

# CONSUMER CREDIT INDEX 2020/2021

Forecast for Private Borrowing in Germany

Ipsos GmbH  
on behalf of Bankenfachverband e.V.



GAME CHANGERS



# CONTENTS



1.

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The Consumer Credit Index of the Bankenfachverband  
(Page 3)

---

2.

---

Detailed outlook for the use of consumer credit in Germany in 2020/2021  
(Page 7)

---

3.

---

Methodology  
(Page 15)

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# CCI 2020/2021



## The Consumer Credit Index of the Bankenfachverband

NOTE: The survey on the current CCI was conducted in July 2020. The forecast of consumer credit take-up for the next 12 months is thus based on the one hand on consumer expectations during the survey period in July 2020, when COVID-19 case numbers were relatively low and many protective measures were relaxed. On the other hand, the number of purchases and financing of the past 12 months, which were only partially influenced by the Corona pandemic, is included.

# The Consumer Credit Index of the Bankenfachverband



## Trend 2020/2021



The Consumer Credit Index for 2020/2021 shows a stable use of credit with 98 points.

**In total, consumers will take out loans to finance purchases over the next 12 months on a similar level as over the last 12 months.\***

The use of credit for cars, furniture and kitchens, consumer electronics as well as household appliances will remain at a level similar to that of the last 12 months. The use of credit for other purchases will rise.

\* The CCI survey was conducted on July 2020. The forecast takes into account the number of purchases and financing in the past 12 months, which were only partially affected by the corona pandemic and the measures to contain it.







#### Contacts:

Stephan Moll, Head of Market and PR, Bankenfachverband e. V., tel. +49 30 2462596 14, [stephan.moll@bfach.de](mailto:stephan.moll@bfach.de)  
Robert Kraus, Manager, Ipsos GmbH, tel. +49 911 32153 3295, [robert.kraus@ipsos.com](mailto:robert.kraus@ipsos.com)

# The Consumer Credit Index of the Bankenfachverband



## About the study

 <b>METHOD</b>	Survey, supporting study: GfK Household Panel (written survey, in parts online)
 <b>SURVEY PERIOD</b>	July 1, 2020 - July 27, 2020
 <b>TARGET GROUP</b>	A representative selection of people between the ages of 18 and 69, chosen according to age, profession, the size of city where they live, and federal state
 <b>SAMPLE</b>	n=1,974 interviews; results were weighted according to age, profession, income, child status and size of location
 <b>FREQUENCY OF THE STUDY</b>	Twice a year (spring and autumn)
 <b>SURVEYED AREA</b>	Federal Republic of Germany

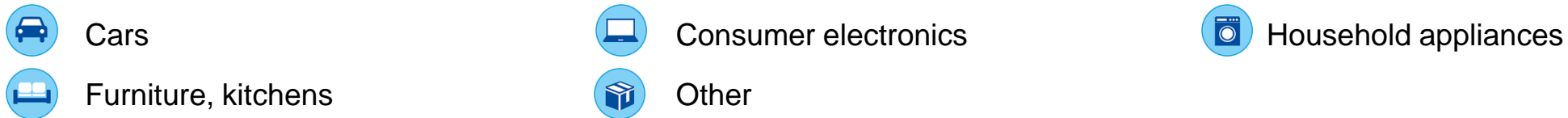
# The Consumer Credit Index of the Bankenfachverband



## Overview

The consumer credit index measures the willingness of private individuals in Germany to make purchases in the next 12 months and to finance these using credit.

The following purchase categories are used to calculate the consumer credit index (Total 🌐) :



## Description and interpretation of the consumer credit index :



- Values **below 75** indicate a **decline** in the use of credit
- Values **between 75 and 125** indicate a **stable** use of credit
- Values **above 125** indicate a **rise** in the use of credit

# CCI 2020/2021



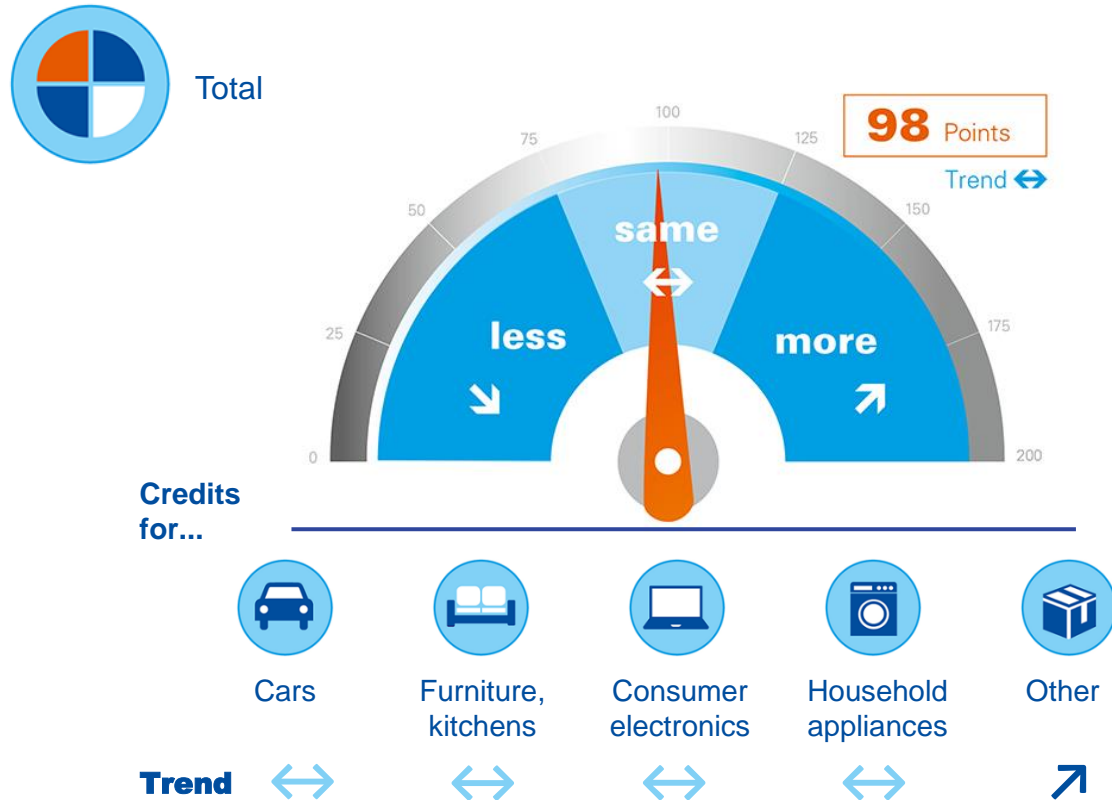
**Detailed outlook for the use of consumer credit  
in Germany in 2020/2021**



# Consumers will use loans in 2020/2021 on a similar level to that of the last 12 months.



## Consumer Credit Index 2020/2021



The Consumer Credit Index for 2020/2021 shows a stable use of credit with **98 points**.

The use of credit for cars, furniture and kitchens, consumer electronics as well as household appliances will remain at a level similar to that of the last 12 months.

The use of credit for other purchases will rise.

Basis: 1,974 respondents



A slight decline in purchase planning and an increase in financing planning lead to a stable use of loans in 2020/2021.



## Consumer Credit Index – Total – Trend 2020/2021



The Consumer Credit Index for 2020/2021 shows a stable use of credit with **98 points**.

This trend is supported by a slight declining trend in purchase planning and a rising willingness to take out loans.

Annual comparison	2020/2021	2019/2020
Consumer Credit Index	<b>98 !</b>	136
Purchase planning	<b>75 !</b>	102
Financing planning	<b>131</b>	134



If both fractional values are positive or negative, this results in a greater change in the Consumer Credit Index.

Basis: 1,974 respondents

Over the next 12 months, the use of credit for cars will remain constant.



## Credit Index for cars – Trend 2020/2021



The credit index for cars is stable at a value of **82 points**.

This trend is composed of a decreasing purchase planning and a slightly increasing financing planning.

Annual comparison	2020/2021	2019/2020
Consumer Credit Index for cars	<b>82</b>	106
Purchase planning	<b>66</b>	86
Financing planning	<b>124</b>	122



If both fractional values are positive or negative, this results in a greater change in the Consumer Credit Index.

Basis: 1,974 respondents

The use of loans for furniture and kitchens will remain stable over the next 12 months.



## Credit Index for furniture and kitchens – Trend 2020/2021



The credit index for furniture and kitchens is stable at a value of **96 points**.

This trend is the result of a slight decline in purchase planning and an increasing willingness to finance in this segment.

Annual comparison	2020/2021	2019/2020
Consumer Credit Index for furniture and kitchens	<b>96 !</b>	132
Purchase planning	<b>73 !</b>	99
Financing planning	<b>131</b>	134



If both fractional values are positive or negative, this results in a greater change in the Consumer Credit Index.

Basis: 1,974 respondents

Loans for consumer electronics will be in demand at a comparable level in the future as before.



## Credit Index for consumer electronics – Trend 2020/2021



The credit index for consumer electronics is stable at a value of **96 points**.

This trend is composed of a strongly decreasing purchase planning and a significantly increasing financing planning in this segment.

Annual comparison	2020/2021	2019/2020
Consumer Credit Index for consumer electronics	<b>96 !</b>	172
Purchase planning	<b>60 !</b>	104
Financing planning	<b>160</b>	165



If both fractional values are positive or negative, this results in a greater change in the Consumer Credit Index.

Basis: 1,974 respondents

Consumers will tend to take out slightly more loans for large household appliances over the next 12 months.



## Credit Index for household appliances – Trend 2020/2021



The credit index for household appliances is slightly rising with a value of **123 points**.

This trend is supported by a slightly decrease purchase planning in connection with a strongly increasing willingness to use financing in this segment.

Annual comparison	2020/2021	2019/2020
Consumer Credit Index for household appliances	<b>123 !</b>	191
Purchase planning	<b>76 !</b>	109
Financing planning	<b>163</b>	176



If both fractional values are positive or negative, this results in a greater change in the Consumer Credit Index.

Basis: 1,974 respondents

The use of loans for other purchases is increasing due to a significantly increased willingness to finance.



## Credit Index for **other** – Trend 2020/2021



The credit index for other purchases is rising at a value of **132 points**.

This trend is supported by a stable purchase planning and a significantly increasing financing planning in this segment.

Annual comparison	2020/2021	2019/2020
Credit Index for other	<b>132 !</b>	163
Purchase planning	<b>86</b>	104
Financing planning	<b>154</b>	158



If both fractional values are positive or negative, this results in a greater change in the Consumer Credit Index.

Basis: 1,974 respondents

# CCI 2020/2021

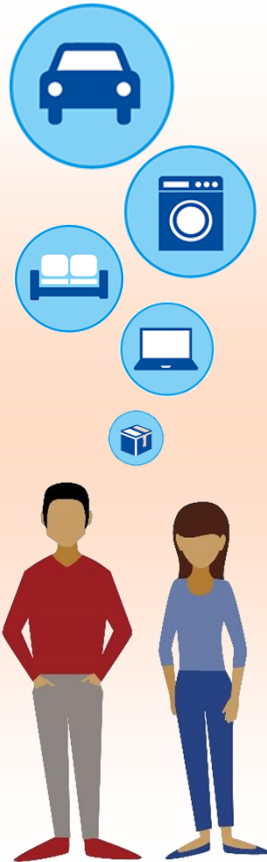


## Methodology



# Consumer Credit Index

## Basis of calculation








### The Consumer Credit Index is based on the results of several studies:

1. Assessment of future purchases and financing 2019/2020
2. Forecast for private borrowing in Germany 2020
3. Forecast for private borrowing in Germany 2020/2021 (current survey)

Hence, the Consumer Credit Index is based not only on current actual and planned values, but also on past actual and planned values.

### The consumer credit index takes the following categories into account:

- |   |  |  |
|---|--|--|
|  Cars                |  Consumer electronics |  Household appliances |
|  Furniture, kitchens |  Other                |  |

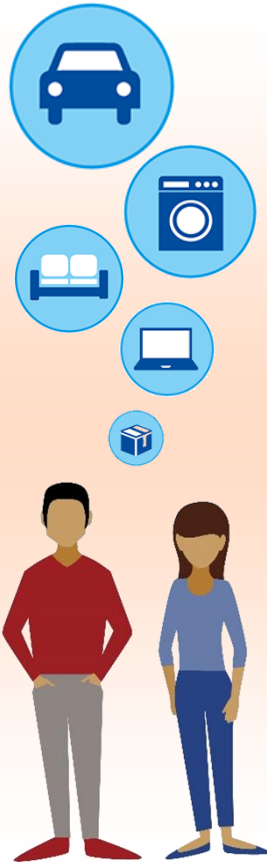
### Specifically, the following parameters from the respective surveys were taken into consideration for the subsequent calculation:

1. Purchases made and planned in advance in the past 12 months
2. Credit financing used for purchases made and planned in advance in the last 12 months
3. Planned purchases in the next 12 months
4. Credit financing planned in the next 12 months



# Consumer Credit Index

## Basis of calculation



The consumer credit index shows what changes should be expected regarding financing in each individual category.

**It consists of a combination of two values:**

- **Purchase planning**  
(the intention to make purchases)
- **Financing planning**  
(the intention to finance intended purchases using credit)

**Interpretation of the index value:**



- Values **below 75** indicate a **decline** in the use of credit
- Values between **75 and 125** indicate a **stable** use of credit
- Values **above 125** indicate a **rise** in the use of credit

## ABOUT IPSOS

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Ipsos ranks third in the global research industry. With a strong presence in 87 countries, Ipsos employs more than 16,000 people and has the ability to conduct research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. They have built a solid Group around a multi-specialist positioning – Media and advertising research; Marketing research; Client and employee relationship management; Opinion & social research; Mobile, Online, Offline data collection and delivery.

In Germany Ipsos is present with approximately 750 employees at six locations: Hamburg, Frankfurt, Munich, Nuremberg, Berlin and Moelln.

Ipsos is listed on Eurolist - NYSE-Euronext. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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## Ipsos purchased GfK Financial Market Panel

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Since 2008 the Bankenfachverband conducts studies on consumer and vehicle financing in Germany together with GfK.

For strategic reasons GfK withdrew from four custom research business units in October 2018.

The four units Experience Innovation, Customer Experience, Health and Public Affairs including 1.000 employees in 25 countries have been transferred to Ipsos.

Part of these units was the GfK Financial Market Panel including the responsible team which is also conducting and analyzing the Consumer Credit Index (CCI).

The CCI survey will still be conducted within the GfK Household Panel using identical methodology in order to guarantee a stable data base and, thereby, greatest comparability.



# Contacts



## **Stephan Moll**

Head of Market and PR  
Bankenfachverband e. V.  
Tel. +49 30 2462596 14  
[stephan.moll@bfach.de](mailto:stephan.moll@bfach.de)



## **Robert Kraus**

Manager  
Ipsos GmbH  
Tel. +49 911 32153 3295  
[Robert.Kraus@ipsos.com](mailto:Robert.Kraus@ipsos.com)