



Consumer Credit in Vietnam

January 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- New regulations impact consumer lending
- BNPL continues to gain traction
- More banks and credit institutions integrate AI technology into the operations

PROSPECTS AND OPPORTUNITIES

- Consumer credit set for steady growth, thanks to government and banking initiatives
- Digital transformation will drive banking innovation and tackle black credit
- BNPL will continue to show healthy growth

CATEGORY DATA

- Table 1 - Consumer Credit: Outstanding Balance by Category: Value 2019-2024
- Table 2 - Consumer Credit: Outstanding Balance by Category: % Value Growth 2019-2024
- Table 3 - Consumer Credit: Gross Lending by Category: Value 2019-2024
- Table 4 - Consumer Credit: Gross Lending by Category: % Value Growth 2019-2024
- Table 5 - Forecast Consumer Credit: Outstanding Balance by Category: Value 2024-2029
- Table 6 - Forecast Consumer Credit: Outstanding Balance by Category: % Value Growth 2024-2029
- Table 7 - Forecast Consumer Credit: Gross Lending by Category: Value 2024-2029
- Table 8 - Forecast Consumer Credit: Gross Lending by Category: % Value Growth 2024-2029

Consumer Lending in Vietnam - Industry Overview

EXECUTIVE SUMMARY

- Consumer lending in 2024: The big picture
- 2024 key trends
- Low interest rates spur optimism, but housing market faces persistent challenges
- Rise in digital banking spurs consumer lending
- BNPL model continues gains traction
- What next for consumer lending?

MARKET DATA

- Table 9 - Consumer Lending: Outstanding Balance by Category: Value 2019-2024
- Table 10 - Consumer Lending: Outstanding Balance by Category: % Value Growth 2019-2024
- Table 11 - Consumer Lending: Gross Lending by Category: Value 2019-2024
- Table 12 - Consumer Lending: Gross Lending by Category: % Value Growth 2019-2024
- Table 13 - Consumer Lending: Non-performing vs Other Loans Outstanding Balance: % Value 2019-2024
- Table 14 - Mortgages/Housing: Non-performing vs Other Loans Outstanding Balance: % Value 2019-2024
- Table 15 - Consumer Credit: Non-performing vs Other Loans Outstanding Balance: % Value 2019-2024
- Table 16 - Card Lending: Non-performing vs Other Loans Outstanding Balance: % Value 2019-2024
- Table 17 - Forecast Consumer Lending: Outstanding Balance by Category: Value 2024-2029
- Table 18 - Forecast Consumer Lending: Outstanding Balance by Category: % Value Growth 2024-2029
- Table 19 - Forecast Consumer Lending: Gross Lending by Category: Value 2024-2029
- Table 20 - Forecast Consumer Lending: Gross Lending by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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-credit-in-vietnam/report.