

# Consumer Lending in Thailand

November 2023

**Table of Contents** 

# Consumer Lending in Thailand - Industry Overview

#### **EXECUTIVE SUMMARY**

Consumer lending in 2023: The big picture

2023 key trends

High interest rates limit demand for mortgages/housing

Buy Now Pay Later gains popularity

What next for consumer lending?

### MARKET DATA

- Table 1 Consumer Lending: Outstanding Balance by Category: Value 2018-2023
- Table 2 Consumer Lending: Outstanding Balance by Category: % Value Growth 2018-2023
- Table 3 Consumer Lending: Gross Lending by Category: Value 2018-2023
- Table 4 Consumer Lending: Gross Lending by Category: % Value Growth 2018-2023
- Table 5 Consumer Lending: Non-performing vs Other Loans Outstanding Balance: % Value 2018-2023
- Table 6 Mortgages/Housing: Non-performing vs Other Loans Outstanding Balance: % Value 2018-2023
- Table 7 Consumer Credit: Non-performing vs Other Loans Outstanding Balance: % Value 2018-2023
- Table 8 Card Lending: Non-performing vs Other Loans Outstanding Balance: % Value 2018-2023
- Table 9 Forecast Consumer Lending: Outstanding Balance by Category: Value 2023-2028
- Table 10 Forecast Consumer Lending: Outstanding Balance by Category: % Value Growth 2023-2028
- Table 11 Forecast Consumer Lending: Gross Lending by Category: Value 2023-2028
- Table 12 Forecast Consumer Lending: Gross Lending by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### **SOURCES**

Summary 1 - Research Sources

# Consumer Credit in Thailand - Category analysis

# KEY DATA FINDINGS

# 2023 DEVELOPMENTS

Rebound in private consumption drives demand for personal loans

Marketing promotional campaigns accelerate recovery

BNPL drives business growth amid concerns about debt risks

### PROSPECTS AND OPPORTUNITIES

Credit cards face rise in the minimum monthly repayment rate in 2024

Bank of Thailand outlines measures to tackle household debt

Household debt and rising interest rates hinder growth rates in mortgages/housing

### **CATEGORY DATA**

- Table 13 Consumer Credit: Outstanding Balance by Category: Value 2018-2023
- Table 14 Consumer Credit: Outstanding Balance by Category: % Value Growth 2018-2023
- Table 15 Consumer Credit: Gross Lending by Category: Value 2018-2023
- Table 16 Consumer Credit: Gross Lending by Category: % Value Growth 2018-2023
- Table 17 Forecast Consumer Credit: Outstanding Balance by Category: Value 2023-2028
- Table 18 Forecast Consumer Credit: Outstanding Balance by Category: % Value Growth 2023-2028
- Table 19 Forecast Consumer Credit: Gross Lending by Category: Value 2023-2028
- Table 20 Forecast Consumer Credit: Gross Lending by Category: % Value Growth 2023-2028

# About Euromonitor International

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-lending-in-thailand/report.