

Attitudes towards Credit - China - May 2019

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This report looks at the following areas:

- Drivers of credit consumption and loans
- Turn credit into a fortune
- Increasing consumer touch points is the key to growth

Lower tier cities residents' strong spending will also contribute to the increase in personal loans. As the third-party credit scoring platforms and credit ecosystem start getting established in China, consumers' awareness of living on credit is awakening, with younger consumers and high earners taking the lead.



"Consumers' relaxed mindset on borrowing and the innovative internet credit products have fuelled the credit consumption to a record high level. The post-1990s generation outstripped the post-1980s to become the generation with the biggest demand for extra credit lines from the official banking system."

– Summer Xia, Research Analyst

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