



Consumer Lending in India

June 2025

Table of Contents

EXECUTIVE SUMMARY

Consumer lending in 2024: The big picture
2024 key trends
Card lending remains resilient amid increasing credit adoption
Alternative lending strengthens foothold through innovation and partnerships
RBI's proactive supervision redefines digital lending dynamics, while BNPL sees tighter regulations
What next for consumer lending?

MARKET DATA

- Table 1 - Consumer Lending: Outstanding Balance by Category: Value 2019-2024
- Table 2 - Consumer Lending: Outstanding Balance by Category: % Value Growth 2019-2024
- Table 3 - Consumer Lending: Gross Lending by Category: Value 2019-2024
- Table 4 - Consumer Lending: Gross Lending by Category: % Value Growth 2019-2024
- Table 5 - Consumer Lending: Non-performing vs Other Loans Outstanding Balance: % Value 2019-2024
- Table 6 - Mortgages/Housing: Non-performing vs Other Loans Outstanding Balance: % Value 2019-2024
- Table 7 - Consumer Credit: Non-performing vs Other Loans Outstanding Balance: % Value 2019-2024
- Table 8 - Card Lending: Non-performing vs Other Loans Outstanding Balance: % Value 2019-2024
- Table 9 - Forecast Consumer Lending: Outstanding Balance by Category: Value 2024-2029
- Table 10 - Forecast Consumer Lending: Outstanding Balance by Category: % Value Growth 2024-2029
- Table 11 - Forecast Consumer Lending: Gross Lending by Category: Value 2024-2029
- Table 12 - Forecast Consumer Lending: Gross Lending by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Consumer Credit in India - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Credit card lending remains dominant despite disbursal slowdown
Secured lending surges as lenders rebalance portfolios amid RBI tightening
FinTech's recalibrate lending models amidst regulatory and funding challenges

PROSPECTS AND OPPORTUNITIES

Second-tier cities to drive next wave of credit card and consumer durable lending
Co-lending and embedded finance models to power future growth
Auto lending to witness renewed growth supported by policy and infrastructure

CATEGORY DATA

- Table 13 - Consumer Credit: Outstanding Balance by Category: Value 2019-2024
- Table 14 - Consumer Credit: Outstanding Balance by Category: % Value Growth 2019-2024
- Table 15 - Consumer Credit: Gross Lending by Category: Value 2019-2024
- Table 16 - Consumer Credit: Gross Lending by Category: % Value Growth 2019-2024
- Table 17 - Forecast Consumer Credit: Outstanding Balance by Category: Value 2024-2029
- Table 18 - Forecast Consumer Credit: Outstanding Balance by Category: % Value Growth 2024-2029
- Table 19 - Forecast Consumer Credit: Gross Lending by Category: Value 2024-2029
- Table 20 - Forecast Consumer Credit: Gross Lending by Category: % Value Growth 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-lending-in-india/report.