







MARKET STUDY 2024 CONSUMER FINANCING IN GERMANY

FOCUS: PAYMENT PROTECTION INSURANCE

Ipsos GmbH
conducted on behalf of the Bankenfachverband e. V.
(German Association of Credit Banks)

About the study

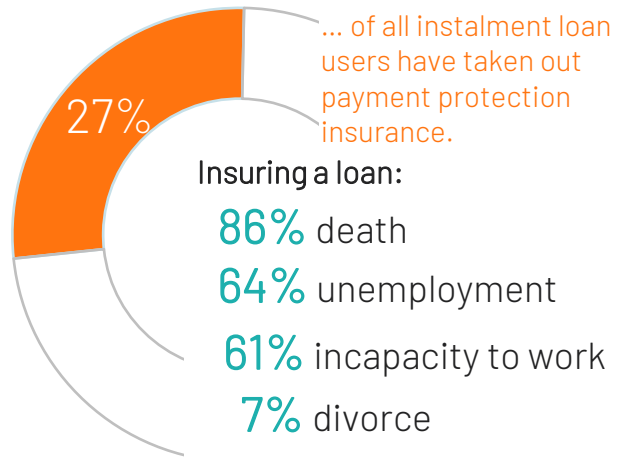
NOTE: The results are based on the information provided by consumers in May/June 2024 and relate to all financing used at this time, regardless of when the contract was concluded. In particular, the attitudes of consumers and financing intentions depend on the respective framework conditions at the time of the survey.

 METHOD	Survey in the household panel of Consumer Panel Services GfK (written survey, in parts online)
 SURVEY PERIOD	19 May 2024 – 14 June 2024
 TARGET GROUP	A representative selection of people between the age of 18 and 69, chosen according to age, profession, the size of city they live in, and federal state
 SAMPLE	n=1,700 interviews, the results were weighted according to the socio-demographic specifications
 FREQUENCY OF THE STUDY	Once a year
 SURVEYED AREA	Federal Republic of Germany

Payment protection insurance

Key findings of the study

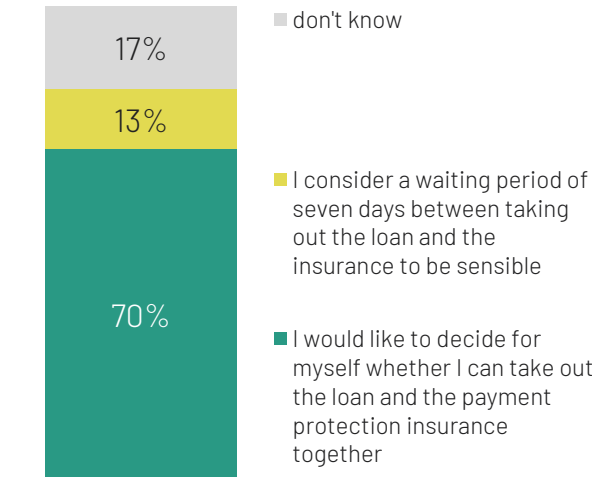
Conclusion of payment protection insurance



Almost three out of ten instalment loan users insure their instalment loan with payment protection insurance. Securing the loan in the event of death is the most frequently insured risk.

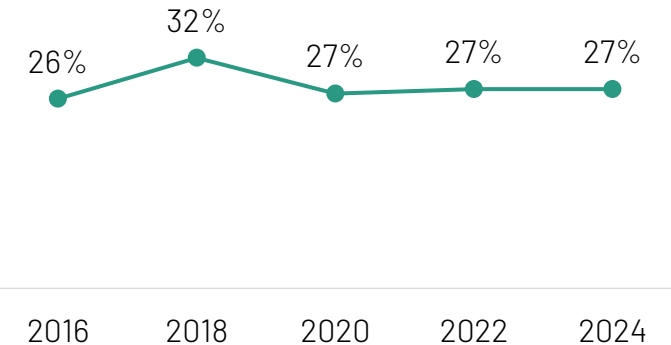
Attitudes regarding the waiting period

As of 2025, consumers will be allowed to take out PPI no earlier than seven days after taking out a loan.



The great majority instalment loan users with payment protection insurance want to decide for themselves whether they can take out the insurance together with the loan.

Conclusion of a payment protection insurance over time

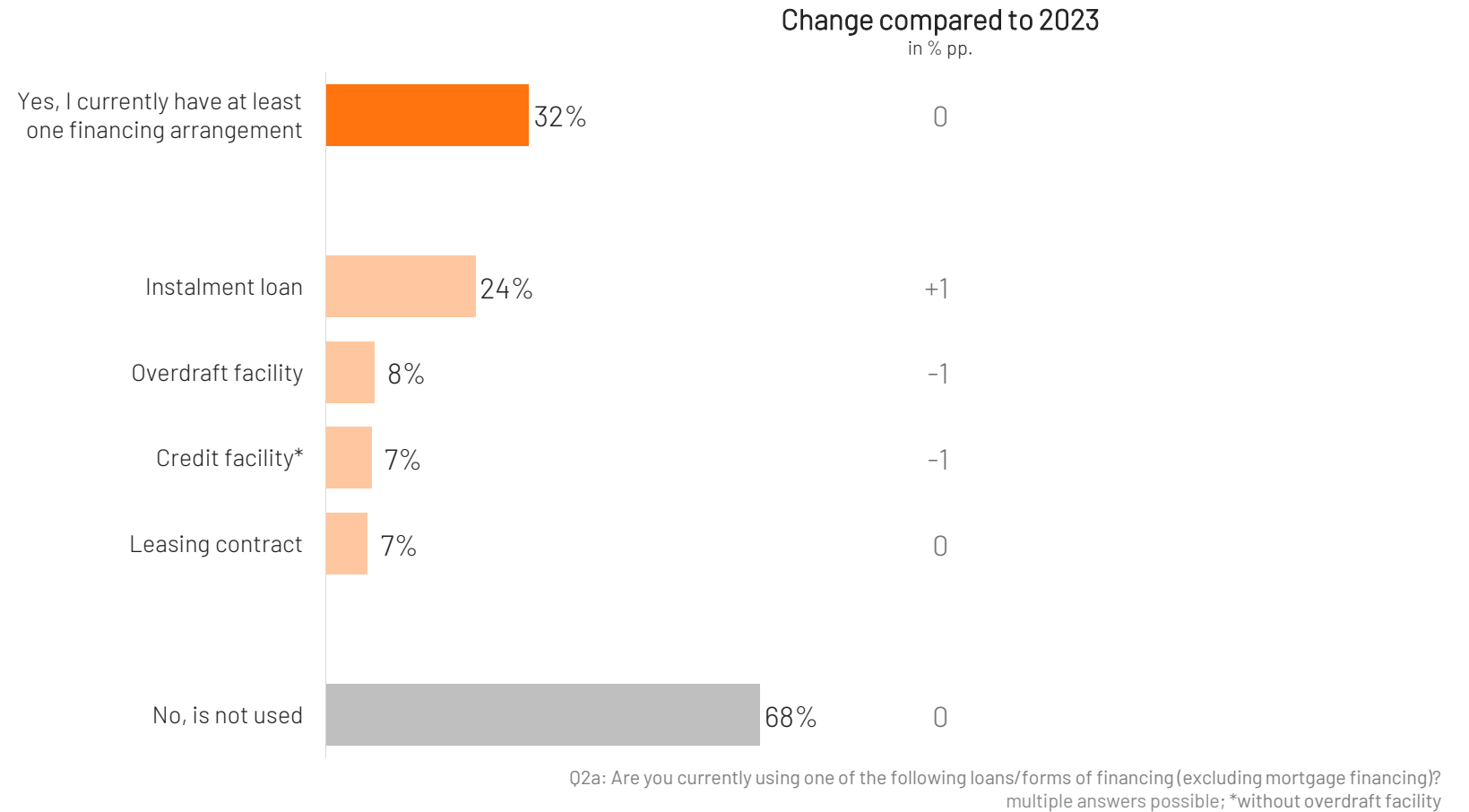


The proportion of instalment loan users with payment protection insurance has remained relatively constant over the last few years.

Use of financing

One in three consumers currently uses at least one form of financing.

The instalment loan is the most common form of financing used by consumers to purchase consumer goods.

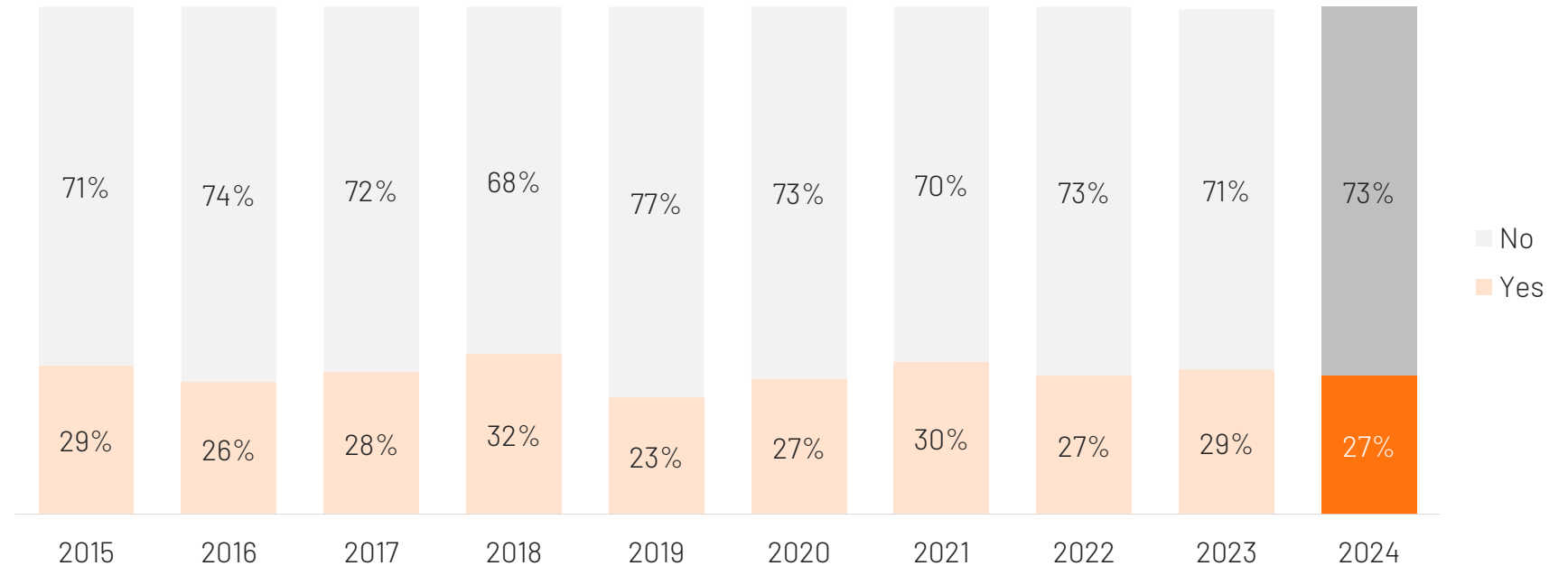


Basis: All respondents n=1,700

Conclusion of a payment protection insurance over time

Almost three out of ten instalment loan users insure their instalment loan with payment protection.

Over the last ten years, this value has remained at a comparable level.



In the last 10 years, an average of 28% of all instalment loan users have taken out payment protection insurance.

Basis: Instalment loan users
2024 n=400

Q10: Have you taken out payment protection insurance for your most recent instalment loan?



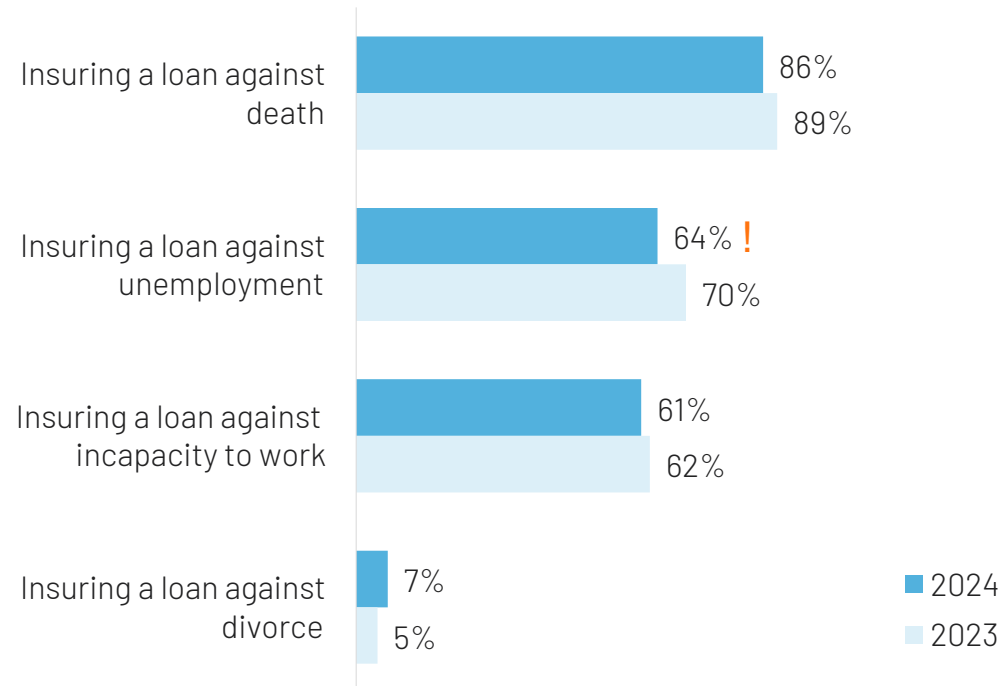
Conclusion of payment protection insurance according to risks

An instalment loan is most often protected against the risks of death, unemployment and incapacity to work.

Insuring the loan in the event of divorce is less of a focus for policyholders.

Basis:
Instalment loan users with a payment protection insurance
2024 n=109
2023 n=113

Covered risks

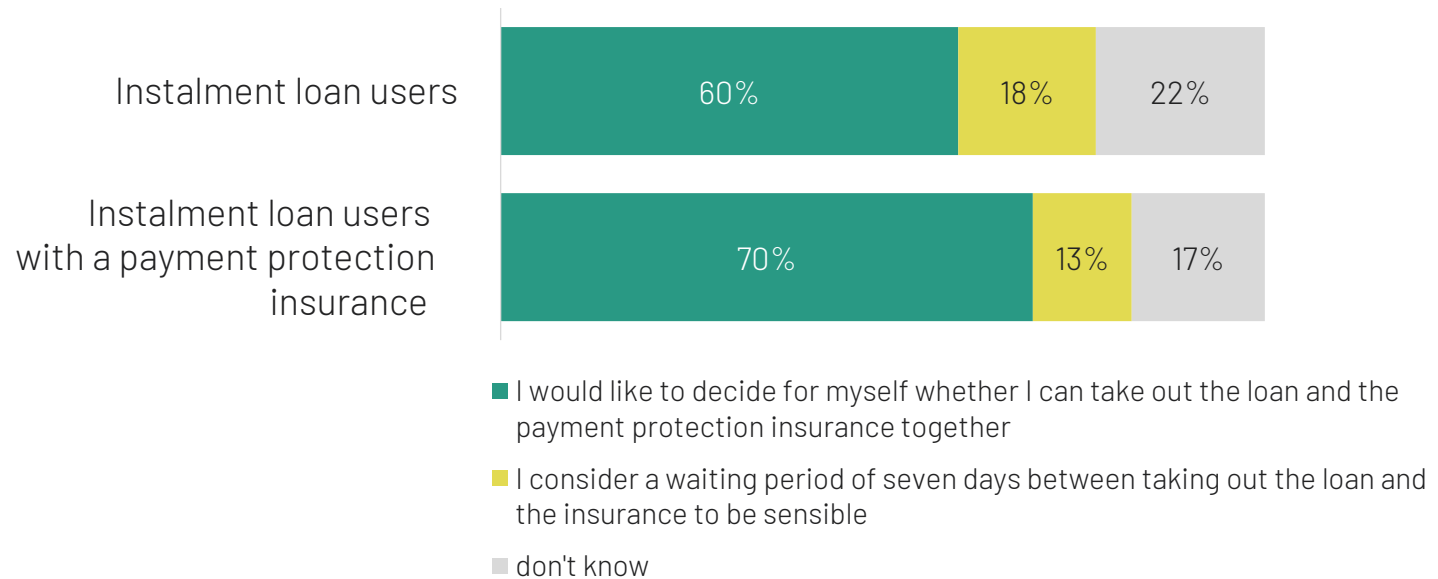


Q13: What risks does your payment protection insurance cover?
multiple answers possible

Waiting period for payment protection insurance as of 2025

Only a few instalment loan users consider the waiting period of seven days between taking out a loan and taking out payment protection insurance, which will apply from 2025, to be sensible.

The majority would like to decide for themselves whether they can take out the insurance together with the loan.



Basis: Instalment loan users n=400
Instalment loan users with a payment protection insurance n=109

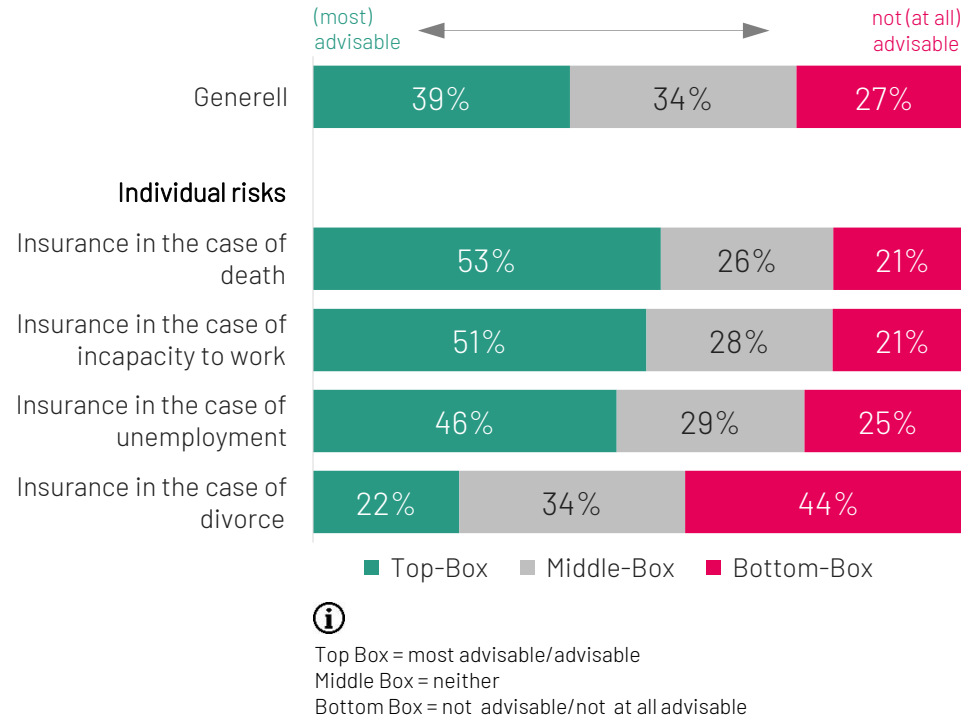
Q15e: As of 2025, consumers will be allowed to take out payment protection insurance no earlier than seven days after taking out the loan, even if they want to take out the insurance together with the loan. What do you think?

Need for protection over time

The need to take out payment protection insurance remains at the same high level as in the previous year.

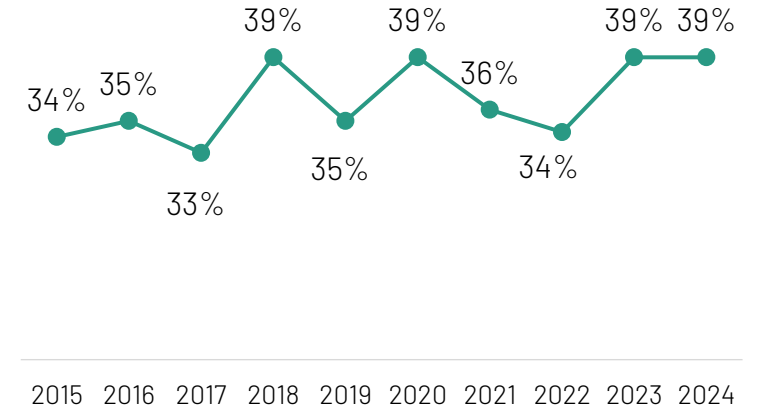
Half of the users of financing products consider protection in the case of death and half in the case of incapacity to work to be (most) advisable.

Basis: Users of financing products n=543



Payment protection insurance in general Top-Box = (most) advisable

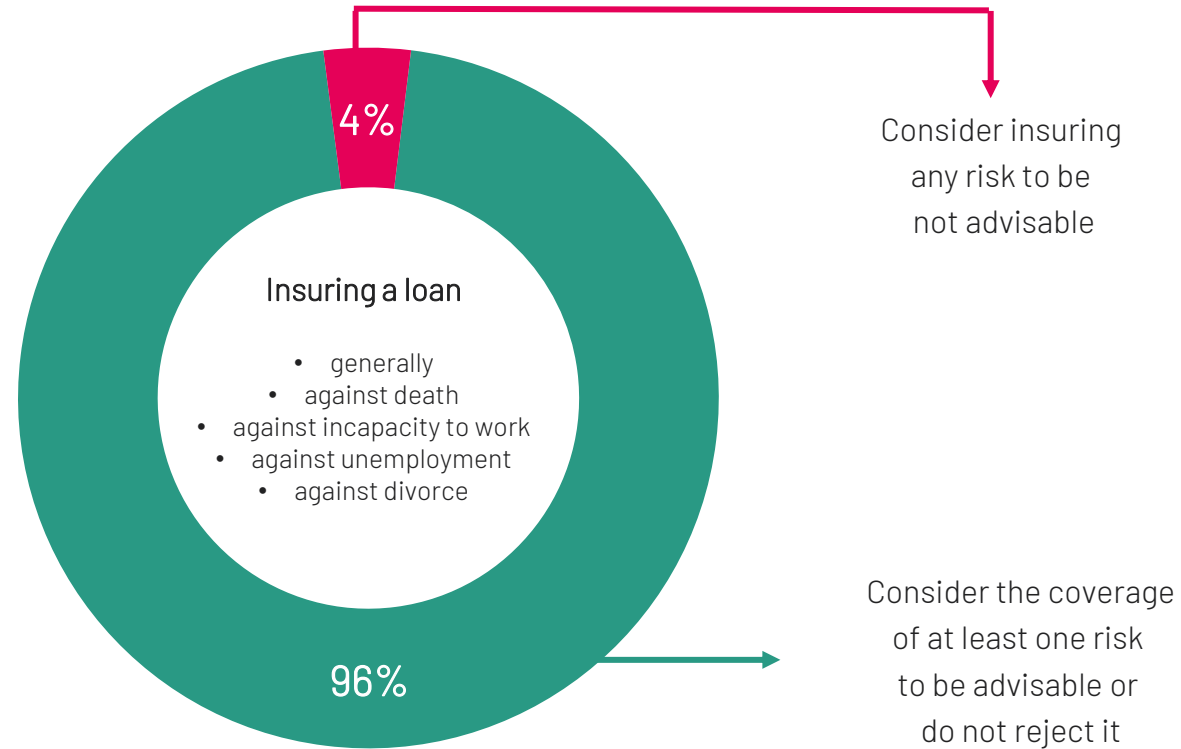
Over time



Q15a: How advisable do you think it is to take out payment protection insurance in general, and how advisable do you consider it is to cover the following specific risks with payment protection insurance? rounding differences possible

Need for protection

Nearly all users of financing products consider it useful to protect themselves against at least one risk.



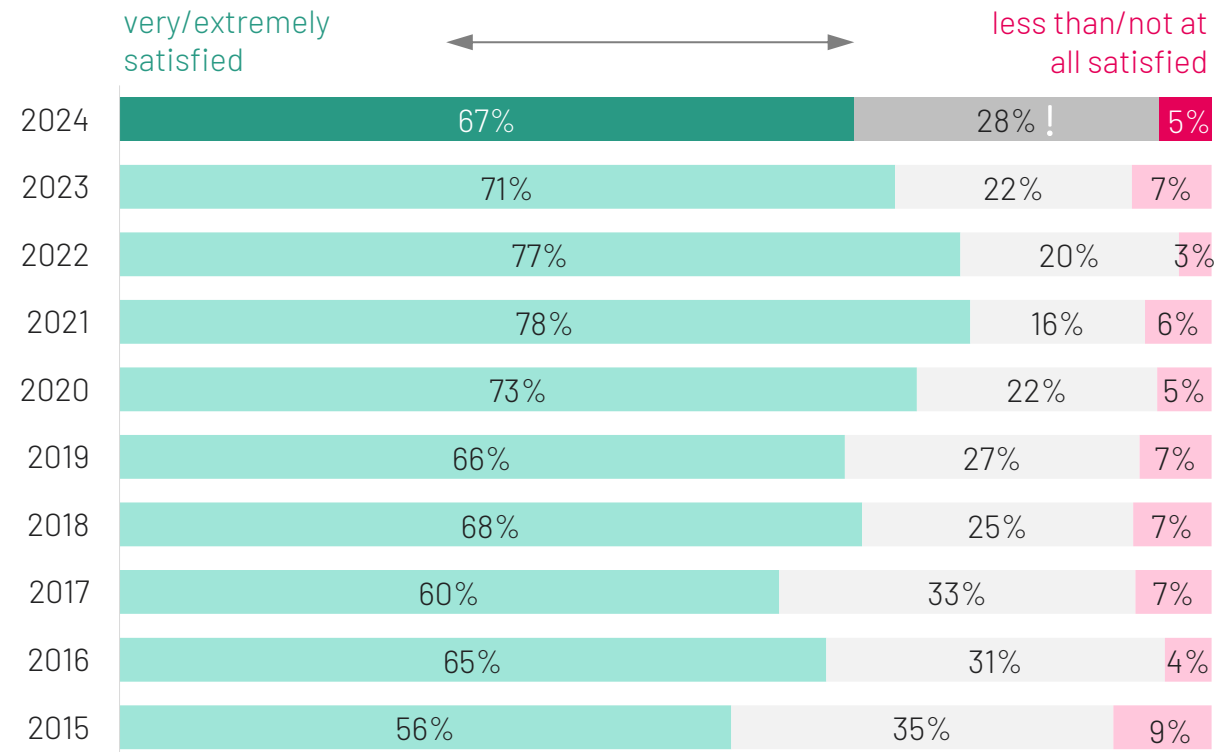
Basis: Users of financing products n=543

Q15a: How advisable do you think it is to take out payment protection insurance in general, and how advisable do you consider it is to cover the following specific risks with payment protection insurance?

Satisfaction with payment protection insurance

Satisfaction with the payment protection insurance is slightly decreasing compared to the previous year but remains at a high level.

More than two thirds of all insured persons are satisfied and only five per cent are not satisfied.

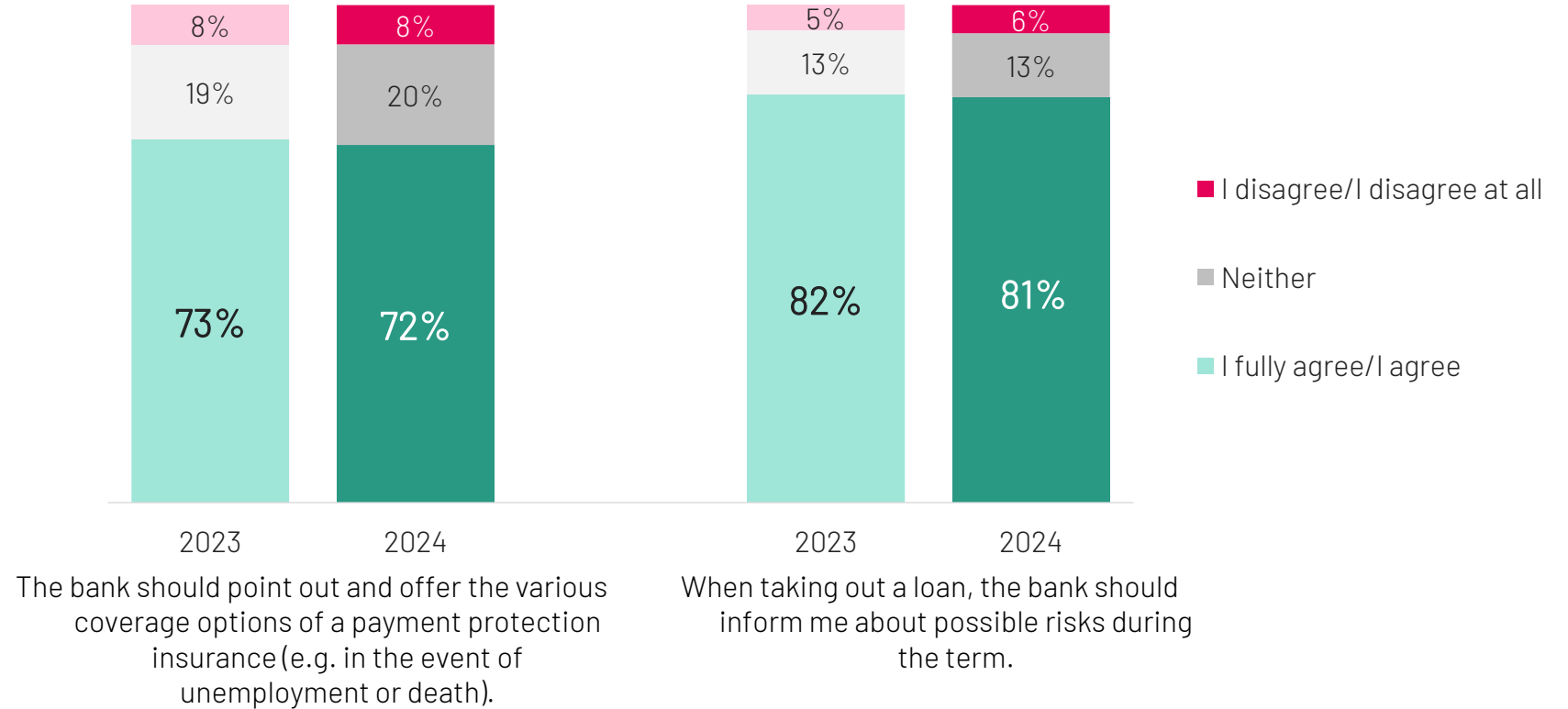


Basis: Instalment loan users with payment protection insurance 2024 n=109

Q14: How satisfied are you overall with your payment protection insurance?
rounding differences possible

Consumer expectations

Customers want to be informed about the loan's protection options and possible risks during the term of the loan when they take out the loan.



Basis: All respondents n=1,698

Q15c: How do you rate payment protection insurance in general in terms of the following aspects?
rounding differences possible

Company Information

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 – for 75 years. 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 200 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.

www.bfach.de
www.kredit-mit-verantwortung.de



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