Consumer Credit in Singapore

January 2026

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Consumer Credit in Singapore - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising living costs and credit card debt drive consumer credit growth

INDUSTRY PERFORMANCE

New tailored products maintain card lending's momentum while EV demand and fleet expansion enhance auto lending

BNPL's robust impact on consumers' credit habits

WHAT'S NEXT?

Growing consumer optimism to fuel lifestyle borrowing

Digital lending platforms to expand access to credit

Stable economy and bank strategies to support consumer credit growth

CATEGORY DATA

COUNTRY REPORTS DISCLAIMER

Consumer Lending in Singapore - Industry Overview

EXECUTIVE SUMMARY

Economic growth and lower interest rates boost consumer lending

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Government support and first-time buyer demand drive mortgages/housing lending growth

Digital personal loans reshape consumer credit access

Buy Now Pay Later (BNPL) remains a strong factor despite signs of maturity and tighter scrutiny

WHAT'S NEXT?

Economic stability and growing credit awareness to support consumer confidence and borrowing capacity

Banks to continue to develop solutions to respond to the call for faster, flexible credit

Economic, regulatory and consumer aspects influence the outlook for consumer lending

MARKET DATA