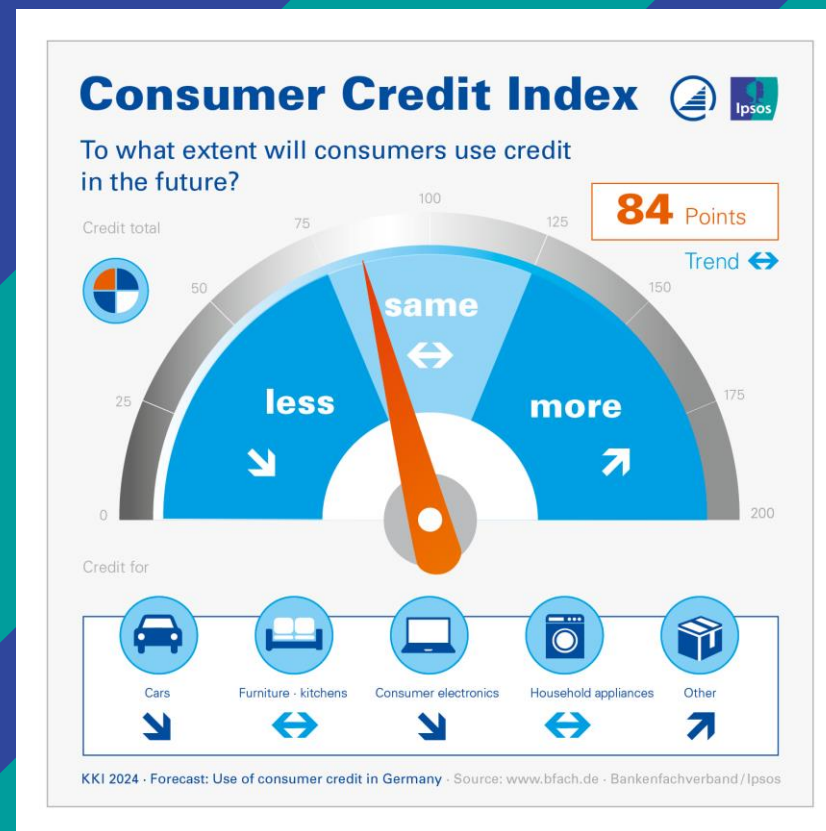


CONSUMER CREDIT INDEX 2024

Forecast for Private Borrowing in Germany

Ipsos GmbH
on behalf of Bankenfachverband e. V.



GAME CHANGERS



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CCI 2024



The Consumer Credit Index of the Bankenfachverband

NOTE: The survey on the current CCI was conducted in January/February 2024. 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 2024



The Consumer Credit Index for 2023 shows a stable development with a slightly decreasing trend of credit use with **84 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 – with a slightly decreasing trend*.

The use of consumer credit by consumers for furniture/kitchens and household appliances will remain stable. In the same period, the use of consumer loans to finance cars and consumer electronics will decrease. In contrast, the financing of other purchases will increase.

***NOTE: The survey on the current CCI was conducted in January/February 2024. 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



Study design

 METHOD	Survey, supporting study: Consumer Panel Services GfK (written survey, in parts online)
 SURVEY PERIOD	January 26, 2024 – February 20, 2024
 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=1,829 interviews; results were weighted according to age, profession, income, child status and size of location
 FREQUENCY OF THE SURVEY	Twice a year (spring and autumn)
 SURVEYED AREA	Germany

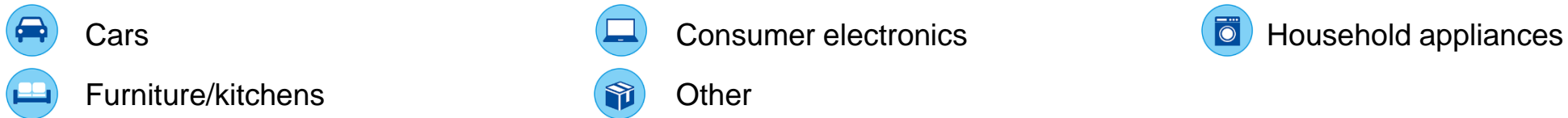
The Consumer Credit Index of the Bankenfachverband



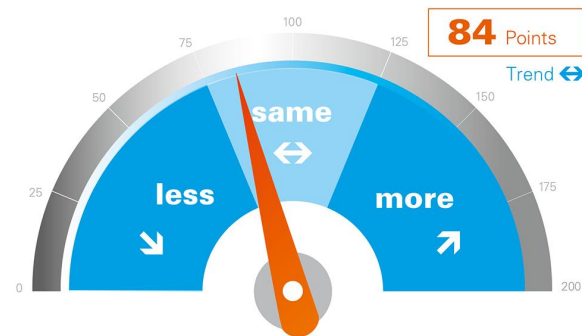
Overview

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 **decrease** in the use of credit
- Values **between 75 and 125** indicate a **stable** use of credit
- Values **above 125** indicate an **increase** in the use of credit

CCI 2024



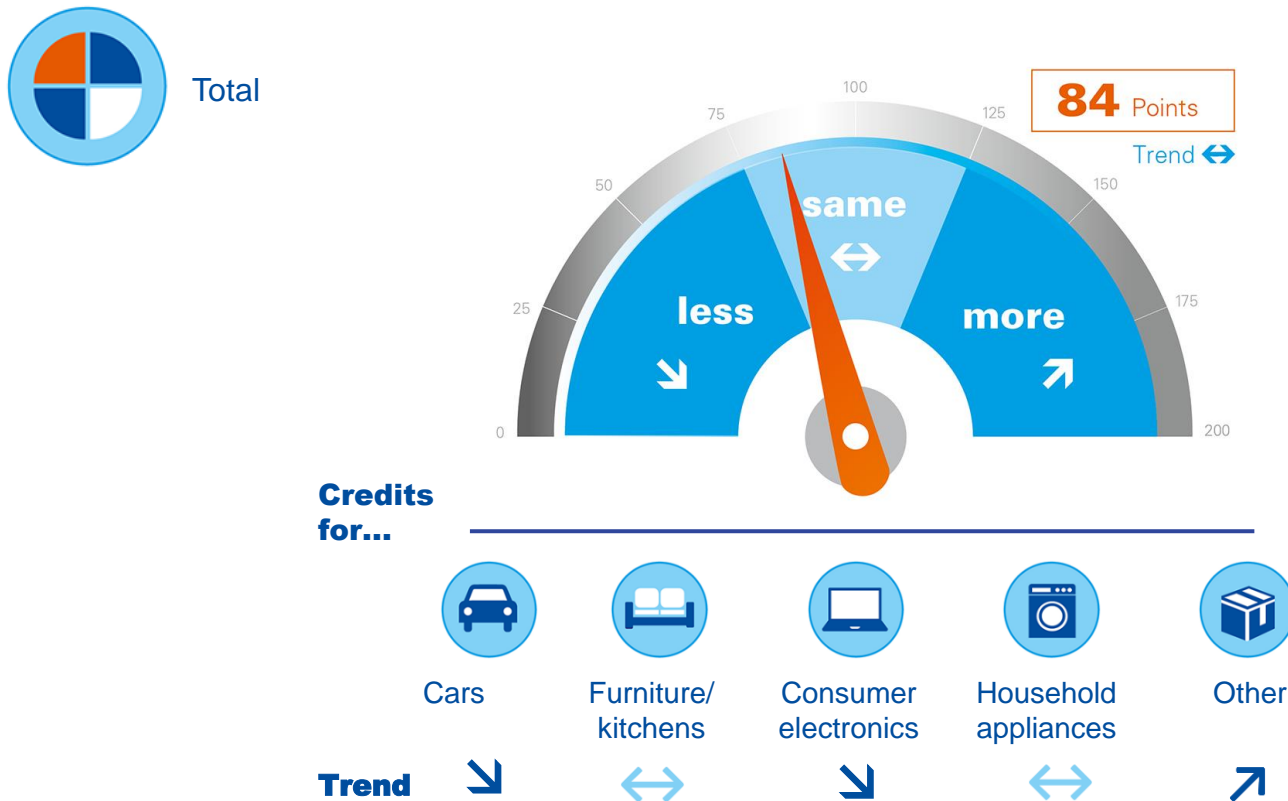
Detailed outlook for the use of consumer credit in Germany in 2024



Within the next 12 months the demand for loans will remain stable with a slightly decreasing trend.



Consumer Credit Index 2024



The Consumer Credit Index for 2024 shows a stable development with a slightly decreasing trend of credit use with **84 points**.

The use of consumer credit by consumers for furniture/kitchens and household appliances will remain stable. In the same period, the use of consumer loans to finance cars and consumer electronics will decrease. In contrast, the financing of other purchases will increase.

Basis: 1,829 respondents

Over the next 12 months, demand for loans from consumers will remain at the previous year's level with a slightly decreasing trend.



Consumer Credit Index – Total – Trend 2024



The Consumer Credit Index for 2024 shows a stable development with a slightly decreasing trend of credit use with **84 points**.

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

Annual comparison	2024	2023
Consumer Credit Index	84	95
Purchase planning	76	78
Financing planning	110	122



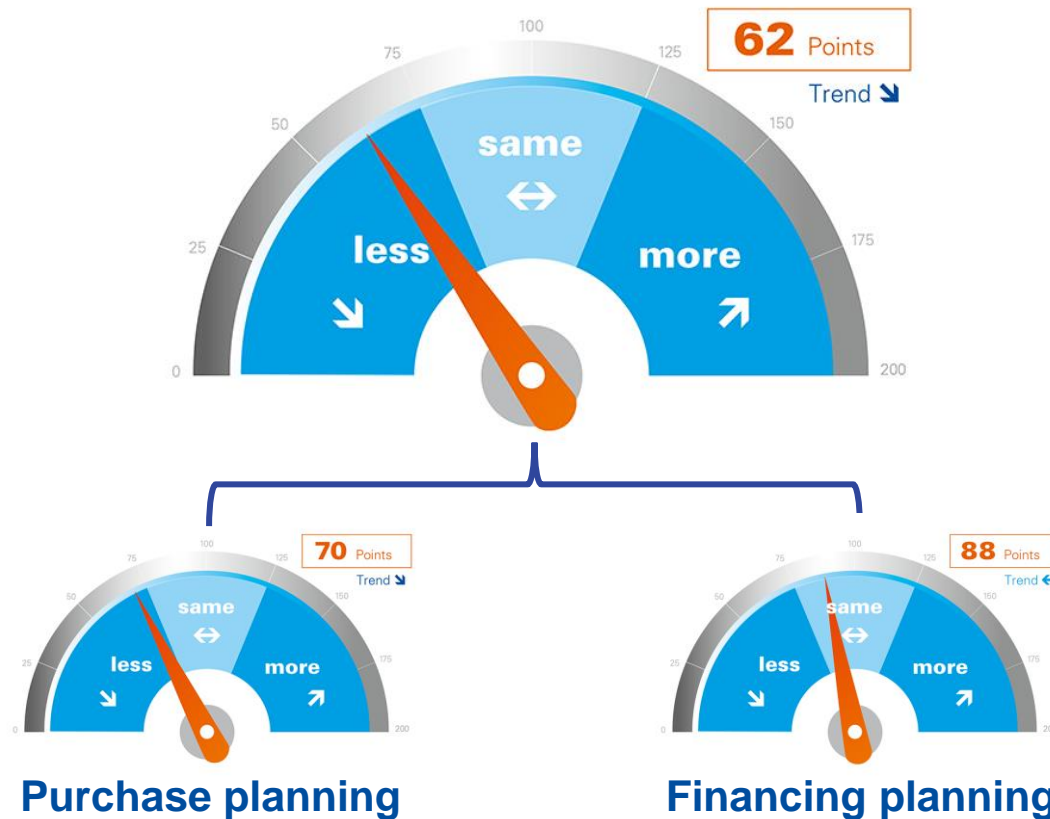
If both fractional values (purchase planning and financing planning) are positive or negative, this results in a greater change in the Consumer Credit Index.

Basis: 1,829 respondents

Credit for car purchases will decrease overall in 2024.



Credit Index for cars – Trend 2024



The credit index for cars is decreasing at **62 points**.

This trend is the result of a decreasing purchase planning and a stable financing planning.

Annual comparison	2024	2023
Consumer Credit Index for cars	62	85
Purchase planning	70	75
Financing planning	88 !	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: 1,829 respondents

The increased demand for loans for furniture/kitchens ensures a stable, slightly increasing level of financing.



Credit Index for furniture/kitchens – Trend 2024



The credit index for furniture/kitchens is stable with a slightly increasing trend at a value of **119 points**.

This trend is the result of a stable purchase planning and an increasing financing planning.

Annual comparison	2024	2023
Consumer Credit Index for furniture/kitchens	119	106
Purchase planning	91	69
Financing planning	131	153



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: 1,829 respondents

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



Credit Index for consumer electronics – Trend 2024



The credit index for consumer electronics is decreasing with a value of **73 points**.

This trend is the result of a decreasing purchase planning and a stable, slightly increasing financing planning.

Annual comparison	2024	2023
Consumer Credit Index for consumer electronics	73 !	129
Purchase planning	59	54
Financing planning	123 !	200



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: 1,829 respondents

Financing for household appliances will remain at a stable level over the next 12 months.




Credit Index for household appliances – Trend 2024



The credit index for household appliances shows a stable development with a value of **94 points**.

This trend is the result of a stable purchase planning and a stable financing planning.

Annual comparison	2024	2023
Consumer Credit Index for household appliances	94	78
Purchase planning	88	64
Financing planning	107	121

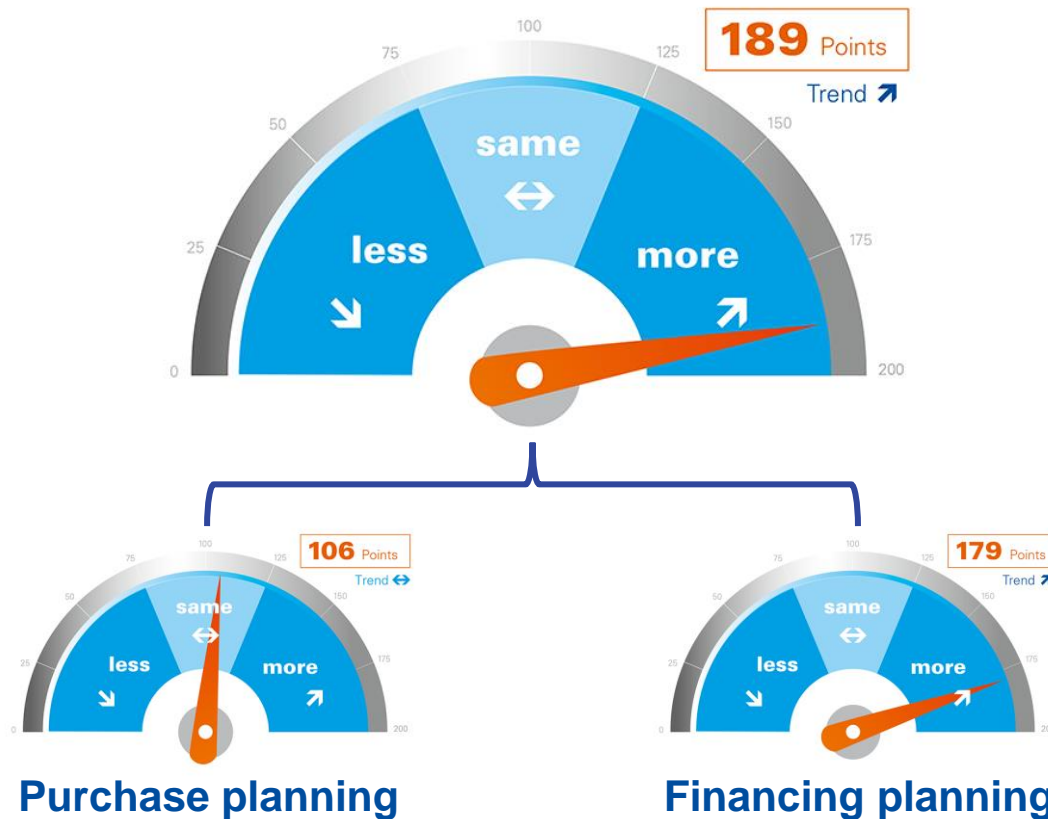
 If both fractional values (purchase planning and financing planning) are positive or negative, this results in a greater change in the Consumer Credit Index.

Basis: 1,829 respondents

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



Credit Index for **other** – Trend 2024



The credit index for other purchases is strongly increasing with a value of **189 points**.

This trend is supported by a stable purchase planning and a strongly increasing financing planning.

Annual comparison	2024	2023
Consumer Credit Index for other	189	187
Purchase planning	106	115
Financing planning	179	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: 1,829 respondents

CCI 2024

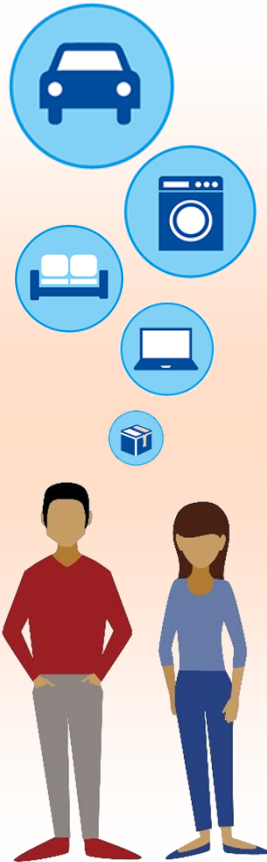


Methodology



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 2023
2. Forecast for private borrowing in Germany 2023/2024
3. Forecast for private borrowing in Germany 2024 (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



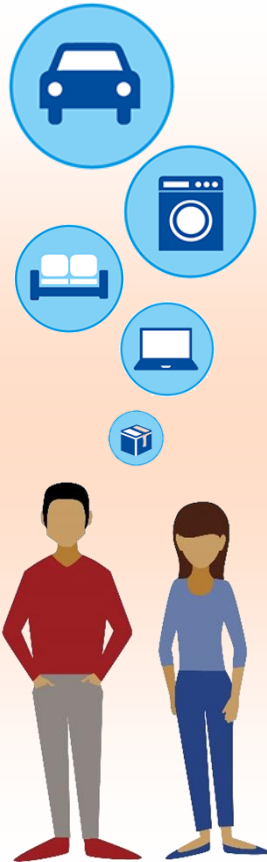
Other

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

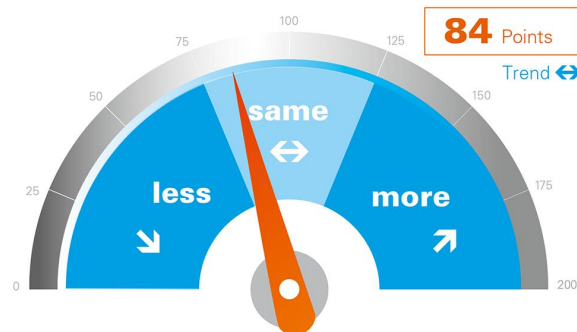


The consumer credit index shows what changes should be expected regarding financing in each individual category.

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 **decrease** in the use of credit
- Values between **75 and 125** indicate a **stable** use of credit
- Values **above 125** indicate an **increase** 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 18,000 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 500 employees at five locations: Hamburg, Frankfurt, Munich, Nuremberg and Berlin.

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ABOUT THE BANKENFACHVERBAND

The Bankenfachverband (BFACH) represents the interests of credit banks in Germany. Its members are experts in the financing of consumer and capital goods such as motor vehicles of all kinds.

The credit banks have lent more than 190 billion euros to consumers and companies, thereby promoting the economy and the business cycle. One in three private households regularly uses financing to purchase consumer goods.

The BFACH provides information on the development of the credit banks' businesses and the entire financing markets. To this end, it regularly publishes market studies and forecasts, emphasizing the importance of financing consumption and investment for the economy.
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