

## **Consumer Lending in Greece**

Market Direction | 2023-11-22 | 19 pages | Euromonitor

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### **Report description:**

The growth of gross lending in consumer lending for 2023 is moderate and slower than what was anticipated a year ago. Factors such as surging inflation, an escalating energy crisis exacerbated by the Russian invasion of Ukraine (with its effects fully realised in 2023), and a significant spike in interest rates have collectively impeded the pace of growth. Both banks and consumers have adopted a more conservative approach in response. However, positive growth is sustained through the expansion o...

Euromonitor International's Consumer Lending in Greece report establishes the size and structure of the market for ATMs cards, smart cards, credit cards, debit cards, charge cards, pre-paid cards and store cards. It looks at key players in the market (issuers and operators), number of cards in circulation, numbers transactions and value of transactions. It offers strategic analysis of sector forecasts and trends to watch.

Product coverage: Consumer Credit, Mortgages/Housing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Consumer Lending market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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## Table of Contents:

Consumer Lending in Greece  
Euromonitor International  
November 2023

List Of Contents And Tables

### CONSUMER LENDING IN GREECE

#### EXECUTIVE SUMMARY

Consumer lending in 2023: The big picture

2023 key trends

Impact of interest rate hike on mortgages

Buy Now, Pay Later services expand in Greece

What next for consumer lending?

#### MARKET DATA

Table 1 Consumer Lending: Outstanding Balance by Category: Value 2018-2023

Table 2 Consumer Lending: Outstanding Balance by Category: % Value Growth 2018-2023

Table 3 Consumer Lending: Gross Lending by Category: Value 2018-2023

Table 4 Consumer Lending: Gross Lending by Category: % Value Growth 2018-2023

Table 5 Consumer Lending: Non-performing vs Other Loans Outstanding Balance: % Value 2018-2023

Table 6 Mortgages/Housing: Non-performing vs Other Loans Outstanding Balance: % Value 2018-2023

Table 7 Consumer Credit: Non-performing vs Other Loans Outstanding Balance: % Value 2018-2023

Table 8 Card Lending: Non-performing vs Other Loans Outstanding Balance: % Value 2018-2023

Table 9 Forecast Consumer Lending: Outstanding Balance by Category: Value 2023-2028

Table 10 □Forecast Consumer Lending: Outstanding Balance by Category: % Value Growth 2023-2028

Table 11 □Forecast Consumer Lending: Gross Lending by Category: Value 2023-2028

Table 12 □Forecast Consumer Lending: Gross Lending by Category: % Value Growth 2023-2028

#### ISCLAIMER

#### SOURCES

Summary 1 Research Sources

### CONSUMER CREDIT IN GREECE

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Digital loans remain a key trend in consumer lending

Small decline for auto lending in 2023 after a negative previous year

Demand for durables lending drives market growth

#### PROSPECTS AND OPPORTUNITIES

Moderate growth for consumer credit

Auto and durables lending: Cautious growth ahead

Buy Now, Pay Later expansion: A continuing trend

#### CATEGORY DATA

Table 13 Consumer Credit: Outstanding Balance by Category: Value 2018-2023

Table 14 Consumer Credit: Outstanding Balance by Category: % Value Growth 2018-2023

Table 15 Consumer Credit: Gross Lending by Category: Value 2018-2023

Table 16 Consumer Credit: Gross Lending by Category: % Value Growth 2018-2023

Table 17 Forecast Consumer Credit: Outstanding Balance by Category: Value 2023-2028

Table 18 Forecast Consumer Credit: Outstanding Balance by Category: % Value Growth 2023-2028

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Table 19 Forecast Consumer Credit: Gross Lending by Category: Value 2023-2028  
Table 20 Forecast Consumer Credit: Gross Lending by Category: % Value Growth 2023-2028

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