



**Euromonitor
International**

Consumer Credit in Ukraine

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Table of Contents

Consumer Credit in Ukraine - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumer credit remains resilient in 2025

INDUSTRY PERFORMANCE

Policy developments and international partnerships support demand for consumer credit

Card lending leads growth

BNPL expands across retail and services

WHAT'S NEXT?

Consumer credit will continue to expand, although growth will be constrained by risk factors

Fintech will deepen integration of consumer credit into digital ecosystems

Stronger regulation will enhance consumer protection

CATEGORY DATA

Table 1 - Consumer Credit: Outstanding Balance by Category: Value 2020-2025

Table 2 - Consumer Credit: Outstanding Balance by Category: % Value Growth 2020-2025

Table 3 - Consumer Credit: Gross Lending by Category: Value 2020-2025

Table 4 - Consumer Credit: Gross Lending by Category: % Value Growth 2020-2025

Table 5 - Forecast Consumer Credit: Outstanding Balance by Category: Value 2025-2030

Table 6 - Forecast Consumer Credit: Outstanding Balance by Category: % Value Growth 2025-2030

Table 7 - Forecast Consumer Credit: Gross Lending by Category: Value 2025-2030

Table 8 - Forecast Consumer Credit: Gross Lending by Category: % Value Growth 2025-2030

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Consumer Lending in Ukraine - Industry Overview

EXECUTIVE SUMMARY

Fintech and government support drive accessibility and resilience

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Consumer lending registers slower growth amid ongoing economic uncertainty

Government programmes boost mortgage lending

BNPL sees rapid expansion

WHAT'S NEXT?

Consumer lending poised for growth amid continuing economic pressures

State-backed programmes to drive growth in mortgage/housing lending

Fintech to accelerate demand for consumer credit

MARKET DATA

Table 9 - Consumer Lending: Outstanding Balance by Category: Value 2020-2025

Table 10 - Consumer Lending: Outstanding Balance by Category: % Value Growth 2020-2025

Table 11 - Consumer Lending: Gross Lending by Category: Value 2020-2025

Table 12 - Consumer Lending: Gross Lending by Category: % Value Growth 2020-2025

Table 13 - Consumer Lending: Non-performing vs Other Loans Outstanding Balance: % Value 2020-2025

Table 14 - Mortgages/Housing: Non-performing vs Other Loans Outstanding Balance: % Value 2020-2025

Table 15 - Consumer Credit: Non-performing vs Other Loans Outstanding Balance: % Value 2020-2025

Table 16 - Card Lending: Non-performing vs Other Loans Outstanding Balance: % Value 2020-2025

Table 17 - Forecast Consumer Lending: Outstanding Balance by Category: Value 2025-2030

Table 18 - Forecast Consumer Lending: Outstanding Balance by Category: % Value Growth 2025-2030

Table 19 - Forecast Consumer Lending: Gross Lending by Category: Value 2025-2030

Table 20 - Forecast Consumer Lending: Gross Lending by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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