



Euromonitor
International

Consumer Credit in Ukraine

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Consumer Credit in Ukraine - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumer credit remains resilient in 2025

INDUSTRY PERFORMANCE

Policy developments and international partnerships support demand for consumer credit

Card lending leads growth

BNPL expands across retail and services

WHAT'S NEXT?

Consumer credit will continue to expand, although growth will be constrained by risk factors

Fintech will deepen integration of consumer credit into digital ecosystems

Stronger regulation will enhance consumer protection

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Consumer Lending in Ukraine - Industry Overview

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Fintech and government support drive accessibility and resilience

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INDUSTRY PERFORMANCE

Consumer lending registers slower growth amid ongoing economic uncertainty

Government programmes boost mortgage lending

BNPL sees rapid expansion

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