This report looks at the following areas:

- From soft search to smart search
- A change in the tide...
- ...could shift borrowers towards personal loans

Record-low interest rates and rising consumer confidence drove sustained appetite for borrowing in the last few years. Now that the market is rapidly changing amid growing uncertainty, there could be important shifts affecting the availability of and preference for certain types of credit. Lenders could vastly benefit from this, as people are steered towards structured and affordable borrowing.

“Broader market forces are impacting the credit sector amid growing uncertainty, which is likely to result in important changes in the availability of and preference for different types of credit. A shift towards structured and affordable borrowing is expected, but if personal loans are to benefit providers must get better at matching borrowers with the best solution for their needs.”

- Irene Salazar, Financial Services Analyst

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</tbody>
</table>
Table of Contents

OVERVIEW
• What you need to know
• Products covered in this Report

EXECUTIVE SUMMARY
• The market
• Unsecured lending grows...
  ...but personal loan sales decline in value in 2018
  Figure 1: Forecast of the value of unsecured personal loans, by gross advances, 2013–23
• Highest base rate since the economic crisis
  Figure 2: Base interest rate, SONIA, and consumer credit quoted interest rates to households, January 2013–November 2018
• End of income squeeze and a summer of record-high confidence
  Figure 3: Change in CPI and average weekly earnings, November 2013–November 2018
• An increase in write-offs may signal a change in market conditions
• FCA to impose stricter restrictions on various types of lending
• GDPR and Open Banking take effect
• Companies and brands
• LBG is the market leader in personal loans
  Figure 4: Value of outstanding balances for personal loans/unsecured lending (UK), by selected providers, 2015, 2016, and 2017
• Wonga goes into administration
• A year of milestones for Amigo Loans and Zopa
• John Lewis and Admiral: big brands expand their loan proposition
• Starling looks to help customers with new loan connected to overdraft
• Adspend for payday and unsecured loans grows by 8% and 4%
  Figure 5: Total above-the-line, online display and direct mail advertising expenditure on loans, 2013/14–2017/18*
• Specialist lenders leverage their expertise to build trust
  Figure 6: Attitudes towards and usage of selected brands, November 2018
• The consumer

What’s included
Executive Summary
Full Report PDF
Infographic Overview
Powerpoint Presentation
Interactive Databook
Previous editions

Did you know?
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61% of people currently owe money on a loan or credit product
Figure 7: Loan and credit product ownership, October 2018
People rely on high-street providers, but specialists increase their reach
Figure 8: Type of loan provider used, October 2018
Vehicle purchase is the main reason to take out a loan
Figure 9: Reasons for taking out a loan, October 2018
Borrowers want positive reinforcement and flexibility
Figure 10: Interest in loan features, October 2018
Consumers would consider a personal loan for small amounts
Figure 11: Minimum amount needed to consider a personal loan, October 2018
Borrowing confuses people, and confusion drives them away
Figure 12: Attitudes and behaviours towards borrowing, October 2018
What we think

ISSUES AND INSIGHTS
From soft search to smart search
The facts
The implications
A change in the tide...
The facts
The implications
...could shift borrowers towards personal loans
The facts
The implications

THE MARKET – WHAT YOU NEED TO KNOW
Unsecured lending grows...
...but personal loan sales decline in value in 2018
Highest base rate since the economic crisis
End of income squeeze and a summer of record-high confidence
Rebound in write-offs may signal a change in market conditions
FCA to impose stricter restrictions on various types of lending
GDPR and Open Banking take effect
MARKET SIZE AND FORECAST

• Unsecured lending continues to grow...
  Figure 13: Gross unsecured lending, October 2013-October 2018
• …but personal loans experience a slight downturn
  Figure 14: Other consumer credit including personal loans, 2013-18*
• Credit card lending grew by 5% in 2018
• ‘Other’ consumer credit slows
  Figure 15: Gross unsecured lending, 2013-18*

MARKET FORECAST

• Growth expected to return, but at a slower rate
  Figure 16: Forecast of the value of unsecured personal loans, by gross advances, 2013-23
  Figure 17: Forecast of the value of unsecured personal loans, by gross advances, at current and constant prices, 2013-23
• Forecast methodology

MARKET DRIVERS

• Earnings growing faster than inflation
  Figure 18: Change in CPI and average weekly earnings, November 2013–November 2018
• Base rate at highest level since the financial crisis
  Figure 19: Base interest rate, SONIA, and consumer credit quoted interest rates to households, January 2013–November 2018
• Funding for Lending and Term Funding Schemes end
• Increase in write-offs may signal a change in market conditions
  Figure 20: Annual write-offs of other unsecured lending to individuals, 2013-18*
• Summer of 2018 saw record-high consumer confidence
  Figure 21: Mintel’s financial confidence index, November 2013–November 2018
• Consumers expect Brexit to impact the cost of living
  Figure 22: Impact of Brexit on consumer confidence, November 2018

REGULATORY AND LEGISLATIVE CHANGES

• Support for affordable credit announced in Autumn Budget
• Intervention on ‘dysfunctional’ overdrafts market announced
• Providers to support people in persistent debt
• High-cost credit to be capped
• Complaints about consumer credit reach record level
• Tougher requirements for P2P lenders
• GDPR and Open Banking take effect
• Where we are – Open Banking

COMPANIES AND BRANDS – WHAT YOU NEED TO KNOW
• LBG is the market leader in personal loans
• Wonga goes into administration
• Provident’s troubled year: fines, compensation, and banned ads
• A year of milestones for Amigo Loans and Zopa
• John Lewis and Admiral: big brands expand their loan proposition
• Starling looks to help customers with new loan connected to overdraft
• Adspend for payday and unsecured loans grows by 8% and 4%

MARKET SHARE
• LBG is the market leader in personal loans
  Figure 23: Value of outstanding balances for personal loans/unsecured lending (UK), by selected providers, 2015, 2016, and 2017
• Tesco Bank and Sainsbury’s Bank continue to show strong growth in unsecured lending
• People much more likely to use their main bank for a personal loan
  Figure 24: Financial products ownership, by proportion held with main current account provider, June 2018

LATEST DEVELOPMENTS
• Wonga goes into administration
• What happens next?
• Provident’s troubled year: fines, compensation, and banned ads
• Amigo Loans is floated on the stock market
• Stop the #DebtThreats petition launched
• New campaigns highlights alternatives to high-cost credit

LAUNCH ACTIVITY AND INNOVATION
• John Lewis launches competitive and flexible personal loans
• Admiral Loans expands into car finance
• P2P lender Zopa gets banking license

What’s included
Executive Summary
Full Report PDF
Infographic Overview
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• Starling looks to help customers with new loan connected to overdraft
• FairMoney launches ‘smart search’ PCW
• Workplace loans as an employee benefit
• Shawbrook Bank shines light on ‘teaser’ rates
• Borrowers significantly more likely to identify banking innovation
• Case Study: Marcus by Goldman Sachs
• In the US
• In the UK

ADVERTISING AND MARKETING ACTIVITY
• Total adspend on loans up by 5%
  Figure 25: Total above-the-line, online display and direct mail advertising expenditure on loans, 2013/14-2017/18 *
• Top 10 advertisers account for 87% of unsecured loans adspend
  Figure 26: Top 20 spenders on advertising for unsecured and payday loans, 2015/16-2017/18 *
• TV is the preferred advertising channel
  Figure 27: Total above-the-line, online display and direct mail advertising expenditure on payday, unsecured and secured loans, by media type, 2017/18 *
• Nielsen Ad Intel coverage

BRAND RESEARCH
• What you need to know
• Brand map: Post Office scores highly in both trust and differentiation
  Figure 28: Attitudes towards and usage of selected brands in the personal loans sector, November 2018
• Key brand metrics: First Direct and John Lewis Finance customers most likely to rate their experience as excellent
  Figure 29: Key metrics for selected brands in the personal loans sector, November 2018
• Brand attitudes: Consumers value retailers’ reward schemes
  Figure 30: Attitudes, by brand, November 2018
• Macro image: Smaller brands most likely to been seen as exclusive
  Figure 31: Brand personality – Macro image, November 2018
• Micro image: Supermarket brands seen as affordable
  Figure 32: Brand personality – Micro image, November 2018

What’s included
Executive Summary
Full Report PDF
Infographic Overview
Powerpoint Presentation
Interactive Databook
Previous editions

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BRAND ANALYSIS
• High-street banks: tried and tested
• High-street brands: building on their reputation
• Specialists: leveraging their competence to build trust

THE CONSUMER – WHAT YOU NEED TO KNOW
• 61% of people currently owe money on a loan or credit product
• People rely on high-street providers, but specialists increase their reach
• Vehicle purchase is the main reason to take out a loan
• Borrowers want positive reinforcement and flexibility
• Consumers would consider a personal loan for small amounts
• Borrowing confuses people, and confusion drives them away

LOAN AND CREDIT PRODUCT OWNERSHIP
• 61% of people currently owe money on a loan or credit product
• Despite higher rates, credit cards and overdrafts are the most commonly held...
• ...but this is a good time to steer customers towards alternatives
  Figure 33: Loan and credit product ownership, 2017-18
• Parents significantly more likely to owe money...
  Figure 34: Loan and credit product ownership, by parental status, 2018
• ...and to have multiple types of credit products
• Parents need reassurance and support
  Figure 35: Repertoire of loan and credit product ownership, by parental status, October 2018

TYPE OF LOAN PROVIDERS USED
• Consumers more likely to rely on high-street providers
• Specialist lenders continue to increase their reach
  Figure 36: Type of loan provider used, by type of product, 2017/18
• Borrowers continue to turn to high-cost credit
  Figure 37: Unsecured credit ownership, by type of credit (net), October 2018

REASONS FOR TAKING OUT A LOAN
• Vehicle purchase is the main reason to take out a loan
• The appeal of product-specific loans
  Figure 38: Reasons for taking out a loan, October 2018
• Borrowing to pay off debt or to make end meets

INTEREST IN LOAN FEATURES
• Borrowers want incentives and positive reinforcement
  Figure 39: Interest in loan features, October 2018
• Flexibility and customisation have a clear appeal…
• …hence less interest for anything that restricts access to the funds

MINIMUM VALUE TO CONSIDER A LOAN
• Consumers would consider a personal loan for small amounts
  Figure 40: Minimum amount needed to consider a personal loan, October 2018
• High demand for alternatives to short-term, low-value high-cost credit

ATTITUDES AND BEHAVIOURS TOWARDS BORROWING
• Borrowing confuses people, and confusion drives them away
• Lenders need to get better at matching borrowers and credit products
  Figure 41: Attitudes and behaviours towards borrowing, October 2018
• Improving the pre-application process: more clarity and better support
  Figure 42: Agreement with the statement “it would be important for me to know how likely I am to be accepted for a loan before applying” – CHAID – Tree output, October 2018

APPENDIX – DATA SOURCES, ABBREVIATIONS, AND SUPPORTING INFORMATION
• Abbreviations
• Consumer research methodology
• CHAID analysis methodology
  Figure 43: Unsecured Loans – CHAID – Table output, October 2018

APPENDIX – MARKET SIZE AND FORECAST
• Additional best/worst forecast table
Figure 44: Best- and worst-case forecasts for the value of unsecured personal loans, by gross advances, 2018–23

- Forecast methodology
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