

CONSUMER CREDIT INDEX 2023

Forecast for Private Borrowing in Germany

Ipsos GmbH
on behalf of Bankenfachverband e. V.



GAME CHANGERS



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CCI 2023



The Consumer Credit Index of the Bankenfachverband

NOTE: The survey on the current CCI was conducted in February 2023. The forecast of consumer credit use is influenced by the respective economic environment at the time of the survey.

The Consumer Credit Index of the Bankenfachverband



Trend 2023



The Consumer Credit Index for 2023 shows a stable use of credit with **95 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 consumer credit by consumers for cars, furniture/kitchen and household appliances will remain stable. Loans for consumer electronics and loans for other purchases will rise in demand during the same period.

***NOTE: The survey on the current CCI was conducted in February 2023. The forecast of consumer credit use is influenced by the respective economic environment 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 31, 2023 – February 22, 2023
 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=1,909 interviews; results were weighted according to age, profession, income, child status and size of location
 FREQUENZ DER STUDIE	Twice a year (spring and autumn)
 SURVEYED AREA	Federal Republic of Germany

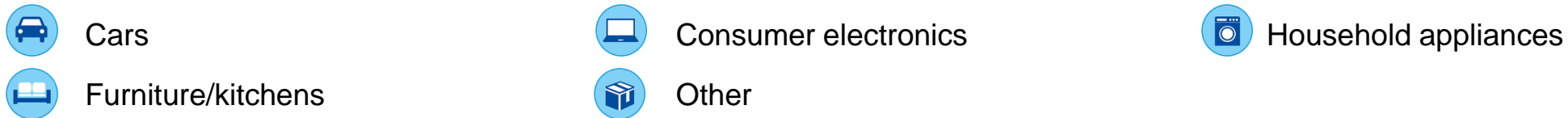
The Consumer Credit Index of the Bankenfachverband



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 2023



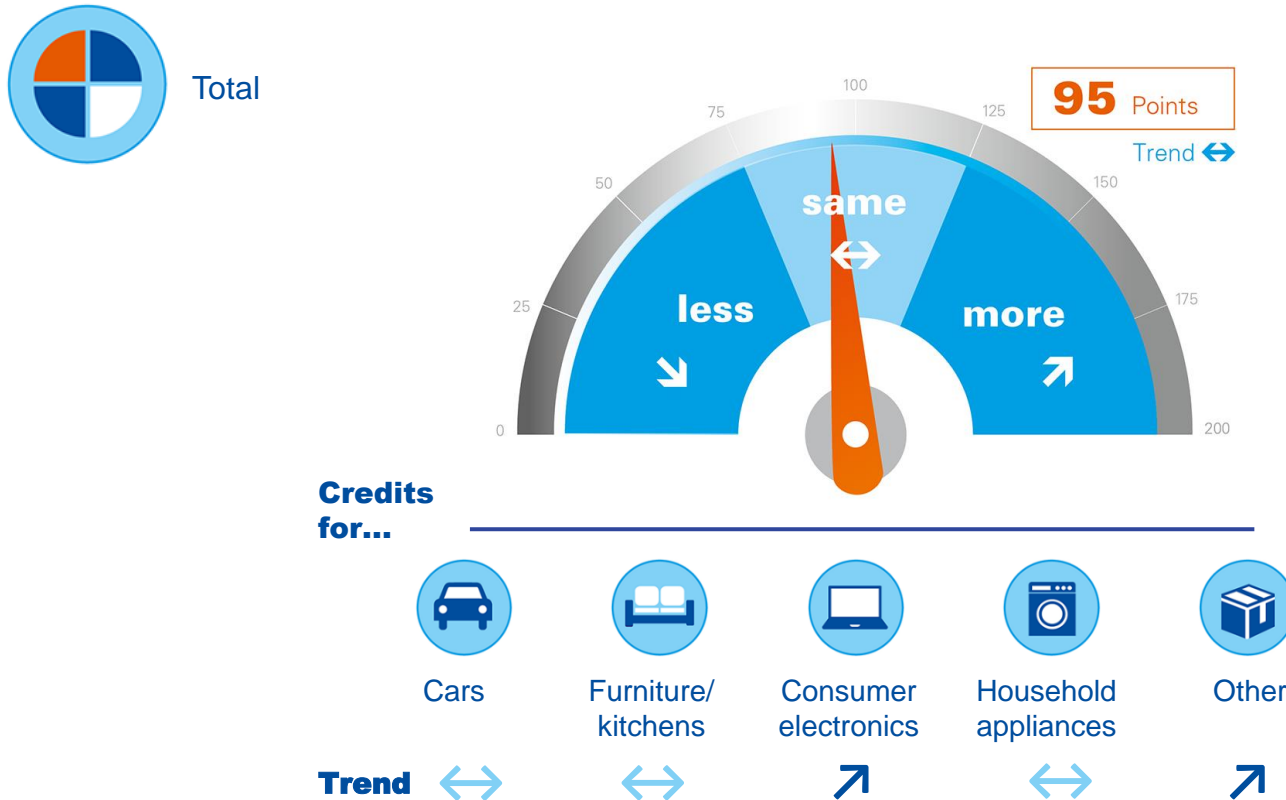
Detailed outlook for the use of consumer credit in Germany in 2023



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



Consumer Credit Index 2023



The Consumer Credit Index for 2023 shows a stable use of credit with **95 points**.

The use of consumer credit by consumers for cars, furniture/kitchen and household appliances will remain stable. Loans for consumer electronics and loans for other purchases will rise in demand during the same period.

Basis: 1,909 respondents

The demand for credit from consumers will remain at the previous year's level over the next 12 months.



Consumer Credit Index – Total – Trend 2023



The Consumer Credit Index for 2023 shows a stable use of credit with **95 points**.

This trend is the result of a stable, slightly declining purchase planning and a stable, slightly rising financing planning.

Annual comparison	2023	2022
Consumer Credit Index	95	101
Purchase planning	78	82
Financing planning	122	123



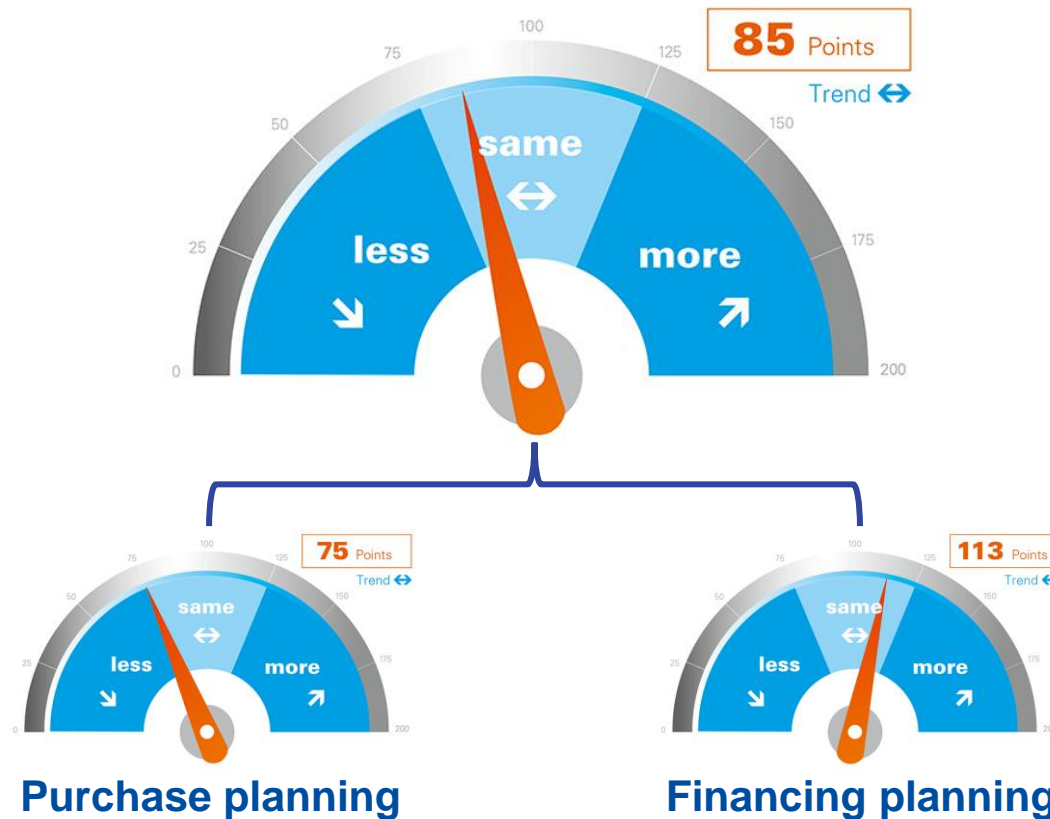
If both fractional values (purchase planning and financing planning) are positive or negative, this results in a greater change in the Consumer Credit Index.

Basis: 1,909 respondents

Credit for car purchases will remain stable overall in 2023.



Credit Index for cars – Trend 2023



The credit index for cars is stable with a slightly declining trend at **85 points**.

This trend is the result of a stable, slightly declining purchase planning and a stable, slightly rising financing planning.

Annual comparison	2023	2022
Consumer Credit Index for cars	85	96
Purchase planning	75	85
Financing planning	113	113



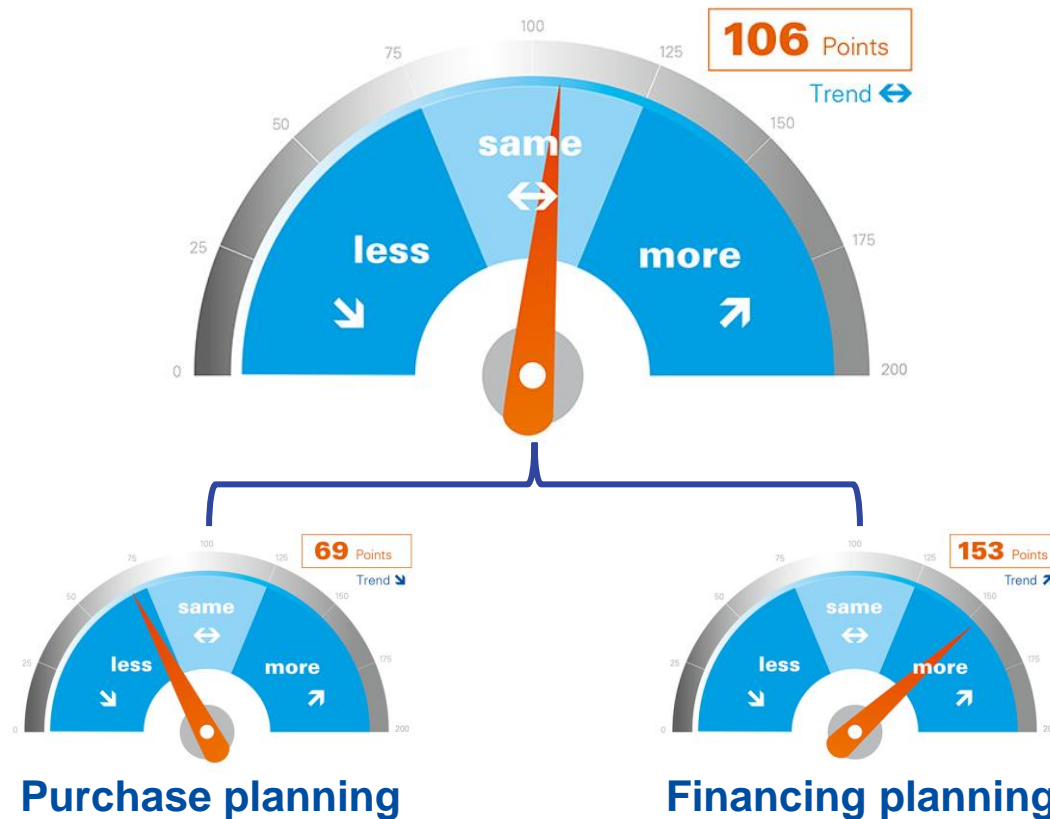
If both fractional values (purchase planning and financing planning) are positive or negative, this results in a greater change in the Consumer Credit Index.

Basis: 1,909 respondents

Rising credit demand keeps financing levels for furniture and kitchens constant despite declining purchases.



Credit Index for furniture/kitchens – Trend 2023



The credit index for furniture/kitchens is stable at a value of **106 points**.

This trend is the result of a declining purchase planning and a strongly rising financing planning.

Annual comparison	2023	2022
Consumer Credit Index for furniture/kitchens	106	94
Purchase planning	69	75
Financing planning	153 !	125

If both fractional values (purchase planning and financing planning) are positive or negative, this results in a greater change in the Consumer Credit Index.

Basis: 1,909 respondents

The use of loans for the purchase of consumer electronics will increase in the coming 12 months.



Credit Index for consumer electronics – Trend 2023



The credit index for consumer electronics is rising with a value of **129 points**.

This trend is the result of a declining purchase planning and a strongly rising financing planning.

Jahresvergleich	2023	2022
Consumer Credit Index for consumer electronics	129 !	66
Purchase planning	54	54
Financing planning	200 !	123



If both fractional values (purchase planning and financing planning) are positive or negative, this results in a greater change in the Consumer Credit Index.

Basis: 1,909 respondents

In the next 12 months, slightly fewer loans will be taken out for the purchase of household appliances.



Credit Index for household appliances – Trend 2023



The credit index for household appliances is with a value of **78 points** stable with a slightly declining trend.

This trend is the result of a declining purchase planning and a stable, slightly rising financing planning.

Annual comparison	2023	2022
Consumer Credit Index for household appliances	78 !	119
Purchase planning	64	67
Financing planning	121 !	177



If both fractional values (purchase planning and financing planning) are positive or negative, this results in a greater change in the Consumer Credit Index.

Basis: 1,909 respondents

The rising willingness to finance other purchases will increase the use of credit significantly.



Credit Index for **other** – Trend 2023



The credit index for other purchases is strongly rising with a value of **187 points**.

This trend is supported by a stable, slightly rising purchase planning and a strongly rising financing planning.

Annual comparison	2023	2022
Consumer Credit Index for other	187	191
Purchase planning	115	117
Financing planning	163	163



If both fractional values (purchase planning and financing planning) are positive or negative, this results in a greater change in the Consumer Credit Index.

Basis: 1,909 respondents

CCI 2023

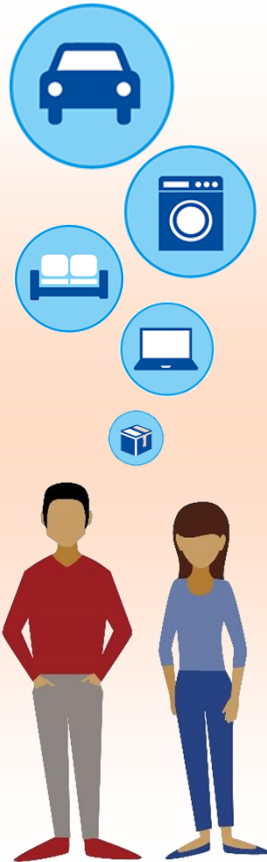


Methodology



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 2022
2. Forecast for private borrowing in Germany 2022/2023
3. Forecast for private borrowing in Germany 2023 (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



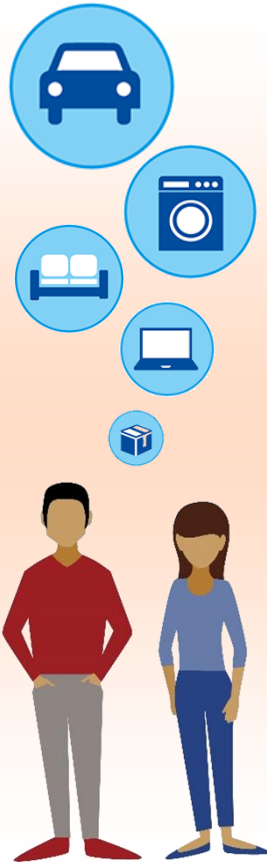
Other

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.

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Ipsos purchased GfK Financial Market Panel

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 analysing 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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