

Unsecured Loans - US - March 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

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"The US economy remains relatively strong and many consumers are confident about their personal finances. However, relatively few plan to take on any additional unsecured debt in the next year, meaning lenders will have to fight for customers."

- Robyn Kaiserman, Senior Financial Services Analyst

This report looks at the following areas:

- **Unsecured debt is still climbing**
- **Few believe they use debt responsibly**
- **Peer-to-peer lenders need to educate consumers**

The US economy remains relatively strong and many consumers are confident about their personal finances. However, relatively few plan to take on any additional unsecured debt in the next year, meaning lenders will have to fight for customers. Traditional and trusted lenders are in a good position to fight this battle as lender reputation is important to borrowers. However, alternative lenders haven't given up and, while they have not gotten much traction, they are adjusting their business models as they attempt to continue to disrupt the unsecured lending space.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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