



# Consumer Credit in the US

November 2023

Table of Contents

## Consumer Credit in the US - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising interest rates set the tone for lending in the US  
Student loan interest payments make their long-dreaded return  
Apple muscles its way into the BNPL space

#### PROSPECTS AND OPPORTUNITIES

Regulation for BNPL  
The end of student loan forbearance could lead to delinquencies for other forms of consumer credit  
Opportunities for open banking abound in consumer credit

#### CATEGORY DATA

Table 1 - Consumer Credit: Outstanding Balance by Category: Value 2018-2023  
Table 2 - Consumer Credit: Outstanding Balance by Category: % Value Growth 2018-2023  
Table 3 - Consumer Credit: Gross Lending by Category: Value 2018-2023  
Table 4 - Consumer Credit: Gross Lending by Category: % Value Growth 2018-2023  
Table 5 - Forecast Consumer Credit: Outstanding Balance by Category: Value 2023-2028  
Table 6 - Forecast Consumer Credit: Outstanding Balance by Category: % Value Growth 2023-2028  
Table 7 - Forecast Consumer Credit: Gross Lending by Category: Value 2023-2028  
Table 8 - Forecast Consumer Credit: Gross Lending by Category: % Value Growth 2023-2028

## Consumer Lending in the US - Industry Overview

### EXECUTIVE SUMMARY

Consumer lending in 2023: Lending in an era of higher interest rates  
Education lending a hot news story throughout 2023  
Housing market cools, as many consumers suffer from "rate lock"  
BNPL remains an important factor in a challenging economic environment  
What next for consumer lending?

### MARKET DATA

Table 9 - Consumer Lending: Outstanding Balance by Category: Value 2018-2023  
Table 10 - Consumer Lending: Outstanding Balance by Category: % Value Growth 2018-2023  
Table 11 - Consumer Lending: Gross Lending by Category: Value 2018-2023  
Table 12 - Consumer Lending: Gross Lending by Category: % Value Growth 2018-2023  
Table 13 - Consumer Lending: Non-performing vs Other Loans Outstanding Balance: % Value 2018-2023  
Table 14 - Mortgages/Housing: Non-performing vs Other Loans Outstanding Balance: % Value 2018-2023  
Table 15 - Consumer Credit: Non-performing vs Other Loans Outstanding Balance: % Value 2018-2023  
Table 16 - Card Lending: Non-performing vs Other Loans Outstanding Balance: % Value 2018-2023  
Table 17 - Forecast Consumer Lending: Outstanding Balance by Category: Value 2023-2028  
Table 18 - Forecast Consumer Lending: Outstanding Balance by Category: % Value Growth 2023-2028  
Table 19 - Forecast Consumer Lending: Gross Lending by Category: Value 2023-2028  
Table 20 - Forecast Consumer Lending: Gross Lending by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

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-credit-in-the-us/report](http://www.euromonitor.com/consumer-credit-in-the-us/report).