

**Business & Industry Consulting** 

Market Analysis

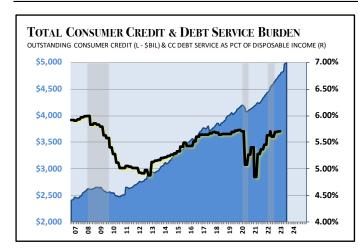
Strategic Solutions

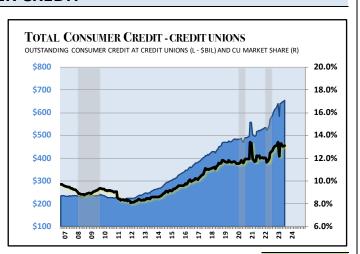
Financial Investments

Risk Management

Regulatory Expert

## **CONSUMER CREDIT**





											PANDEMIC RECOVERY	
	YEAR			MONTHLY							Feb20 to	Apr20 to
(dollars in \$Billions)	2019	2020	2021	Dec	Jan23	Feb	Mar	Apr	May	Jun	Apr20	Current
Total Consumer Credit Outstanding-												
Total Consumer Credit	4.197.1	4.178.1	4,431.3	4,775.9	4,790.8	4,814.1	4,836.4	4.969.8	4.979.3	4,997.1	-3.5%	22.5%
- Revolving	1,098.0	974.9	1,038.6	1,196.0	1,182.8	1,215.6	1,230.4	1,254.3	1,262.8	1,262.2	-11.8%	30.5%
- Non-revolving	3,099.1	3,203.2	3,392.7	,	3,608.0	3,598.5	3,606.0	3,715.5	3,716.5	3,734.9		
Total Percentage Change-												
Total Consumer Credit	6.3%	2.5%	5.1%	2.9%	5.9%	3.7%	5.7%	5.4%	2.3%	4.3%	1	
- Revolving Credit	14.0%	-3.4%	2.4%		13.6%	5.7%	14.6%	13.7%	8.1%	-0.6%		
- Non-revolving Credit	3.7%	4.4%	6.0%		3.3%	3.1%	2.7%	2.6%	0.3%	6.0%		
Total Credit Union-												
Total Credit Unions	482.5	557.7	533.8	630.8	639.6	641.0	643.6	649.3	649.7	654.6	-1.8%	37.5%
- Revolving	67.8	62.6	65.7	75.6	74.6	74.3	74.2	75.7	76.9	77.3	-5.5%	25.5%
- Non-revolving	414.7	495.1	468.1	555.2	565.0	566.7	569.4	573.6	572.8	577.3		
Credit Union Market Share-												
Total CU Market Share	11.5%	13.3%	12.0%	13.2%	13.4%	13.3%	13.3%	13.1%	13.0%	13.1%		
- Revolving Credit	6.2%	6.4%	6.3%		6.3%	6.1%	6.0%	6.0%	6.1%	6.1%		
- Non-revolving Credit	13.4%	15.5%	13.8%		15.7%	15.7%	15.8%	15.4%	15.4%	15.5%		

CONSUMER CREDIT AND CU STRATEGY

(August 2023) ... The Federal Reserve reports consumer credit increased at a rate of 4.3% in June. Revolving credit decreased at an annual rate of -0.6%, while nonrevolving credit increased 6.0%. Consumer borrowing totaled \$4.99 trillion with revolving credit totaling \$1.26 trillion (25%) and non-revolving credit \$3.73 trillion (75%).

Credit union outstandings totaled \$655 billion with revolving credit at \$77 billion (12%) and nonrevolving credit at \$5737 billion (88%). This reflects an increased overall market share to 13.1% compared to a year-end share of 12.0% with a current 6.1% share of revolving and 15.5% share of nonrevolving credit.

**Strategically...** After falling 3.5% during the initial period of the pandemic, consumer credit has increased 22.5%. Revolving credit has increased 30.5% and non-revolving credit has increased 20.1% after initially declines of -11.8% and -0.6%, respectively.

Consumer credit held by credit unions has increased 37.5% since its initial decline of -1.8%. Non-revolving credit has increased 25.5% and revolving credit has increased 39.% after initial post-pandemic impacts of -1.2% and -5.5%, respectively.

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