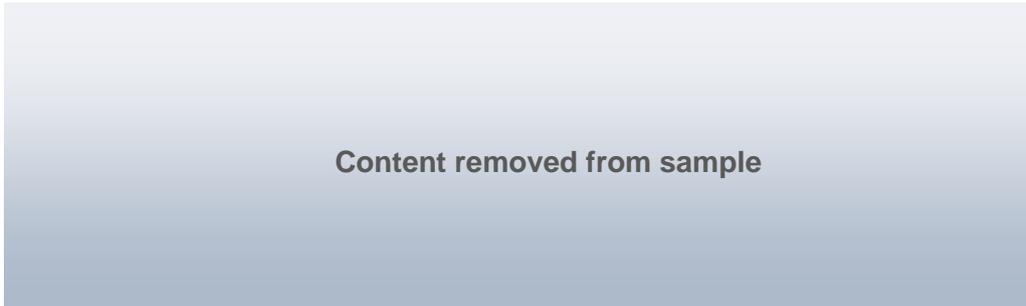
Consumer Lending in South Korea - Industry Overview.....	1
EXECUTIVE SUMMARY.....	1
Consumer lending in 2021: The big picture .....	1
Young investors utilise credit loans as leverage .....	1
Spiking house prices sustain demand for mortgages despite strict loan regulations .....	1
Traditional players seek to fasten digitalisation to compete with internet banks .....	1
What next for consumer lending? .....	2
MARKET DATA.....	2
Table 1    Consumer Lending: Outstanding Balance by Category: Value 2016-2021 .....	2
Table 2    Consumer Lending: Outstanding Balance by Category: % Value Growth 2016-2021 .....	2
Table 3    Consumer Lending: Gross Lending by Category: Value 2016-2021 .....	2
Table 4    Consumer Lending: Gross Lending by Category: % Value Growth 2016-2021 .....	3
Table 5    Consumer Lending: Non-performing vs Other Loans Outstanding Balance: % Value 2016-2021 .....	3
Table 6    Mortgages/Housing: Non-performing vs Other Loans Outstanding Balance: % Value 2016-2021 .....	3
Table 7    Consumer Credit: Non-performing vs Other Loans Outstanding Balance: % Value 2016-2021 .....	3
Table 8    Card Lending: Non-performing vs Other Loans Outstanding Balance: % Value 2016-2021 .....	3
Table 9    Forecast Consumer Lending: Outstanding Balance by Category: Value 2021-2026 .....	4
Table 10   Forecast Consumer Lending: Outstanding Balance by Category: % Value Growth 2021-2026 .....	4
Table 11   Forecast Consumer Lending: Gross Lending by Category: Value 2021-2026 .....	4
Table 12   Forecast Consumer Lending: Gross Lending by Category: % Value Growth 2021-2026 .....	4
DISCLAIMER .....	5
SOURCES.....	5
Summary 1    Research Sources.....	5
Consumer Credit in South Korea - Category Analysis.....	7
KEY DATA FINDINGS.....	7
2021 DEVELOPMENTS.....	7
Small business owners struggle as social distancing affects overall consumer spending .....	7
Young investors utilise credit loans as leverage .....	7
Home lending shows steady growth, driven by home improvement efforts .....	7
Pent-up effect drives strong growth of auto lending.....	8
PROSPECTS AND OPPORTUNITIES.....	8
Normalisation of social activities is necessary to drive further growth in consumer credit .....	8
Tech-fin players to benefit from rising competition.....	8
Buy Now Pay Later service shows slower progress, yet begins to emerge .....	9
CATEGORY DATA.....	9

Table 13	Consumer Credit: Outstanding Balance by Category: Value 2016-2021 .....	9
Table 14	Consumer Credit: Outstanding Balance by Category: % Value Growth 2016-2021 .....	10
Table 15	Consumer Credit: Gross Lending by Category: Value 2016-2021 .....	10
Table 16	Consumer Credit: Gross Lending by Category: % Value Growth 2016-2021 .....	10
Table 17	Forecast Consumer Credit: Outstanding Balance by Category: Value 2021-2026 .....	10
Table 18	Forecast Consumer Credit: Outstanding Balance by Category: % Value Growth 2021-2026 .....	11
Table 19	Forecast Consumer Credit: Gross Lending by Category: Value 2021-2026 .....	11
Table 20	Forecast Consumer Credit: Gross Lending by Category: % Value Growth 2021-2026 .....	11

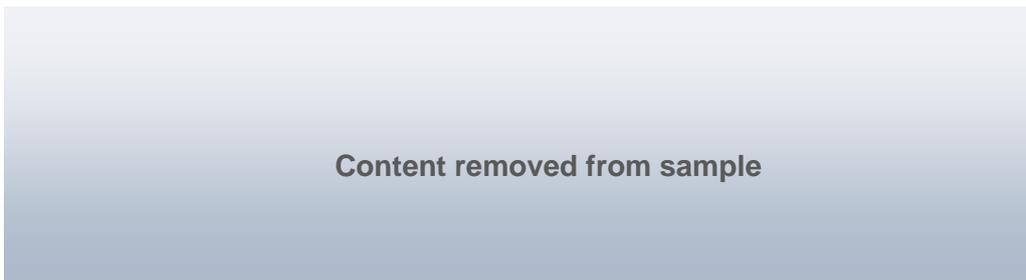
# CONSUMER LENDING IN SOUTH KOREA - INDUSTRY OVERVIEW

## EXECUTIVE SUMMARY

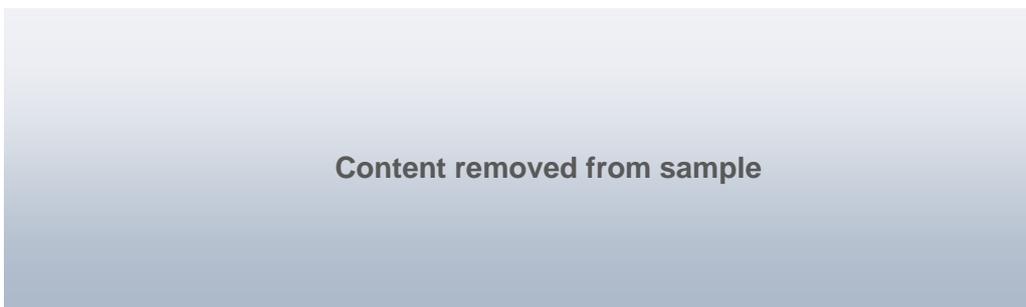
Consumer lending in 2021: The big picture



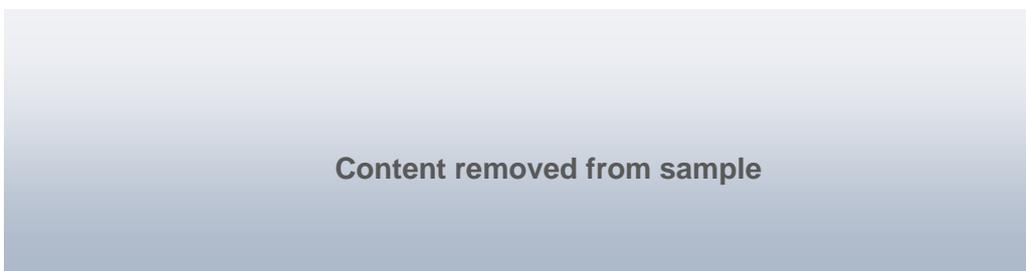
Young investors utilise credit loans as leverage



Spiking house prices sustain demand for mortgages despite strict loan regulations



Traditional players seek to fasten digitalisation to compete with internet banks



### What next for consumer lending?

**Content removed from sample**

### MARKET DATA

**Table 1 Consumer Lending: Outstanding Balance by Category: Value 2016-2021**

KRW billion	2016	2017	2018	2019	2020	2021
Consumer Credit	<b>Data removed from sample</b>					
Mortgages/Housing						
Consumer Lending						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

**Table 2 Consumer Lending: Outstanding Balance by Category: % Value Growth 2016-2021**

% current value growth	2016-21 CAGR	2016/21 Total
Consumer Credit	<b>Data removed from sample</b>	
Mortgages/Housing		
Consumer Lending		

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

**Table 3 Consumer Lending: Gross Lending by Category: Value 2016-2021**

KRW billion	2016	2017	2018	2019	2020	2021
Consumer Credit	<b>Data removed from sample</b>					
Mortgages/Housing						
Consumer Lending						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

**Table 4 Consumer Lending: Gross Lending by Category: % Value Growth 2016-2021**

% current value growth	2016-21 CAGR		2016/21 Total	
	Consumer Credit Mortgages/Housing Consumer Lending	<b>Data removed from sample</b>		

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

**Table 5 Consumer Lending: Non-performing vs Other Loans Outstanding Balance: % Value 2016-2021**

Outstanding balance, % breakdown	2016	2017	2018	2019	2020	2021
	Non-Performing	<b>Data removed from sample</b>				

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

**Table 6 Mortgages/Housing: Non-performing vs Other Loans Outstanding Balance: % Value 2016-2021**

Outstanding balance, % breakdown	2016	2017	2018	2019	2020	2021
	Non-Performing	<b>Data removed from sample</b>				

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

**Table 7 Consumer Credit: Non-performing vs Other Loans Outstanding Balance: % Value 2016-2021**

Outstanding balance, % breakdown	2016	2017	2018	2019	2020	2021
	Non-Performing	<b>Data removed from sample</b>				

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

**Table 8 Card Lending: Non-performing vs Other Loans Outstanding Balance: % Value 2016-2021**

Outstanding balance, % breakdown	2016	2017	2018	2019	2020	2021
	Non-Performing	<b>Data removed from sample</b>				

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

**Table 9 Forecast Consumer Lending: Outstanding Balance by Category: Value 2021-2026**

KRW billion	2021	2022	2023	2024	2025	2026
Consumer Credit	<b>Data removed from sample</b>					
Mortgages/Housing						
Consumer Lending						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 10 Forecast Consumer Lending: Outstanding Balance by Category: % Value Growth 2021-2026**

% constant value growth	2021-26 CAGR	2021/26 Total
Consumer Credit	<b>Data removed from sample</b>	
Mortgages/Housing		
Consumer Lending		

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 11 Forecast Consumer Lending: Gross Lending by Category: Value 2021-2026**

KRW billion	2021	2022	2023	2024	2025	2026
Consumer Credit	<b>Data removed from sample</b>					
Mortgages/Housing						
Consumer Lending						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 12 Forecast Consumer Lending: Gross Lending by Category: % Value Growth 2021-2026**

% constant value growth	2021-26 CAGR	2021/26 Total
Consumer Credit	<b>Data removed from sample</b>	
Mortgages/Housing		
Consumer Lending		

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

## DISCLAIMER

Content removed from sample

## SOURCES

Sources used during the research included the following:

### Summary 1    Research Sources

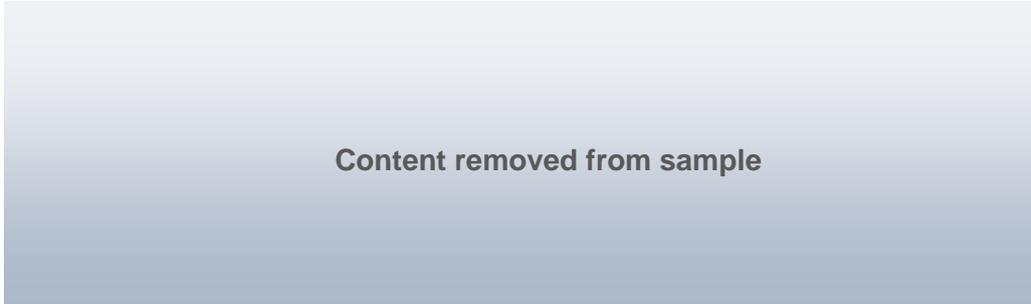
Content removed from sample

**Content removed from sample**

Source: Euromonitor International

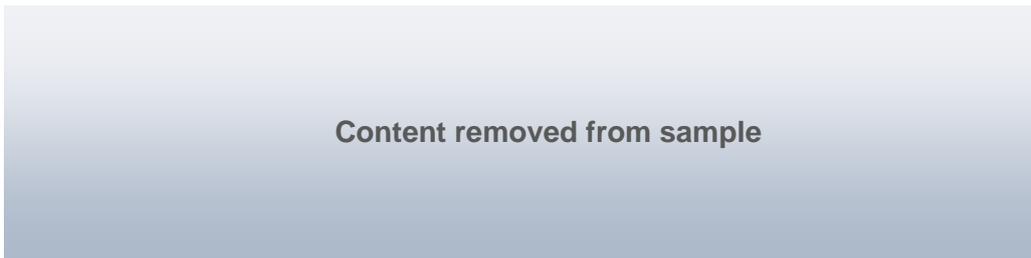
# CONSUMER CREDIT IN SOUTH KOREA - CATEGORY ANALYSIS

## KEY DATA FINDINGS

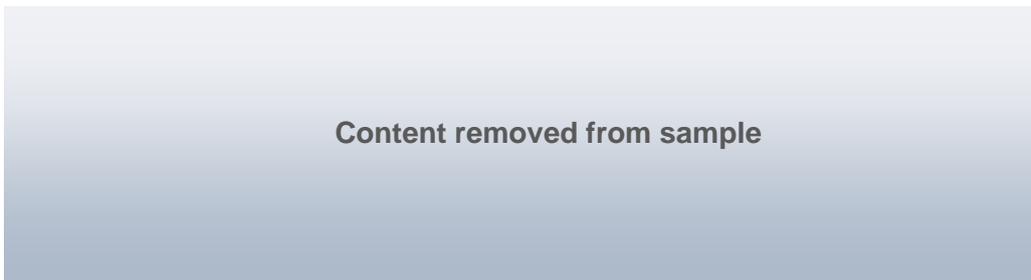


## 2021 DEVELOPMENTS

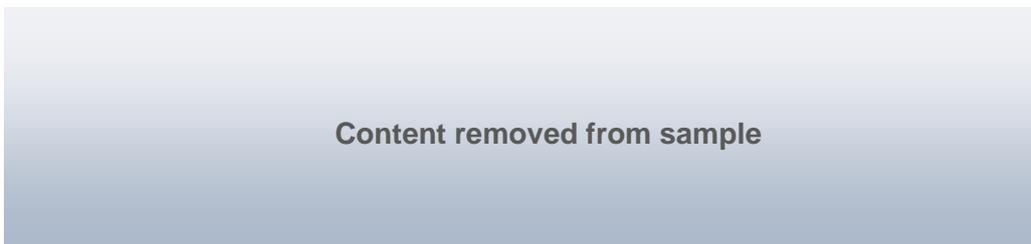
Small business owners struggle as social distancing affects overall consumer spending



Young investors utilise credit loans as leverage



Home lending shows steady growth, driven by home improvement efforts



**Content removed from sample**

### Pent-up effect drives strong growth of auto lending

**Content removed from sample**

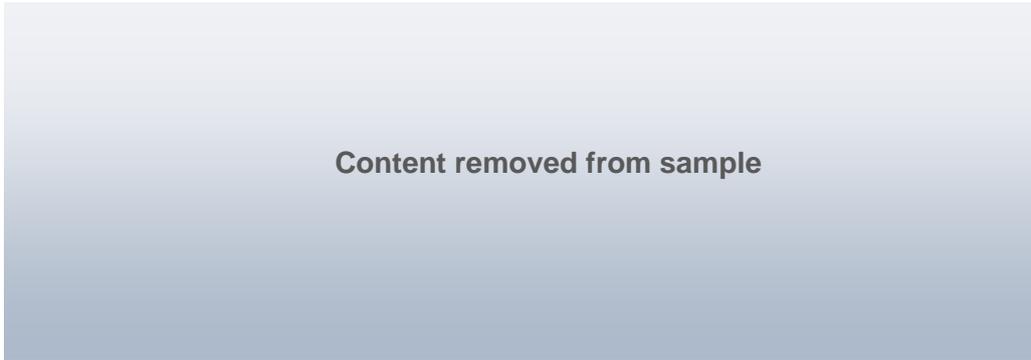
## PROSPECTS AND OPPORTUNITIES

Normalisation of social activities is necessary to drive further growth in consumer credit

**Content removed from sample**

### Tech-fin players to benefit from rising competition

**Content removed from sample**



Buy Now Pay Later service shows slower progress, yet begins to emerge



### CATEGORY DATA

Table 13 Consumer Credit: Outstanding Balance by Category: Value 2016-2021

KRW billion

	2016	2017	2018	2019	2020	2021
-- Auto Lending	Data removed from sample					
- Card Lending						
-- Durables Lending						
-- Education Lending						
-- Home Lending						
-- Other Personal Lending						
Consumer Credit						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

**Table 14** Consumer Credit: Outstanding Balance by Category: % Value Growth 2016-2021

% current value growth

	2016-21 CAGR	2016/21 Total
-- Auto Lending	<b>Data removed from sample</b>	
- Card Lending		
-- Durables Lending		
-- Education Lending		
-- Home Lending		
-- Other Personal Lending		
Consumer Credit		

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

**Table 15** Consumer Credit: Gross Lending by Category: Value 2016-2021

KRW billion

	2016	2017	2018	2019	2020	2021
-- Auto Lending	<b>Data removed from sample</b>					
- Card Lending						
-- Durables Lending						
-- Education Lending						
-- Home Lending						
-- Other Personal Lending						
Consumer Credit						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

**Table 16** Consumer Credit: Gross Lending by Category: % Value Growth 2016-2021

% current value growth

	2016-21 CAGR	2016/21 Total
-- Auto Lending	<b>Data removed from sample</b>	
- Card Lending		
-- Durables Lending		
-- Education Lending		
-- Home Lending		
-- Other Personal Lending		
Consumer Credit		

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

**Table 17** Forecast Consumer Credit: Outstanding Balance by Category: Value 2021-2026

KRW billion

	2021	2022	2023	2024	2025	2026
-- Auto Lending	<b>Data removed from sample</b>					

- Card Lending
- Durables Lending
- Education Lending
- Home Lending
- Other Personal Lending
- Consumer Credit

**Data removed from sample**

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 18 Forecast Consumer Credit: Outstanding Balance by Category: % Value Growth 2021-2026**

% constant value growth

2021-26 CAGR

2021/26 Total

- Auto Lending
- Card Lending
- Durables Lending
- Education Lending
- Home Lending
- Other Personal Lending
- Consumer Credit

**Data removed from sample**

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 19 Forecast Consumer Credit: Gross Lending by Category: Value 2021-2026**

KRW billion

2021

2022

2023

2024

2025

2026

- Auto Lending
- Card Lending
- Durables Lending
- Education Lending
- Home Lending
- Other Personal Lending
- Consumer Credit

**Data removed from sample**

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 20 Forecast Consumer Credit: Gross Lending by Category: % Value Growth 2021-2026**

% constant value growth

2021-26 CAGR

2021/26 Total

- Auto Lending
- Card Lending
- Durables Lending
- Education Lending
- Home Lending
- Other Personal Lending
- Consumer Credit

**Data removed from sample**

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources