“The personal loans market enjoyed bumper growth through most of the 2010s. However, as the decade has come to an end, growth has slumped, due to tightening lending criteria and weakened appetite among consumers to make financial commitments amid Brexit uncertainty.”

- Rich Shepherd, Associate Director – Financial Services

This report looks at the following areas:

- Greater transparency is needed to boost trust in lenders
- Personal loans are still unacceptable for some
- Loan providers will welcome clarity over Brexit

Growth in unsecured credit dipped in 2018 and 2019, with personal loans not immune despite lenders continuing to offer appealing low rates. It is impossible to ignore the effect that Brexit uncertainty has had on consumers contemplating the sort of financial commitment required to take out a personal loan. Despite reporting high financial confidence over the last year, 35% of consumers say that Brexit uncertainty means now is a bad time to apply for a loan. A resolution to this over the next year will be welcomed by lenders.
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