

# **Consumer Lending in Italy**

November 2023

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## Consumer Lending in Italy - Industry Overview

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## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

Consumer Credit in Italy - Category analysis

## KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers retain a cautious approach to borrowing, with card lending breaking sluggish trend Modest growth for other forms of lending Consumers continue to have a strong home focus, despite overturning of Superbonus scheme

#### PROSPECTS AND OPPORTUNITIES

Positive outlook for consumer credit, despite ongoing economic uncertainty Rise in digitalisation, as providers pursue an omnichannel approach Green loans will come to the fore

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