

Personal Loan Market Size and Share Outlook - Forecast Trends and Growth Analysis Report (2025-2034)

Market Report | 2025-07-15 | 152 pages | EMR Inc.

AVAILABLE LICENSES:

- Single User License \$3599.00
- Five User License \$4249.00
- Corporate License \$5099.00

Report description:

The global personal loan market was valued at USD 268.50 Billion in 2024 . The industry is expected to grow at a CAGR of 32.20% during the forecast period of 2025-2034 to attain a valuation of USD 4377.83 Billion by 2034 .

Personal Loan Market Growth

Personal loan, also known as consumer loan, refers to a certain amount of money which is borrowed by a debtor to fulfil a personal financial need, such as debt consolidation, home improvements, emergency expenses, or large purchases. Interest rates for personal loans can vary depending upon the loan provider and credit history of the borrower. A personal loan is borrowed on a returnable basis and once the repayment is done, the promissory note, which is the evidence of loan, gets retired.

The key drivers shaping the personal loan market outlook include the rising demand for short-term financing, facilitated by low-income levels and rapid lending and approval processes. The market is also benefiting from the development of digitisation, which has streamlined the loan application and approval procedures, making personal loans more accessible to a broader population. Moreover, the availability of collateral-free credit programs and the flexibility offered by personal loans, such as choosing the loan length, have attracted more individuals towards this form of financing, further boosting market growth.

Key Trends and Developments

Adoption of digital technologies, rising expenditure on luxury goods, and government initiatives promoting lower interest rates have led to personal loan market development

May 2024

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Nationwide has doubled its personal loan cap to EUR 50,000 to help fund home improvements. The move aims to provide more financial flexibility for customers looking to upgrade their living spaces.

November 2023

LendingClub Bank has crossed USD 1 billion in personal loans sold through its Structured Loan Certificates Program (SLCLC Program). The company expects to double this volume to USD 2 billion by mid-2024 as it continues to scale.

Adoption of digital technologies

One of the most significant trends in the personal loan market is the increasing adoption of digital technologies. Lenders are leveraging AI, big data analytics, IoT, and chatbots to streamline operations, improve customer experience, and ensure faster loan approvals.

Emergence of P2P lending

P2P lending does not involve interference from official financial institutions, making it more accessible compared to other modes. It also provides higher returns to investors and comes with lower interest rates. Platforms like Zopa in the UK and Lending Club in the US have become popular for their P2P lending services.

Increasing financial inclusion in rural areas

The rising financial inclusion among consumers have contributed significantly to the personal loan market expansion. In India, the government's efforts to promote financial inclusion through initiatives like the Pradhan Mantri Jan Dhan Yojana have led to a significant increase in the number of people with access to banking services, thereby driving the demand for personal loans.

Focus on enhancing client communications

Market players are focusing on enhancing immediate client communications and adopting digital tools to meet consumers' constant needs for personal loans. Fintech companies like Affirm and Klarna are offering personalised loan options and flexible repayment terms to increase customer satisfaction.

Personal Loan Market Trends

Increasing migration to smart urban cities, rising requirement of money to fund luxury lifestyles, and increasing accumulation of materialistic products are other crucial trends in the market as personal loans are often being used for home upgrades and purchasing of vehicles. Moreover, the rising adoption of cloud-based software to improve risk-assessment to be prudent about non-performing assets, is likely to add to the personal loans market growth. Moreover, increasing financial literacy among the young population is further shaping the dynamics of the market by increasing their demand.

Additionally, banks like HDFC Bank and ICICI Bank in India have introduced AI-powered chatbots to assist customers with loan applications and provide personalised services. The use of digitalisation and automation has made the documentation process easier, attracting more customers to apply for loans. Banks and NBFCs are adopting technology to enable paperless and automated lending processes, which is expected to open new avenues for the market in the coming years.

Personal Loan Industry Segmentation

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

The EMR's report titled "Personal Loan Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Type

- P2P Marketplace Lending
- Balance Sheet Lending

Market Breakup by Age

- Less than 30 Years
- 30-50 Years
- More than 50 Years

Market Breakup by Marital Status

- Married
- Single

Market Breakup by Employment Status

- Salaried
- Business

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Personal Loan Market Share

P2P lending segment is witnessing substantial growth as it provides higher returns and lower interest

The P2P marketplace lending segment, based on type, accounts for a healthy share of the market as P2P marketplace lending does not involve interference of any official financial institution. This type of lending is more accessible as compared to other modes, provides higher returns to investors, and comes with lower rate of interest. These advantages are fuelling the demand of this segment and contributing towards the growth of the personal loan market. Meanwhile, the balance sheet lending type of personal loans is expected to register a decent growth rate in the forecast period, as they provide greater transparency and bridge the gap between lenders and debtors.

The salaried segment holds a significant market share due to the better credit history of salaried individuals

The salaried segment dominates the market due to the steady income and better credit history of salaried individuals. Key growth drivers for the salaried segment include increasing awareness and financial inclusion among salaried individuals, especially in

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

developing economies, rising demand for short-term financing to meet personal expenses, rapid lending and approval processes offered by lenders, and the adoption of digital technologies like AI, big data analytics, and chatbots by lenders to streamline operations and improve customer experience.

As per the personal loan market analysis, the business segment is projected to exhibit the fastest growth rate during the forecast period due to the increasing number of small and medium enterprises and the growing need for financing among business owners. Key growth drivers for the segment include rising demand for business loans and working capital financing, increasing adoption of digital lending platforms by business owners, availability of collateral-free credit programs and flexible repayment options, and the emergence of alternative lending platforms like P2P lending and crowdfunding.

Personal Loan Market Analysis by Region

Asia Pacific leads the market due to its large base of population and their ever-rising requirements

The Asia Pacific accounts for a sizable portion of the market for personal loans, driven by the increasing loan inquiries by youngsters across emerging economies, rapid boost in consumption-led credit products, and increasing loan access to improve quality of life. Loan growth in well-established economies such as Singapore is further invigorating the personal loan market share in the Asia Pacific.

In the coming years, Europe is likely to register a healthy growth in the market for personal loans, owing to the robust growth of digital loan application services, with a sizable share of the market accounted for by the United Kingdom. The increasing number of lenders from traditional financial institution and banks in United Kingdom is leading to a rapid expansion of the market in the country.

Leading Companies in the Personal Loan Market

Market players are focused on enhancing client communications and leveraging technological advancements to streamline operations, improve customer experience, and drive market growth.

American Express Company

American Express Company is one of the largest financial service corporations across the globe which provides personal, small business, and corporate credit cards. This company also provides services related to freight forwarding, travel cards, innovative digital products, and loans. It was founded in 1850 and is headquartered in New York, United States.

Avant, LLC.

Avant, LLC. is a leading financial technology company which provides debt consolidation loans, emergency loans, home improvement loans, and instalment loans. Established in 2012 and based out of Illinois in the United States, this company strives to provide personal and other types of loans at lowest interest rates to its prime customers.

DBS Bank Limited

DBS Bank Limited is a prominent bank which provides services related to personal banking, credit cards, wealth management, corporate banking, and SME banking. The company also provides smart digital solutions that bring convenience to customers within a banking system. The establishment of this bank took place in 1968 and is headquartered in Marina Bay district of Singapore.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

The Goldman Sachs Group, Inc.

The Goldman Sachs Group, Inc. was founded in 1869 and is headquartered in New York City, United States. It offers a wide range of financial services and products, including investment banking, securities underwriting, asset management, wealth management, investment management, private-equity funds, hedge funds, and services such as financial planning and transaction banking.

Other key players in the global personal loan market include LendingClub Bank, N.A., Prosper Funding LLC., SoFi Lending Corp., Truist Financial Corporation, Wells Fargo & Company, and Industrial and Commercial Bank of China Limited, among others.

View Insights on

[Syndicated Loans Market](#)

[Student Loan Market](#)

[United Kingdom Car Loan Market](#)

[United States Car Loan Market](#)

[Personal Loan Market](#) Report Snapshots

[Personal Loan](#) Companies

Table of Contents:

- 1 Executive Summary
 - 1.1 Market Size 2024-2025
 - 1.2 Market Growth 2025(F)-2034(F)
 - 1.3 Key Demand Drivers
 - 1.4 Key Players and Competitive Structure
 - 1.5 Industry Best Practices
 - 1.6 Recent Trends and Developments
 - 1.7 Industry Outlook
- 2 Market Overview and Stakeholder Insights
 - 2.1 Market Trends
 - 2.2 Key Verticals
 - 2.3 Key Regions
 - 2.4 Supplier Power
 - 2.5 Buyer Power
 - 2.6 Key Market Opportunities and Risks
 - 2.7 Key Initiatives by Stakeholders
- 3 Economic Summary
 - 3.1 GDP Outlook
 - 3.2 GDP Per Capita Growth

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 3.3 Inflation Trends
- 3.4 Democracy Index
- 3.5 Gross Public Debt Ratios
- 3.6 Balance of Payment (BoP) Position
- 3.7 Population Outlook
- 3.8 Urbanisation Trends
- 4 Country Risk Profiles
 - 4.1 Country Risk
 - 4.2 Business Climate
- 5 Global Personal Loan Market Analysis
 - 5.1 Key Industry Highlights
 - 5.2 Global Personal Loan Historical Market (2018-2024)
 - 5.3 Global Personal Loan Market Forecast (2025-2034)
 - 5.4 Global Personal Loan Market by Type
 - 5.4.1 P2P Marketplace Lending
 - 5.4.1.1 Historical Trend (2018-2024)
 - 5.4.1.2 Forecast Trend (2025-2034)
 - 5.4.2 Balance Sheet Lending
 - 5.4.2.1 Historical Trend (2018-2024)
 - 5.4.2.2 Forecast Trend (2025-2034)
 - 5.5 Global Personal Loan Market by Age
 - 5.5.1 Less than 30 Years
 - 5.5.1.1 Historical Trend (2018-2024)
 - 5.5.1.2 Forecast Trend (2025-2034)
 - 5.5.2 30-50 Years
 - 5.5.2.1 Historical Trend (2018-2024)
 - 5.5.2.2 Forecast Trend (2025-2034)
 - 5.5.3 More than 50 Years
 - 5.5.3.1 Historical Trend (2018-2024)
 - 5.5.3.2 Forecast Trend (2025-2034)
 - 5.6 Global Personal Loan Market by Marital Status
 - 5.6.1 Married
 - 5.6.1.1 Historical Trend (2018-2024)
 - 5.6.1.2 Forecast Trend (2025-2034)
 - 5.6.2 Single
 - 5.6.2.1 Historical Trend (2018-2024)
 - 5.6.2.2 Forecast Trend (2025-2034)
 - 5.7 Global Personal Loan Market by Employment Status
 - 5.7.1 Salaried
 - 5.7.1.1 Historical Trend (2018-2024)
 - 5.7.1.2 Forecast Trend (2025-2034)
 - 5.7.2 Business
 - 5.7.2.1 Historical Trend (2018-2024)
 - 5.7.2.2 Forecast Trend (2025-2034)
 - 5.8 Global Personal Loan Market by Region
 - 5.8.1 North America
 - 5.8.1.1 Historical Trend (2018-2024)

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 5.8.1.2 Forecast Trend (2025-2034)
- 5.8.2 Europe
 - 5.8.2.1 Historical Trend (2018-2024)
 - 5.8.2.2 Forecast Trend (2025-2034)
- 5.8.3 Asia Pacific
 - 5.8.3.1 Historical Trend (2018-2024)
 - 5.8.3.2 Forecast Trend (2025-2034)
- 5.8.4 Latin America
 - 5.8.4.1 Historical Trend (2018-2024)
 - 5.8.4.2 Forecast Trend (2025-2034)
- 5.8.5 Middle East and Africa
 - 5.8.5.1 Historical Trend (2018-2024)
 - 5.8.5.2 Forecast Trend (2025-2034)
- 6 North America Personal Loan Market Analysis
 - 6.1 United States of America
 - 6.1.1 Historical Trend (2018-2024)
 - 6.1.2 Forecast Trend (2025-2034)
 - 6.2 Canada
 - 6.2.1 Historical Trend (2018-2024)
 - 6.2.2 Forecast Trend (2025-2034)
- 7 Europe Personal Loan Market Analysis
 - 7.1 United Kingdom
 - 7.1.1 Historical Trend (2018-2024)
 - 7.1.2 Forecast Trend (2025-2034)
 - 7.2 Germany
 - 7.2.1 Historical Trend (2018-2024)
 - 7.2.2 Forecast Trend (2025-2034)
 - 7.3 France
 - 7.3.1 Historical Trend (2018-2024)
 - 7.3.2 Forecast Trend (2025-2034)
 - 7.4 Italy
 - 7.4.1 Historical Trend (2018-2024)
 - 7.4.2 Forecast Trend (2025-2034)
 - 7.5 Others
- 8 Asia Pacific Personal Loan Market Analysis
 - 8.1 China
 - 8.1.1 Historical Trend (2018-2024)
 - 8.1.2 Forecast Trend (2025-2034)
 - 8.2 Japan
 - 8.2.1 Historical Trend (2018-2024)
 - 8.2.2 Forecast Trend (2025-2034)
 - 8.3 India
 - 8.3.1 Historical Trend (2018-2024)
 - 8.3.2 Forecast Trend (2025-2034)
 - 8.4 ASEAN
 - 8.4.1 Historical Trend (2018-2024)
 - 8.4.2 Forecast Trend (2025-2034)

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 8.5 Australia
 - 8.5.1 Historical Trend (2018-2024)
 - 8.5.2 Forecast Trend (2025-2034)
- 8.6 Others
- 9 Latin America Personal Loan Market Analysis
 - 9.1 Brazil
 - 9.1.1 Historical Trend (2018-2024)
 - 9.1.2 Forecast Trend (2025-2034)
 - 9.2 Argentina
 - 9.2.1 Historical Trend (2018-2024)
 - 9.2.2 Forecast Trend (2025-2034)
 - 9.3 Mexico
 - 9.3.1 Historical Trend (2018-2024)
 - 9.3.2 Forecast Trend (2025-2034)
 - 9.4 Others
- 10 Middle East and Africa Personal Loan Market Analysis
 - 10.1 Saudi Arabia
 - 10.1.1 Historical Trend (2018-2024)
 - 10.1.2 Forecast Trend (2025-2034)
 - 10.2 United Arab Emirates
 - 10.2.1 Historical Trend (2018-2024)
 - 10.2.2 Forecast Trend (2025-2034)
 - 10.3 Nigeria
 - 10.3.1 Historical Trend (2018-2024)
 - 10.3.2 Forecast Trend (2025-2034)
 - 10.4 South Africa
 - 10.4.1 Historical Trend (2018-2024)
 - 10.4.2 Forecast Trend (2025-2034)
 - 10.5 Others
- 11 Market Dynamics
 - 11.1 SWOT Analysis
 - 11.1.1 Strengths
 - 11.1.2 Weaknesses
 - 11.1.3 Opportunities
 - 11.1.4 Threats
 - 11.2 Porter's Five Forces Analysis
 - 11.2.1 Supplier's Power
 - 11.2.2 Buyer's Power
 - 11.2.3 Threat of New Entrants
 - 11.2.4 Degree of Rivalry
 - 11.2.5 Threat of Substitutes
 - 11.3 Key Indicators for Demand
 - 11.4 Key Indicators for Price
- 12 Competitive Landscape
 - 12.1 Supplier Selection
 - 12.2 Key Global Players
 - 12.3 Key Regional Players

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 12.4 Key Player Strategies
- 12.5 Company Profiles
 - 12.5.1 American Express Company
 - 12.5.1.1 Company Overview
 - 12.5.1.2 Product Portfolio
 - 12.5.1.3 Demographic Reach and Achievements
 - 12.5.1.4 Certifications
 - 12.5.2 Avant, LLC.
 - 12.5.2.1 Company Overview
 - 12.5.2.2 Product Portfolio
 - 12.5.2.3 Demographic Reach and Achievements
 - 12.5.2.4 Certifications
 - 12.5.3 DBS Bank Limited
 - 12.5.3.1 Company Overview
 - 12.5.3.2 Product Portfolio
 - 12.5.3.3 Demographic Reach and Achievements
 - 12.5.3.4 Certifications
 - 12.5.4 The Goldman Sachs Group, Inc.
 - 12.5.4.1 Company Overview
 - 12.5.4.2 Product Portfolio
 - 12.5.4.3 Demographic Reach and Achievements
 - 12.5.4.4 Certifications
 - 12.5.5 LendingClub Bank, N.A.
 - 12.5.5.1 Company Overview
 - 12.5.5.2 Product Portfolio
 - 12.5.5.3 Demographic Reach and Achievements
 - 12.5.5.4 Certifications
 - 12.5.6 Prosper Funding LLC.
 - 12.5.6.1 Company Overview
 - 12.5.6.2 Product Portfolio
 - 12.5.6.3 Demographic Reach and Achievements
 - 12.5.6.4 Certifications
 - 12.5.7 SoFi Lending Corp.
 - 12.5.7.1 Company Overview
 - 12.5.7.2 Product Portfolio
 - 12.5.7.3 Demographic Reach and Achievements
 - 12.5.7.4 Certifications
 - 12.5.8 Truist Financial Corporation
 - 12.5.8.1 Company Overview
 - 12.5.8.2 Product Portfolio
 - 12.5.8.3 Demographic Reach and Achievements
 - 12.5.8.4 Certifications
 - 12.5.9 Wells Fargo & Company
 - 12.5.9.1 Company Overview
 - 12.5.9.2 Product Portfolio
 - 12.5.9.3 Demographic Reach and Achievements
 - 12.5.9.4 Certifications

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 12.5.10 Industrial and Commercial Bank of China Limited
- 12.5.10.1 Company Overview
- 12.5.10.2 Product Portfolio
- 12.5.10.3 Demographic Reach and Achievements
- 12.5.10.4 Certifications
- 12.5.11 Others

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Personal Loan Market Size and Share Outlook - Forecast Trends and Growth Analysis Report (2025-2034)

Market Report | 2025-07-15 | 152 pages | EMR Inc.

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$3599.00
	Five User License	\$4249.00
	Corporate License	\$5099.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-02"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com