

## **Consumer Lending in Japan**

Market Direction | 2023-11-20 | 14 pages | Euromonitor

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### **Report description:**

Consumer lending in Japan is growing in 2023 in line with demand for greater convenience and easy access to lending services, mainly due to more services being accessed online. New emerging players, such as LINE Pocket Money by LINE Credit Corporation and Merpay Smart Money by Merpay Inc, have different screening methods compared to conventional loan service providers, making them even more accessible for consumers, especially the younger generation. For example, LINE Pocket Money uses a unique...

Euromonitor International's Consumer Lending in Japan 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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Euromonitor International  
November 2023

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