

# Loans & Alternate Sources of Credit - Ireland - January 2021

Report Price: £1495 | \$1995 | €1800

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour regarding loans and other forms of credit.
- The types of loans and other credit products owned and used by Irish consumers.
- The time and period when consumers took out their most recent loans, in addition to the value of these loans.
- Whether or not consumers intend applying for new loans in the coming 12 months.
- Consumers' attitudes and behaviour when it comes to researching, arranging and managing loans.

The COVID-19 pandemic had a severely disruptive impact on the market for loans and other forms of credit in Ireland. Not only were consumers reluctant to take out loans or avail of credit for fear of what the immediate future held, but many consumers with existing loans and credit balances were unable to meet repayments. Although the development and roll-out of the various COVID-19 vaccines has been a veritable game-changer in this regard, it will be several months before any level of normality can resume. Once it does, however, the general consensus is that the demand for loans and credit will surge.



“Although the years leading up to the COVID-19 outbreak were characterised by steady growth in value and volume of loans and other credit products held by Irish consumers, the sudden reversal brought about by the COVID-19 outbreak was almost certainly a momentary interruption rather than a cessation or reversal of this trend.”

– **Brian O’Connor, Senior Consumer Analyst**

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### OVERVIEW

- **What you need to know**
- **Key issues covered in this Report**
- **Issues covered in this Report**
- **COVID-19: market context**

### EXECUTIVE SUMMARY

- **The impact of COVID-19 on loans and other forms of credit**  
Figure 1: Short, medium and long-term impact of COVID-19 on loans and other forms of credit, January 2021
- **The market**
- **Decline in value of outstanding credit 2020**  
Figure 2: Outstanding credit advanced to households (excluding loans for home purchase), actual, estimated, forecast and projected, Iol, Rol and NI, 2016-25  
Figure 3: Indexed estimated, forecast and projected outstanding credit advanced to households (excluding loans for home purchase), Rol and NI, 2015-25
- **Market drivers**
- **Both NI and Rol economies expected to return to growth in 2021**
- **Most consumers positive and confident about financial situation**
- **COVID-19 outbreak putting pressure on consumers' finances**
- **The consumer**
- **Only 37% do not owe anything on any loan or credit product**  
Figure 4: Types of loans and credit products that consumers currently owe money on (excluding mortgages), NI and Rol, November 2020
- **Relatively few loans taken out during COVID-19 pandemic**  
Figure 5: When consumers took out their last loan, NI and Rol, November 2020
- **Most borrowers owe an amount less than £5,000 (€5,600)**  
Figure 6: How much consumers owe on their loans and credit products, NI and Rol, November 2020
- **Most consumers say they are unlikely to apply for a loan in next year**  
Figure 7: How likely or unlikely consumers are to apply for a new personal loan (eg from a bank) in the next 12 months, NI and Rol, November 2020
- **COVID-19 causing reluctance and wariness among would-be borrowers**

### What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

### Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 8: Agreement with selected statements pertaining to COVID-19 and lending, NI and RoI, November 2020

- **Majority of consumers check prices before committing to a loan**

Figure 9: Agreement with selected statements about researching, arranging and managing loans, NI and RoI, November 2020

- **What we think**

## THE MARKET – KEY TAKEAWAYS

- **Irish consumers have just under €20 in loans**
- **Both NI and RoI economies expected to return to growth in 2021**
- **Most consumers positive and confident about financial situation**
- **COVID-19 outbreak putting pressure on consumers' finances**

## MARKET SIZE AND FORECAST

- **Short, medium and long-term impact on the industry**  
Figure 10: Short, medium and long-term impact of COVID-19 on loans and other forms of credit, January 2021
- **Value of outstanding credit down almost €2 billion in 2020**  
Figure 11: Outstanding credit advanced to households (excluding loans for home purchase), actual, estimated, forecast and projected, RoI, NI and NI, 2016-25
- **Steady growth for both markets anticipated for coming five years**  
Figure 12: Indexed estimated, forecast and projected outstanding credit advanced to households (excluding loans for home purchase), RoI and NI, 2021-25

## MARKET DRIVERS

- **Both Irish economies expected to recover well in 2021**
- **RoI economy to contract 4% in 2020, and partly recovering in 2021**
- **Most consumers describe finances as either 'healthy' or 'OK'**  
Figure 13: Consumers' own assessment of their financial situation, NI and RoI, November 2020
- **Around a third of consumers expect financial situation to get better**  
Figure 14: Consumers' assessment of how their own financial situation will likely change over the coming 12 months, NI and RoI, November 2020
- **Risk of COVID-19 weighing heavily on consumers' minds**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 15: How worried consumers are about the risk of being exposed to the coronavirus (also known as COVID-19), NI and RoI, January 2021

Figure 16: How worried consumers are about how the COVID-19 outbreak might affect their lifestyle, NI and RoI, January 2021

- **COVID-19 outbreak exerting pressure on consumers' finances**

Figure 17: How consumers' financial situation has changed since the start of the COVID-19 outbreak in their country, NI and RoI, September 2020

- **One in 12 Irish consumers has applied for a loan payment holiday**

Figure 18: Consumer agreement with statement, 'I've applied for a payment holiday on a mortgage/loan/credit card', IoI, NI and RoI, January 2021

Figure 19: Consumer agreement with statement, 'I've applied for a payment holiday on a mortgage/loan/credit card', by age and social class, Ireland, January 2021

- **20% struggling to make ends meet due to furloughing and job losses**

Figure 20: Consumer agreement with statement, 'Since the start of the COVID-19/coronavirus outbreak, which of the following apply to you?', IoI, NI and RoI, January 2021

- **Significant minority have altered spending behaviour**

Figure 21: Consumer agreement with statement, 'Since the start of the COVID-19/coronavirus outbreak, which of the following apply to you?', IoI, NI and RoI, January 2021

## COMPANIES AND INNOVATIONS – KEY TAKEAWAYS

- Quick access to loans
- Addressing the gender gap
- Loans for environmental activities

## WHO'S INNOVATING?

- Instant loans available in France
- Women first lending
- Green loans could play well with eco-minded borrowers

Figure 22: Environmental and ethical issues most important to consumers, NI and RoI, November 2018

## COMPANY PROFILES

- Banks
- Allied Irish Bank

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



Report Price: £1495 | \$1995 | €1800

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Key facts**
- **Product portfolio**  
 Figure 23: AIB Credit Card portfolio with interest rates and APR's, RoI, 2020  
 Figure 24: AIB Credit card portfolio with features, NI, 2020
- **Recent developments**
- **Bank of Ireland**
- **Key facts**
- **Product portfolio**  
 Figure 25: Bank of Ireland personal loan amounts with features, RoI, 2020  
 Figure 26: Bank of Ireland credit card portfolio, with features, RoI, 2020
- **Recent developments**
- **Danske Bank**
- **Key facts**
- **Product portfolio**
- **Recent developments**
- **First Direct (NI only)**
- **Key facts**
- **Product portfolio**  
 Figure 27: First Direct loan amounts with APRs, NI, 2020
- **Recent developments**
- **KBC Ireland (RoI only)**
- **Key facts**
- **Product portfolio**  
 Figure 28: KBC Bank loan amount and rates, Ireland, 2020
- **Recent developments**
- **Nationwide (NI only)**
- **Key facts**
- **Product portfolio**  
 Figure 29: Nationwide loans and rates, NI, 2020
- **Recent developments**
- **Permanent TSB (RoI only)**
- **Key facts**
- **Product portfolio**  
 Figure 30: Permanent TSB loan amounts and rates, RoI, 2020  
 Figure 31: Permanent TSB home improvement loan amounts and rates, RoI, 2020  
 Figure 32: Permanent TSB cash secured loans and rates, RoI, 2020
- **Recent developments**
- **Santander (NI only)**

### What's included

- Executive Summary

---

- Full Report PDF

---

- Infographic Overview

---

- Powerpoint Presentation

---

- Interactive Databook

---

- Previous editions

---

### Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



Report Price: £1495 | \$1995 | €1800

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Key facts**
- **Product portfolio**  
Figure 33: Santander loan amounts and rates, NI, 2020
- **Recent developments**
- **Credit unions**
- **Dubco**
- **Key facts**
- **Product portfolio**  
Figure 34: Dubco loan types and rates, RoI, 2020
- **Recent developments**
- **Irish League of Credit Unions**
- **Key facts**
- **Product portfolio**
- **Recent developments**
- **Life Credit Union (RoI only)**
- **Key facts**
- **Product portfolio**  
Figure 35: Life Credit Union loan's and rates, RoI, 2020
- **Recent developments**
- **Payday loan providers**
- **118 118 Money (NI only)**
- **Key facts**
- **Product portfolio**
- **Peachy**
- **Key facts**
- **Product portfolio**
- **Recent developments**
- **Personal loan providers**
- **Amigo loans (NI only)**
- **Key facts**
- **Product portfolio**
- **Recent developments**
- **Avantcard (RoI only)**
- **Key facts**
- **Product portfolio**  
Figure 36: Avantcard loan amounts and rates, RoI, 2020
- **Recent developments**
- **Chill Money (RoI only)**
- **Key facts**
- **Product portfolio**  
Figure 37: Chill Money personal loan amounts and rates, RoI, 2020

### What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

### Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



Report Price: £1495 | \$1995 | €1800

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

THE CONSUMER – KEY TAKEAWAYS

- Only 37% do not owe anything on any loan or credit product
- Relatively few loans taken out during COVID-19 pandemic
- Most borrowers owe an amount less than £5,000 (€5,600)
- Most consumers say they are unlikely to apply for a loan in next year
- COVID-19 causing reluctance and wariness among would-be borrowers
- Majority of consumers check prices before committing to a loan

TYPES OF LOANS AND CREDIT HELD

- **Almost two thirds of all consumers owe on a loan or credit product**  
 Figure 38: Types of loans and credit products that consumers currently owe money on (excluding mortgages), NI and RoI, November 2020
- **25-54s most inclined to be burdened with debt**  
 Figure 39: Consumers who currently do not owe money on any loan or credit product, by age, NI and RoI, November 2020
- **Strong correlation between children in the household and likelihood to be in debt**  
 Figure 40: Consumers who currently do not owe money on any loan or credit product, by presence of children in household, NI and RoI, November 2020
- **Credit card debt broadly consistent across consumers aged 25+**  
 Figure 41: Consumers who currently owe money on a credit card, by age and financial situation, NI and RoI, November 2020
- **Car loans, personal loans and credit union loans have different appeal**  
 Figure 42: Consumers who currently owe money on a car loan/car finance plan, by age and social class, NI and RoI, November 2020  
 Figure 43: Consumers who currently owe money on a personal loan, by age and social class, NI and RoI, November 2020  
 Figure 44: Consumers who currently owe money on a credit union loan, by age and social class, NI and RoI, November 2020
- **ABCIs and 25-54s owe money on current account overdrafts**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 45: Consumers who currently owe money on a current account overdraft, by age and social class, NI and RoI, November 2020

## WHEN LAST LOAN TAKEN OUT

- Only one in seven took out loan in the last six months**

Figure 46: When consumers took out their last loan, NI and RoI, November 2020

- Data suggests extent of COVID-19 impact on borrowing by consumers**

## VALUE OF CONSUMERS' LOANS

- Around two thirds of borrowers owe less than £5,000 (€5,600)**

Figure 47: How much consumers owe on their loans and credit products, NI and RoI, November 2020

- Tendency to owe small amounts spread equally across demographics**

Figure 48: Consumers who owe less than £500/€600 on their loans and credit products, by age and social class, NI and RoI, November 2020

- ABCIs and high-earners most likely to owe larger amounts**

## FUTURE LOAN APPLICATION INTENTIONS

- Majority of consumers unlikely to apply for a loan in next year**

Figure 49: How likely or unlikely consumers are to apply for a new personal loan (eg from a bank) in the next 12 months, NI and RoI, November 2020

- Women, older consumers most inclined to say very unlikely will apply**

Figure 50: Consumers who say they are very unlikely to apply for a new personal loan (eg from a bank) in the next 12 months, by gender and age, NI and RoI, November 2020

- Income a major factor in tendency to think loan application very unlikely**

Figure 51: Consumers who say they are very unlikely to apply for a new personal loan (eg from a bank) in the next 12 months, by social class and annual household income, NI and RoI, November 2020

- Confidence in ability to repay another factor when assessing likelihood of borrowing**

Figure 52: Consumers who say they are very unlikely to apply for a new personal loan (eg from a bank) in the next 12

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

months, by expectation of how financial situation will change over the coming 12 months, NI and RoI, November 2020

- **Men, 18-44s and high earners most likely to apply for loan**

## THE IMPACT OF COVID-19 ON LOANS AND BORROWING

- **Majority of consumers more reluctant to borrow due to COVID-19**

Figure 53: Agreement with selected statements pertaining to COVID-19 and lending, NI and RoI, November 2020

- **COVID-19-induced wariness evenly spread across all demographics**

Figure 54: Agreement with statement 'COVID-19/coronavirus would make me wary about taking out any new loans/debts', by gender, social class and age, NI and RoI, November 2020

- **Younger consumers more in need of credit due to COVID-19**

Figure 55: Agreement with statement 'COVID-19/coronavirus has seen my need to take out a new loan increase', by gender and age, NI and RoI, November 2020

- **ABC1 and high earners more likely to need credit due to COVID-19**

Figure 56: Agreement with statement 'COVID-19/coronavirus has seen my need to take out a new loan increase', by social class and annual household income, NI and RoI, November 2020

- **Confidence in ability to repay loan a major factor in identifying need for credit**

Figure 57: Agreement with statement 'COVID-19/coronavirus has seen my need to take out a new loan increase', by expectations for how financial situation will change over next 12 months, NI and RoI, November 2020

- **Men and older consumers most aware of offer of loan payment holiday**

Figure 58: Agreement with statement 'My loan provider has offered me a payment holiday during the COVID-19/coronavirus outbreak', by gender, social class and age, NI and RoI, November 2020

Figure 59: Agreement with statement 'My loan provider has offered me a payment holiday during the COVID-19/coronavirus outbreak', by location, NI and RoI, November 2020

## RESEARCHING, ARRANGING AND MANAGING LOANS

- **Most shop around before taking out a loan, but not after**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 60: Agreement with selected statements about researching, arranging and managing loans, NI and RoI, November 2020

- Pre-commitment shopping around common among all demographics...**

Figure 61: Agreement with statement 'I would use a price comparison site to help me find a new loan', by gender, age and social class, NI and RoI, November 2020

- ...but men, younger consumers and ABC1s far more likely to keep shopping around**

Figure 62: Agreement with statement 'I regularly look to see if I could save money switching my loan', by gender, age and social class, NI and RoI, November 2020

- Consumers largely confident of being approved for loan**

Figure 63: Agreement with statement 'I am confident that I would be accepted for a loan', by gender and social class, NI and RoI, November 2020

- But Brexit-related doubts persist, dampening enthusiasm for added debt**

Figure 64: Agreement with statement 'Brexit uncertainty means that now is a bad time to take out a loan', by expectation of how financial situation will change over coming 12 months, NI and RoI, November 2020

- Current account providers in strong, but not unassailable, position**

Figure 65: Agreement with statement 'I would be more likely to use a loan provider that offers additional benefits (eg shopping vouchers, car breakdown cover, etc) than one that doesn't', by gender, age and social class, NI and RoI, November 2020

- Likely loan acceptance valued over rates by significant minority**

Figure 66: Agreement with statement 'Whether I'm likely to be accepted for a loan is more important to me than the interest rate', by gender, age and social class, NI and RoI, November 2020

**APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION**

- Data sources
- Generational cohort definitions
- Abbreviations

**What's included**

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

**Did you know?**

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

**Buy this report now**

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



## About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.