

## **Consumer Lending in Austria**

Market Direction | 2023-12-21 | 13 pages | Euromonitor

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### **Report description:**

Loans became more expensive for consumers in 2023, as a result of the European Central Bank's interest rate policy, with rates rising in response to high inflation in the EU since the energy crisis broke out in 2022 and the war in Ukraine began. The European Central Bank's key interest rate sat at historic lows of 0% for years, but saw a total of ten increases between July 2022 and September 2023, before ultimately reaching 4.5%. As a result, demand for loans fell noticeably in Austria, with a s...

Euromonitor International's Consumer Lending in Austria 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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