

# Consumer Credit Index 2019/2020

## Forecast for Private Borrowing in Germany

Ipsos GmbH

on behalf of Bankenfachverband e.V.



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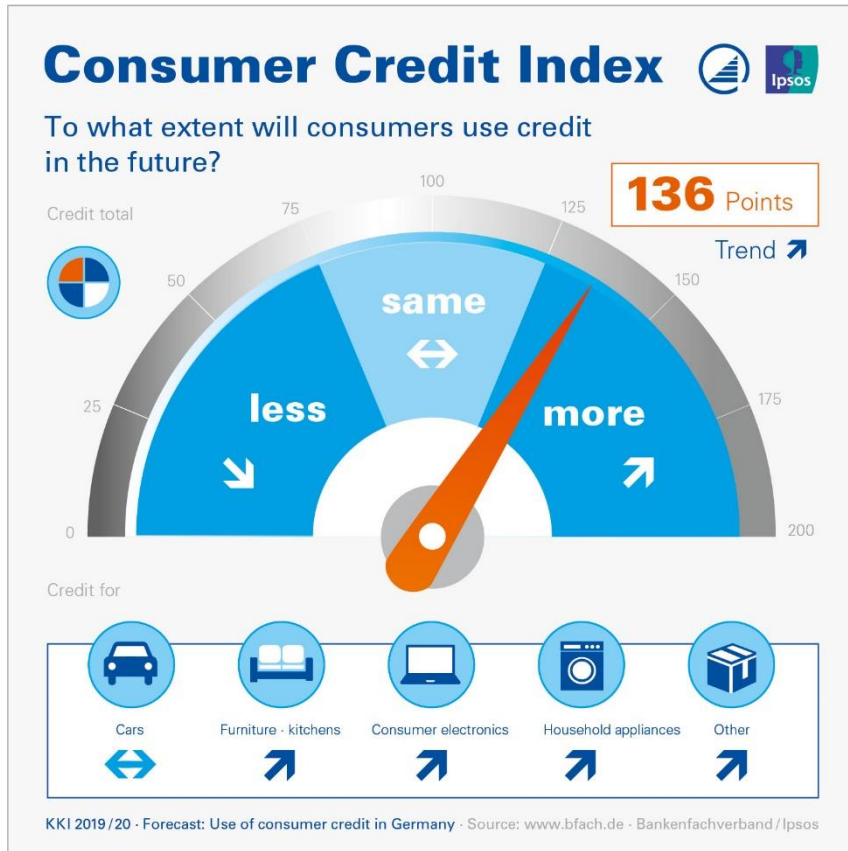


# The Consumer Credit Index of the Bankenfachverband

# The Consumer Credit Index of the Bankenfachverband



## Trend 2019/2020



The Consumer Credit Index for 2019/2020 is rising at a value of **136 points**.

**In total, consumers will take out more loans to finance purchases over the next 12 months as over the last 12 months.**

The use of credit for furniture and kitchens, consumer electronics, household appliances as well as other purchases will rise. The demand for credit to buy cars will remain at a level similar to that of the last 12 months.

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# The Consumer Credit Index of the Bankenfachverband



## About the study

 <b>METHOD</b>	Survey, supporting study: GfK Household Panel (written survey, in parts online)
 <b>SURVEY PERIOD</b>	3 to 29 July 2019
 <b>TARGET GROUP</b>	A representative selection of people between the ages of 18 and 69, chosen according to age, profession, the size of city where they live, and federal state
 <b>SAMPLE</b>	n=1.869 interviews; results were weighted according to age, profession, income, child status and size of location.
 <b>FREQUENCY OF THE STUDY</b>	Twice a year (spring and autumn)
 <b>SURVEYED AREA</b>	Federal Republic of Germany

# The Consumer Credit Index of the Bankenfachverband



## Overview

The consumer credit index measures the willingness of private individuals in Germany to make purchases in the next 12 months and to finance these using credit.

The following purchase categories are used to calculate the consumer credit index (Total 🌐) :



Cars



Consumer electronics



Household appliances



Furniture, kitchens



Other

## Description and interpretation of the consumer credit index :

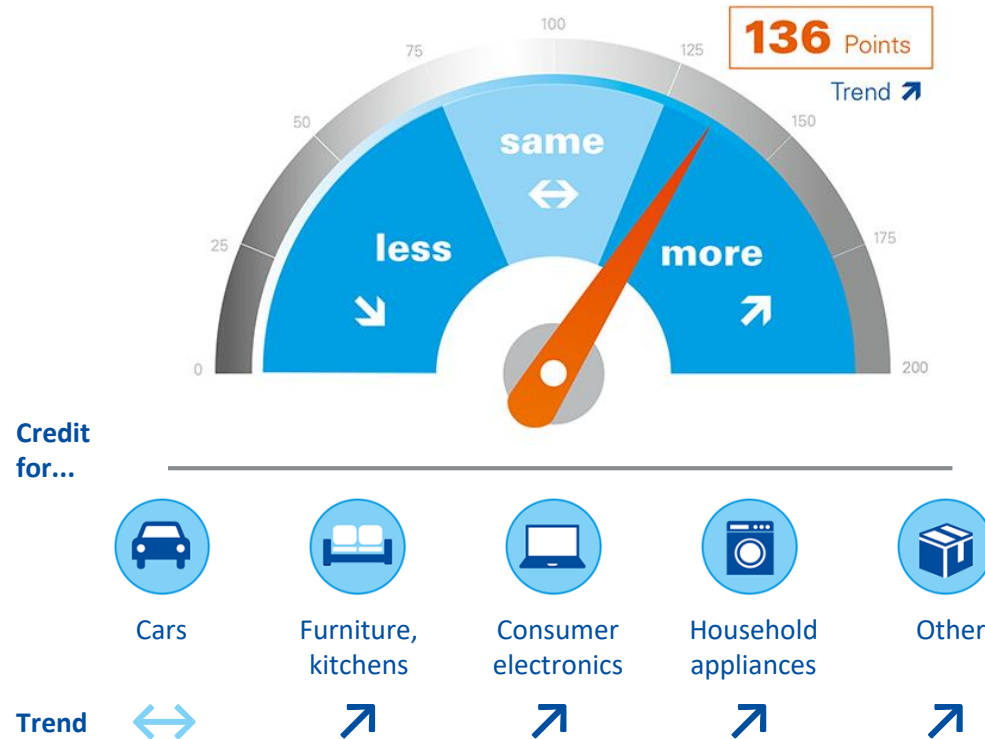


- Values **below 75** indicate a **decline** in the use of credit
- Values **between 75 and 125** indicate a **stable** use of credit
- Values **above 125** indicate a **rise** in the use of credit



# Detailed outlook for the use of consumer credit in Germany in 2019/2020

# Consumers will take out more loans to purchase goods in 2019/2020 compared to the previous year.



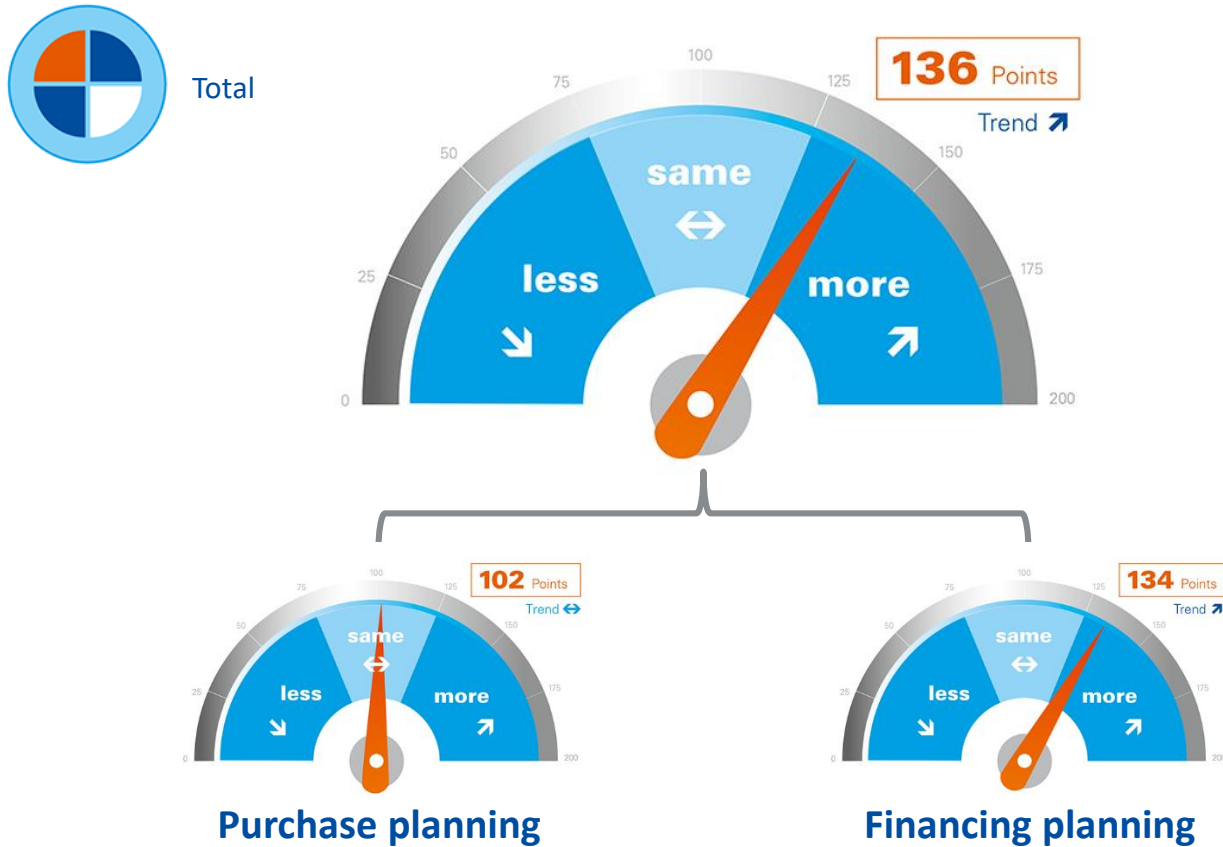
The Consumer Credit Index for 2019/2020 is rising at a value of **136 points**.

In total, consumers will take out more loans to finance purchases over the next 12 months as over the last 12 months.

The use of credit for furniture and kitchens, consumer electronics, household appliances as well as other purchases will rise significantly.



# Stable purchase planning and rising financing planning result in a higher usage of loans in 2019/2020.



The Consumer Credit Index for 2019/2020 is rising at a value of **136 points**.

This trend is supported by a stable purchase planning and a rising willingness to take out loans.

Annual comparison	2019/2020*	2018/2019
Consumer Credit Index	<b>136</b>	118
Purchase planning	<b>102</b>	87
Financing planning	<b>134</b>	135

If both fractional values are positive or negative, this results in a greater change in the Consumer Credit Index.  
\*New method of calculation in 2019/2020


# In 2019/2020 a similar number of loans for cars will be taken out compared to the previous year.



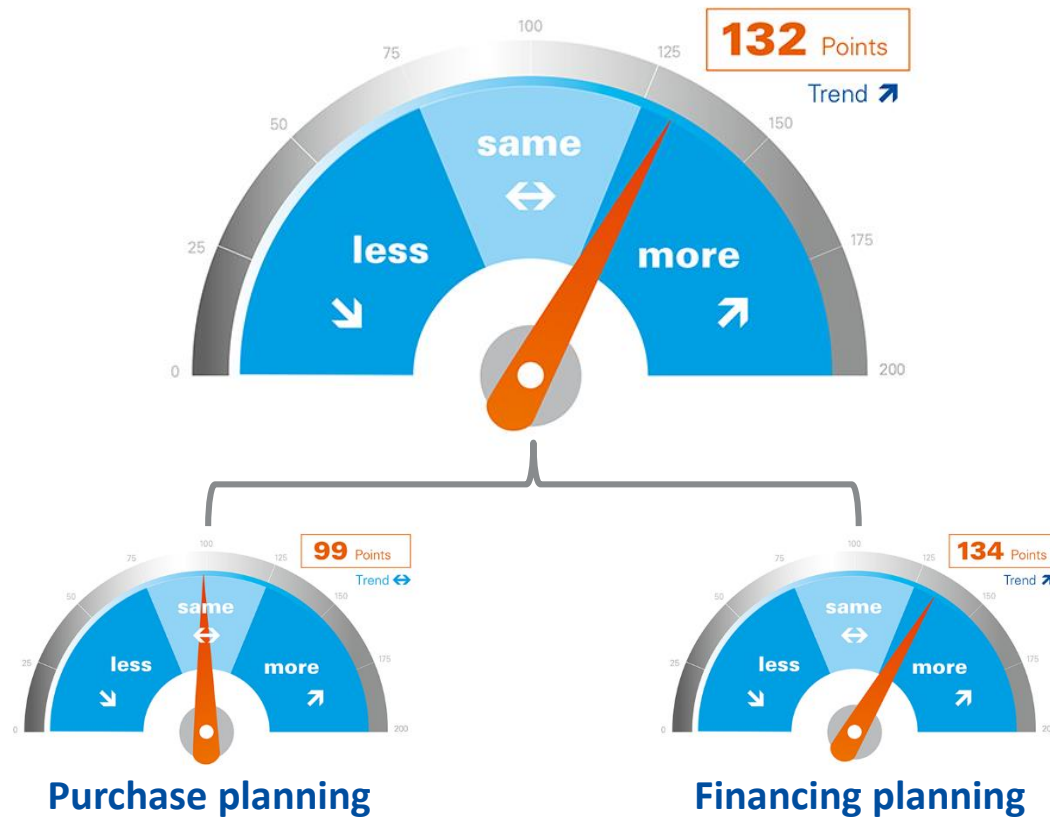
The credit index for cars is stable at a value of **106 points**.

This trend is a result of the fact that both purchase planning and financing planning are stable.

Annual comparison	2019/2020*	2018/2019
Credit Index for cars	<b>106</b>	88
Purchase planning	<b>86</b>	68
Financing planning	<b>122</b>	130

 If both fractional values are positive or negative, this results in a greater change in the Consumer Credit Index.  
\*New method of calculation in 2019/2020


# A rising financing planning leads to an increase in the usage of loans for furniture and kitchens.



The credit index for furniture and kitchens is rising at a value of **132 points**.

This trend is supported by a rise in the willingness to use credit in this segment, which will offset the stable purchase planning.

Annual comparison	2019/2020*	2018/2019
Credit Index for furniture and kitchens	<b>132</b>	117
Purchase planning	<b>99</b>	74
Financing planning	<b>134</b>	158

 If both fractional values are positive or negative, this results in a greater change in the Consumer Credit Index.  
\*New method of calculation in 2019/2020


# The usage of loans for consumer electronics is rising due to a strong increase in financing planning.



The credit index for consumer electronics is strongly rising at a value of **172 points**.

This trend is supported by a stable purchase planning and a significantly increasing financing planning in this segment.

Annual comparison	2019/2020*	2018/2019
Credit Index for consumer electronics	<b>172</b>	128
Purchase planning	<b>104</b>	70
Financing planning	<b>165</b>	183

 If both fractional values are positive or negative, this results in a greater change in the Consumer Credit Index.  
\*New method of calculation in 2019/2020

# In 2019/2020 consumers will take out significantly more loans for large household appliances compared to 2018/2019.



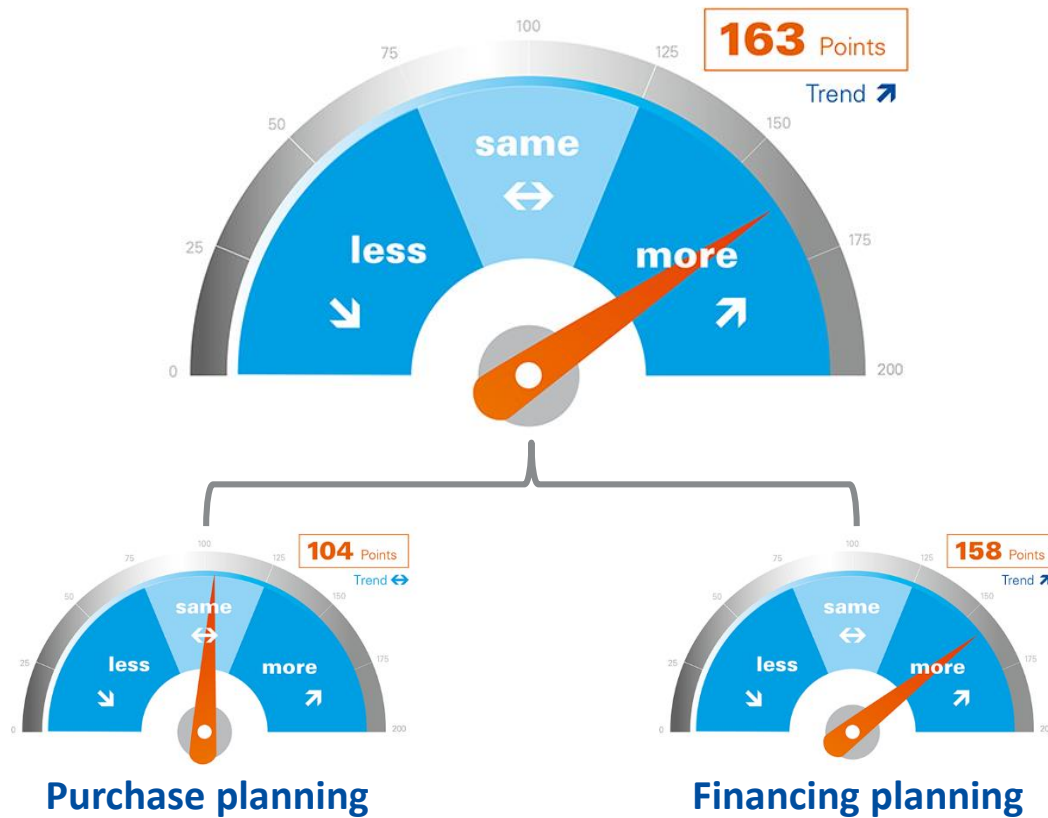
The credit index for household appliances is strongly rising at a value of **191 points**.

This trend is supported by a stable purchase planning in connection with a strongly increasing willingness to use financing in this segment.

Annual comparison	2019/2020*	2018/2019
Credit Index for household appliances	<b>191</b>	73
Purchase planning	<b>109</b>	89
Financing planning	<b>176</b>	82

If both fractional values are positive or negative, this results in a greater change in the Consumer Credit Index.  
\*New method of calculation in 2019/2020

# The strong rise in the willingness to use credit leads to a robust increase in the usage of loans for other purchases in 2019/2020.



The credit index for other purchases is rising strongly at a value of **163 points**.

This trend is supported by a stable purchase planning and a significantly increasing financing planning in this segment.

Annual comparison	2019/2020*	2018/2019
Credit Index for other	<b>163</b>	149
Purchase planning	<b>104</b>	89
Financing planning	<b>158</b>	169

If both fractional values are positive or negative, this results in a greater change in the Consumer Credit Index.  
\*New method of calculation in 2019/2020



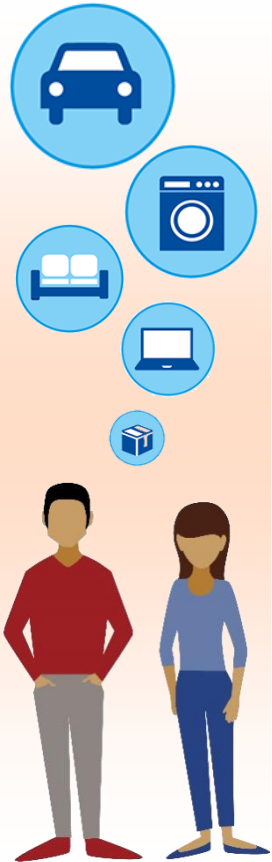
# Methodology



# Consumer Credit Index



## Basis of calculation








### The Consumer Credit Index is based on the results of several studies:

1. Assessment of future purchases and financing 2018/2019 (newly added to calculation)
2. Forecast for private borrowing in Germany 2019
3. Forecast for private borrowing in Germany 2019/2020 (current survey)

Hence, the Consumer Credit Index is based not only on current actual and planned values, but also on past actual and planned values.

### The consumer credit index takes the following categories into account:

- |   |  |  |
|---|--|--|
|  Cars                |  Consumer electronics |  Household appliances |
|  Furniture, kitchens |  Other                |  |

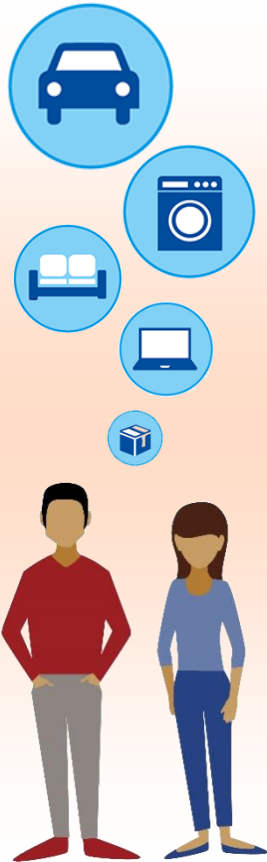
### Specifically, the following parameters from the respective surveys were taken into consideration for the subsequent calculation:

1. Purchases made and planned in advance in the past 12 months
2. Credit financing used for purchases made and planned in advance in the last 12 months
3. Planned purchases in the next 12 months
4. Credit financing planned in the next 12 months



# Consumer Credit Index

## Basis of calculation



The consumer credit index shows what changes should be expected regarding financing in each individual category.

### It consists of a combination of two values:

- **Purchase planning**  
(the intention to make purchases)
- **Financing planning**  
(the intention to finance intended purchases using credit)

### Interpretation of the index value:



- Values **below 75** indicate a **decline** in the use of credit
- Values between **75 and 125** indicate a **stable** use of credit
- Values **above 125** indicate a **rise** in the use of credit

## ABOUT IPSOS

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Ipsos ranks third in the global research industry. With a strong presence in 87 countries, Ipsos employs more than 16,000 people and has the ability to conduct research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. They have built a solid Group around a multi-specialist positioning – Media and advertising research; Marketing research; Client and employee relationship management; Opinion & social research; Mobile, Online, Offline data collection and delivery.

In Germany Ipsos is present with approximately 750 employees at six locations: Hamburg, Frankfurt, Munich, Nuremberg, Berlin and Moelln.

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## Ipsos purchased GfK Financial Market Panel

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Since 2008 the Bankenfachverband conducts studies on consumer and vehicle financing in Germany together with GfK.

For strategic reasons GfK withdrew from four custom research business units in October 2018.

The four units Experience Innovation, Customer Experience, Health and Public Affairs including 1.000 employees in 25 countries have been transferred to Ipsos.

Part of these units was the GfK Financial Market Panel including the responsible team which is also conducting and analyzing the Consumer Credit Index (CCI).

The CCI survey will still be conducted within the GfK Household Panel using identical methodology in order to guarantee a stable data base and, thereby, greatest comparability.



# Contacts



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