

CONSUMER CREDIT INDEX 2022

Forecast for Private Borrowing in Germany

Ipsos GmbH
on behalf of Bankenfachverband e. V.



GAME CHANGERS



CONTENTS



1.

The Consumer Credit Index of the Bankenfachverband
(Page 3)

2.

Detailed outlook for the use of consumer credit in Germany in 2022
(Page 7)

3.

Methodology
(Page 15)

CCI 2022



The Consumer Credit Index of the Bankenfachverband

NOTE: The survey on the current CCI was conducted from the end of January to mid-February 2022, i.e. before the outbreak of the Ukraine war. The forecast of consumer credit take-up is influenced by the respective status of the COVID-19 pandemic infection at the time of the survey.

The Consumer Credit Index of the Bankenfachverband



Trend 2022



The Consumer Credit Index for 2022 shows a stable use of credit with **101 points**.

In total, private persons 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 consumer credit by private persons for cars, furniture/kitchen and household appliances will remain stable. Loans for consumer electronics will decrease in the next 12 months and loans for other purchases will rise in demand.

***The survey on the current CCI was conducted from the end of January to mid-February 2022, i.e. before the outbreak of the Ukraine war. The forecast of consumer credit take-up is influenced by the respective status of the COVID-19 pandemic infection at the time of the survey.**







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The Consumer Credit Index of the Bankenfachverband



About the study

 METHOD	Survey, supporting study: GfK Household Panel (written survey, in parts online)
 SURVEY PERIOD	January 28, 2022 – February 18, 2022
 TARGET GROUP	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
 SAMPLE	n=1,891 interviews; results were weighted according to age, profession, income, child status and size of location
 FREQUENCY OF THE STUDY	Twice a year (spring and autumn)
 SURVEYED AREA	Federal Republic of Germany

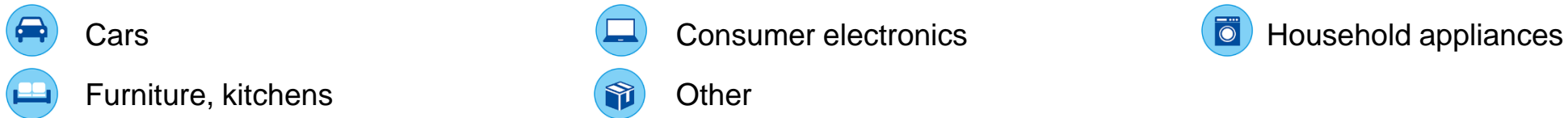
The Consumer Credit Index of the Bankenfachverband



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 2022



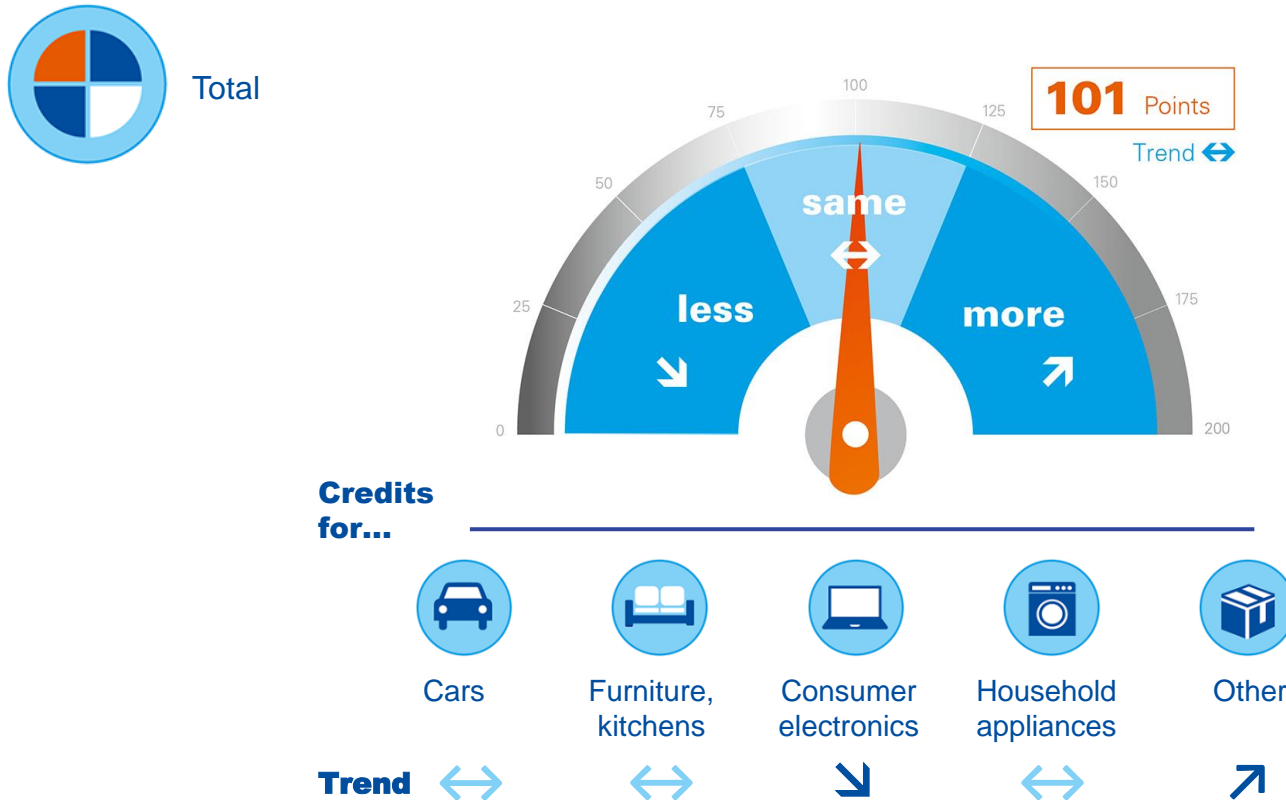
Detailed outlook for the use of consumer credit in Germany in 2022



The demand for loans will remain stable in the next 12 months compared to the previous year.



Consumer Credit Index 2022



The Consumer Credit Index for 2022 shows a stable use of credit with **101 points**.

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

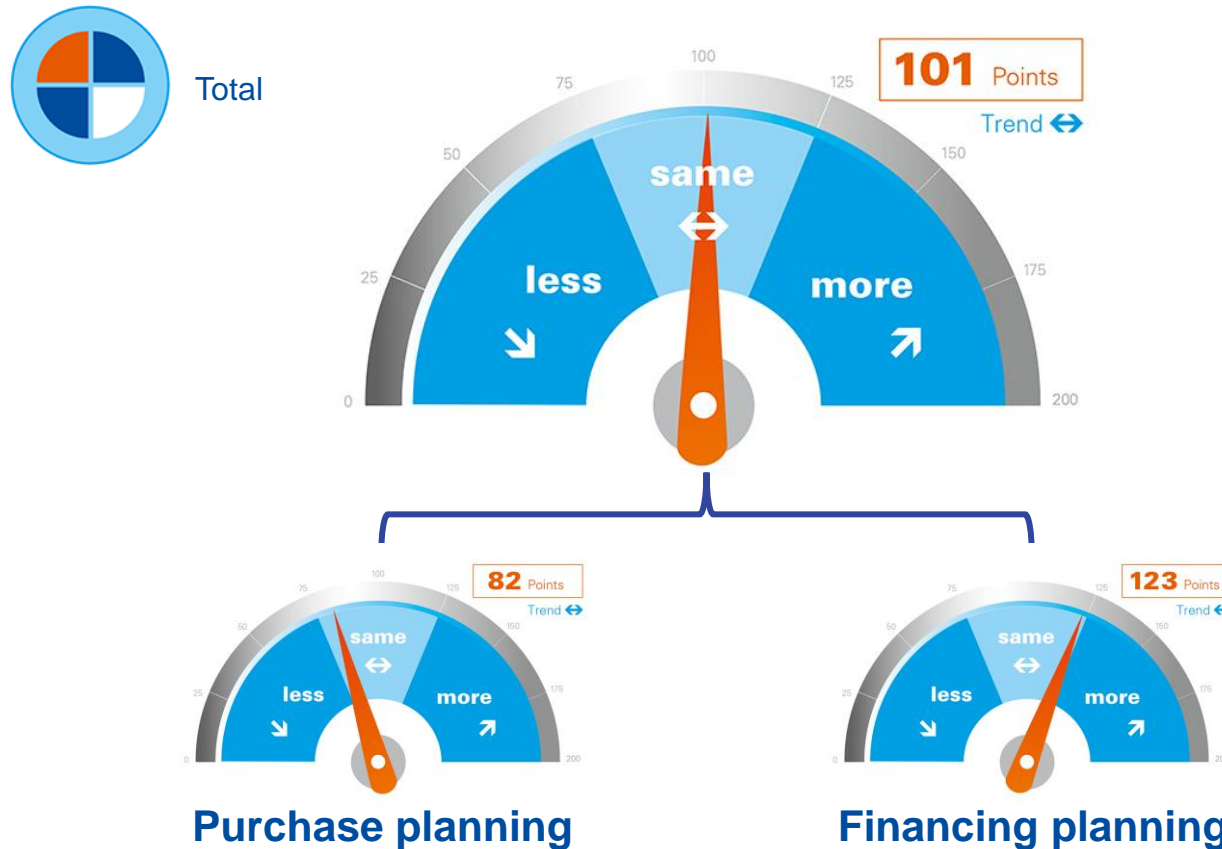
The use of consumer credit by private persons for cars, furniture/kitchen and household appliances will remain stable. Loans for consumer electronics will decrease in the next 12 months and loans for other purchases will rise in demand.

Basis: 1,891 respondents

A slight decline in purchase planning and a slight increase in financing planning indicate a stable use of credit.



Consumer Credit Index – Total – Trend 2022



The Consumer Credit Index for 2022 shows a stable use of credit with **101 points**.

This trend is the result of a slight decline in purchase planning and a slightly increasing financing planning in this segment.

Annual comparison	2022	2021
Consumer Credit Index	101	100
Purchase planning	82	81
Financing planning	123	123



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

Basis: 1,891 respondents

In the next 12 months, the use of credit for cars will remain stable.



Credit Index for cars – Trend 2022



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

This trend is the result of a slight decrease in purchase planning and a slight increase in financing planning in this segment.

Annual comparison	2022	2021
Consumer Credit Index for cars	96	76
Purchase planning	85	72
Financing planning	113	107



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

Basis: 1,891 respondents

The use of loans for furniture and kitchens will stay at the previous years level over the next 12 months.



Credit Index for furniture and kitchens – Trend 2022



The credit index for furniture and kitchens is stable at a value of **94 points**.

This trend is the result of a decrease in purchase planning and an increase in financing planning in this segment.

Annual comparison	2022	2021
Consumer Credit Index for Furniture and kitchens	94	83
Purchase planning	75	76
Financing planning	125	109



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

Basis: 1,891 respondents

The use of loans for consumer electronics will decrease over the next 12 months.



Credit Index for consumer electronics – Trend 2022



The credit index for consumer electronics is declining at a value of **66 points**.

This trend is the result of a strong decline in purchase planning and a slight increase in financing planning.

Annual comparison	2022	2021
Consumer Credit Index for consumer electronics	66	74
Purchase planning	54	60
Financing planning	123	123



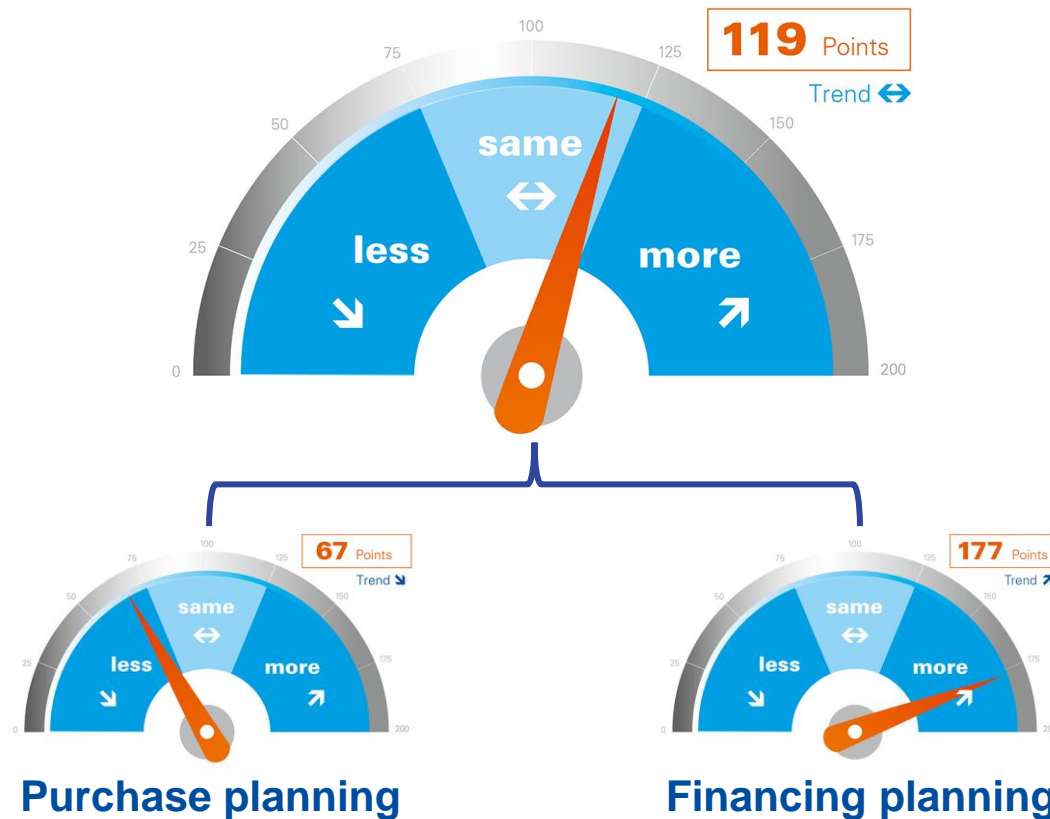
If both fractional values are positive or negative, this results in a greater change in the Consumer Credit Index.

Basis: 1,891 respondents

In the next 12 months, there will be more loans for financing household appliances than in the previous year.



Credit Index for household appliances – Trend 2022



The credit index for household appliances is slightly increasing with a value of **119 points**.

This trend is the result of a decreasing purchase planning in connection with a strong increase in financing planning.

Annual comparison	2022	2021
Consumer Credit Index for household appliances	119	110
Purchase planning	67	79
Financing planning	177 !	139



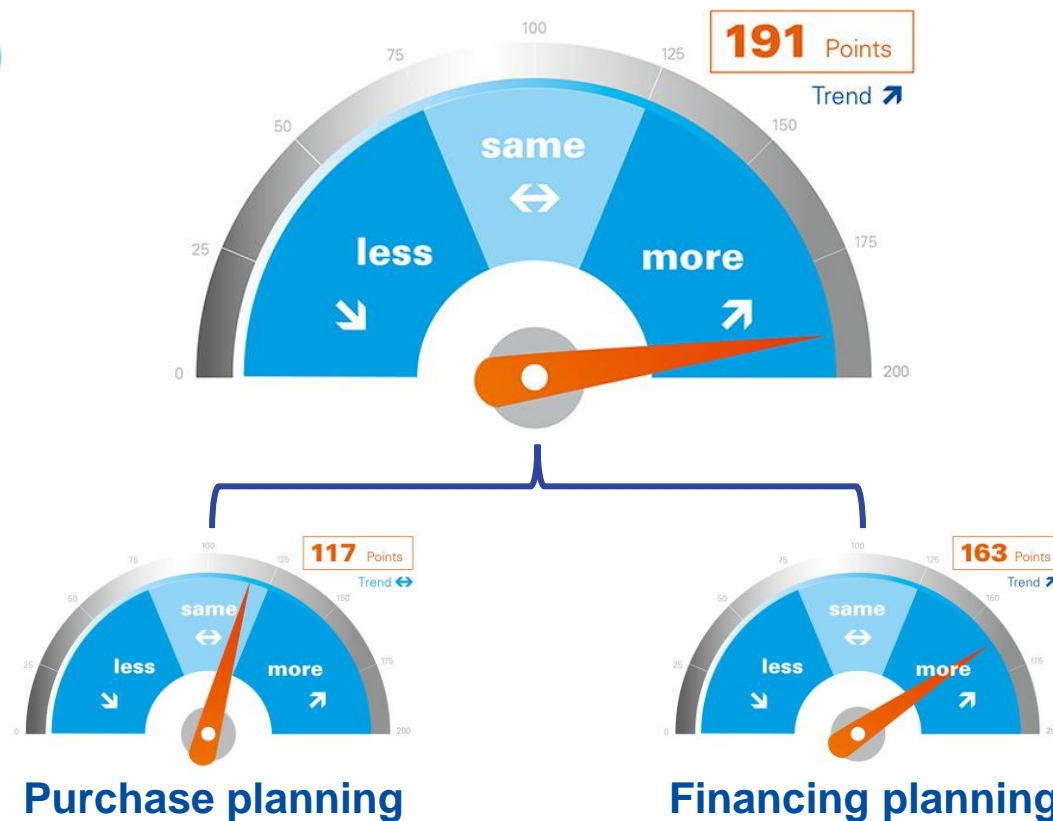
If both fractional values are positive or negative, this results in a greater change in the Consumer Credit Index.

Basis: 1,891 respondents

The increasing willingness to finance other purchases results in an increased use of loans.



Credit Index for **other** – Trend 2022



The credit index for other purchases is strongly rising with a value of **191 points**.

This trend is supported by a slight increase in purchase planning and a strong increase in financing planning.

Annual comparison	2022	2021
Consumer Credit Index for other	191 !	140
Purchase planning	117 !	86
Financing planning	163	163



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

Basis: 1,891 respondents

CCI 2022

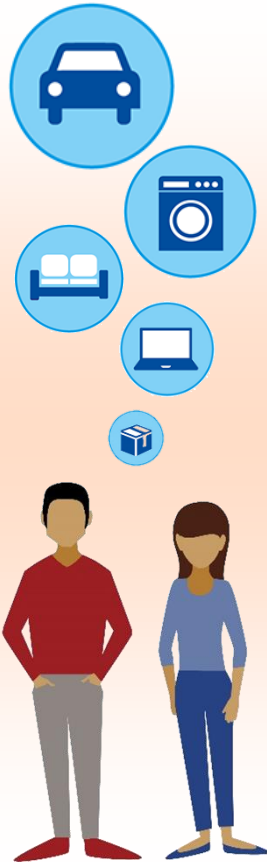


Methodology



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 2021
2. Forecast for private borrowing in Germany 2021/2022
3. Forecast for private borrowing in Germany 2022 (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



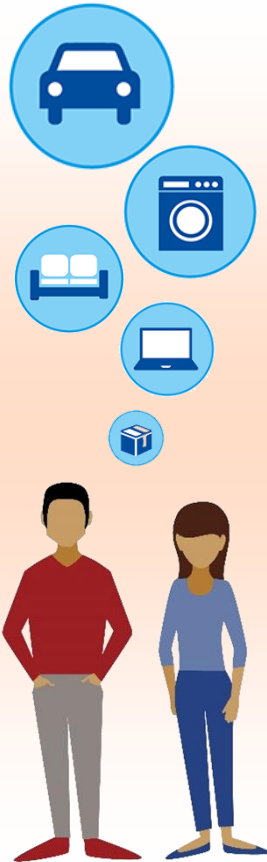
Other

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

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

Since 2008 the Bankenverband 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.



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