



Euromonitor
International

Consumer Credit in Norway

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Table of Contents

Consumer Credit in Norway - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumer credit benefits from improving conditions in the economy

INDUSTRY PERFORMANCE

Lowering interest rates, low unemployment, and growing disposable incomes boost consumer confidence

Healthy growth in card lending boosted by more frequent usage and higher transaction amounts

Developments in banks set to further impact the landscape via card and non-card lending

WHAT'S NEXT?

Ongoing growth will be linked to an improving economy and specific category drivers

Lending terms play a crucial role in which banks consumers choose

AI and technology will continue to shape consumer credit products

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 Norway - Industry Overview

EXECUTIVE SUMMARY

Positive growth in consumer lending supported by GDP growth and lowering inflation

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

A positive overall picture for consumer lending, thanks to favourable economic factors

Mortgages/housing lending benefits from lower policy rates

BNPL continues to grow in popularity in Norway

WHAT'S NEXT?

A positive outlook ahead thanks to an improving economy

Consumer lending remains a concentrated market, but the giants are likely to be increasingly challenged by smaller players

Banks must continue meeting consumers' demands, else face losing custom

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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