



Euromonitor
International

Consumer Credit in Singapore

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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

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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
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