

India Consumer Finance Market By Type (Unsecured Consumer Finance, Secured Consumer Finance), By Region, Competition Forecast & Opportunities, 2021-2031F

Market Report | 2025-07-14 | 70 pages | TechSci Research

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Report description:

Market Overview

The India Consumer Finance Market was valued at USD 59.50 billion in 2025 and is projected to reach USD 210.03 billion by 2031, growing at a CAGR of 23.45% during the forecast period. This rapidly evolving sector is integral to the country's financial ecosystem, serving the credit needs of a diverse and expanding population. With a growing middle class and increasing urbanization, the demand for financial products such as personal loans, credit cards, retail financing, and auto loans is accelerating. The sector is also experiencing strong momentum in credit card adoption, as reflected in a 19.8% CAGR in card issuance between FY17 and FY22. Rising monthly PoS transactions and expanding transaction volumes further illustrate the shift toward consumer-led credit behavior. As per RBI's March 2024 bulletin, credit cards in circulation rose to 1.13 million, up from 0.90 million in March 2022, highlighting growing consumer reliance on credit instruments and signaling robust expansion in India's consumer finance landscape.

Key Market Drivers

Rapid Urbanization and Increasing Middle-Class Population

India's ongoing urbanization and the expansion of its middle-class demographic are key drivers of the consumer finance market. As more individuals migrate to cities in pursuit of employment and lifestyle opportunities, their financial aspirations are evolving. This has led to heightened demand for consumer credit products that support the purchase of homes, vehicles, and durable goods. According to RBI data, retail credit grew by 18.8% year-on-year as of March 2024, reflecting the surge in personal loans, credit cards, and consumer durable financing. The expanding middle class, with rising disposable incomes and growing purchasing power, is increasingly seeking accessible financing options, prompting financial institutions to diversify their product portfolios to meet this demand across urban and semi-urban markets.

Key Market Challenges

Economic Volatility and Uncertainty

Economic instability remains a significant challenge for the India Consumer Finance Market. External shocks and internal disruptions, such as global recessions or the COVID-19 pandemic, directly impact consumer confidence, income levels, and

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creditworthiness. During periods of economic downturn, individuals may experience job losses or salary reductions, limiting their ability to service debt and increasing the risk of loan defaults. This volatility also affects borrowing costs due to fluctuations in interest rates and inflation, complicating the risk strategies of lenders. Financial institutions must adopt robust risk assessment models, enhance recovery mechanisms, and maintain operational flexibility to manage exposure and maintain stability in an uncertain economic environment.

Key Market Trends

Digital Transformation and Fintech Integration

Digital transformation is reshaping the India Consumer Finance Market, with fintech solutions playing a central role in modernizing credit delivery. The widespread use of smartphones, enhanced internet penetration, and government support for digital infrastructure have accelerated the adoption of digital channels in financial services. Fintech platforms are enabling streamlined loan applications, instant approvals, and user-friendly digital interfaces, enhancing customer experience. Innovations such as digital wallets, P2P lending platforms, and AI-driven credit assessments are improving access to financial products for underserved populations. The growth of digital lending is particularly notable, offering scalable and efficient credit solutions that align with the evolving needs of digitally savvy consumers.

Key Market Players

- Bajaj Capital Limited
- Birla Global Finance Limited
- Housing Development Finance Corporation
- ICICI Group
- LIC Finance Limited
- L & T Finance Limited
- Mahindra & Mahindra Financial Services Limited
- Muthoot Finance Ltd
- Cholamandalam
- Tata Capital Financial Services Ltd

Report Scope:

In this report, the India Consumer Finance Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- India Consumer Finance Market, By Type:
 - o Unsecured Consumer Finance
 - o Secured Consumer Finance
- India Consumer Finance Market, By Region:
 - North
 - South
 - East
 - West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Consumer Finance Market.

Available Customizations:

India Consumer Finance Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

- Detailed analysis and profiling of additional market players (up to five).

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