



Passport

CONSUMER LENDING IN THE PHILIPPINES

Euromonitor International

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CONSUMER LENDING IN THE PHILIPPINES - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

Consumer Lending Continues To Thrive Amidst Upbeat Economy

The Philippine economy recorded a nearly 8% GDP improvement in the first quarter of 2013. This growth can be attributed to a steady inflow of remittances from overseas Filipino workers, upbeat consumer and business sentiment, the strong performances of the manufacturing and construction sectors, and continuous government and consumer spending. With much optimism, Filipinos from various social classes were enticed to take out loans to assist them in purchasing their first homes and vehicles, upgrading their existing dwellings and cars, and, for some, pursuing higher education. As a result, consumer lending experienced a robust performance in 2013.

Slight Easing in Lending Standards Attracts More Filipinos To Borrow

There was a slight easing in lending standards because of improvements in borrower profiles and greater competition among various financial service providers. Mainstream lending institutions, in particular, further declined their interest rates and lowered minimum salary requirements for some of their consumer credit products to broaden their consumer market base and entice more Filipinos to take out loans. Despite the ease of borrowing money, banks closely monitored payments to minimise the occurrence of bad debts and decrease the percentage of non-performing loans.

Mainstream Financial Service Providers Remain the Preferred Lenders

Mainstream financial service providers continued to dominate the market, further increasing their shares in 2013. Domestic universal and commercial banks such as Bank of the Philippine Islands, Banco de Oro, Landbank and Metrobank remained major lenders, although more thrift and rural banks are expanding their businesses in consumer lending. Many Filipinos continued to prefer these traditional players due to their broad selection of products and their attractive interest rates, benefits and promotions.

Microcredit Offers Low-income Households More Borrowing Alternatives

Together with the government, rural banks and microfinance institutions continued to educate Filipinos on microcredit. In the Philippines, micro loans are mainly facilitated through mobile phones because of the high ownership and efficiency in gravitating impoverished households towards the formal financial system by borrowing from mainstream lenders. The rapid expansion of BPI Globe BanKO – the country's first mobile-based microfinance savings bank – across the country is a testament of success in terms of providing better credit options to the unbanked population, who often borrow from usurers that charge unreasonably high interest rates.

Strong Performance Is Expected To Continue in the Forecast Period

Consumer lending is projected to record double-digit constant value growth in terms of gross lending over the forecast period. Aside from the optimistic outlook of the Philippine economy, the continuous inflow of remittances from overseas Filipino workers, the increasing disposable

incomes of the middle class and better financing packages from mainstream lenders are the other macro- and microeconomic factors that are expected to have a significant impact on the industry's performance between 2013 and 2018.

KEY TRENDS AND DEVELOPMENTS

Low Interest Rates Stimulate Demand for Mortgages/housing

In 2013, the Philippine residential property market remained dynamic. The significance of overseas Filipinos workers and the country's large, young working population as key demand segments became more apparent due to the greater availability of new mid-range, low-cost and socialised developments, as property developers expanded their offerings. The formal lending environment, on the other hand, supported the housing boom, with commercial, universal and thrift banks aggressively promoting their affordable credit packages with low interest rates that continued to be on the downward trajectory due to stiffer competition.

The year 2013 was, therefore, marked as a buyers' market, at least for properties in the Philippines. In addition to the low interest rates, attractive financing schemes from banks and property developers enticed many consumers to consider buying their first homes. With a favourable economic condition and stable financial situation, a good number of Filipinos moved away from renting and turned to home ownership, since purchasing a condominium or a house became more affordable, even to the masses. As a result, gross lending of mortgages/housing grew at a robust pace of 20% in 2013.

Outlook

The Philippine residential property market is expected to remain vibrant over the forecast period. More Filipinos are foreseen to purchase their own homes, to dwell in and for investment purposes, due to higher incomes and affordable financing options. Similar to 2013, overseas Filipino workers and the country's working class are anticipated to stimulate growth over the forecast period. Interest rates are predicted to remain low, as the government makes an effort to maintain a certain level of domestic spending to sustain a stable economy, while banks try to support the industry and improve the performance of their mortgage/housing credit businesses.

Gross lending of mortgages/housing is projected to rise at a 10% constant value CAGR between 2013 and 2018. As competition among lenders is expected to heighten, there is a possibility that interest rates will go down further over the forecast period, making them more favourable to buyers. This scenario is expected to prevail and may become the standard, as low lending rates are key to the robust demand for homes, which, in turn, will have a positive impact on mortgages/housing. Nonetheless, the Bangko Sentral ng Pilipinas (central bank) is anticipated to intervene at some point to regulate the decline through the imposition of a minimum lending rate.

State-run Institutions Support the Performance of Education Lending

Improving the literacy rate of Filipinos and enhancing job prospects of current and future workers in the country are some of the issues that the Aquino administration continued to address in 2013. As the government put great importance on education, it compelled state-run agencies such as the Social Security System (SSS) and Government Service Insurance System (GSIS) to establish educational assistance funds in 2012, and the Commission on Higher Education (CHED) to continue to offer monetary aid to low-income households, as the cost of learning continued to rise in the Philippines.

In support of the government's initiative, GSIS re-opened the application for its Educational Assistance Program to all active members, regardless of salary level, in the first half of 2013. SSS increased the loanable amount and liberalised the eligibility requirements of its Educ-Assist loans so that a greater number of low-income families can have access to study aids. CHED Study Now, Pay Later Program, on the other hand, continued to focus on providing funds to deserving indigent students to enable them to obtain a degree in higher education institutions. As a result, in 2013, education lending saw 9% growth in terms of gross lending since many Filipinos availed of these loans.

Outlook

Despite the change in administration in 2016, the Philippine government is expected to continue to focus on improving the education level of Filipinos because, to an extent, it has an impact on the country's future progress. Similar to 2013, state-run institutions will be obliged to continue to provide student loans to low-income households. On the other hand, education financial assistance is not anticipated to be a priority of universal, commercial and thrift banks, although those who are interested in borrowing from these organisations to support their schooling will be able to apply for a personal loan since this does not require specific usage of the borrowed funds.

SSS, GSIS and CHED are expected to further enhance their education assistance programs – whether to expand their funding, increase loanable amount or lower their interest rates – to provide greater assistance to students with financial difficulties. A high uptake of study aids from government agencies is anticipated among indigent households over the forecast period because of the rising cost of tuition and other school fees, as well as books and other related expenses. Many Filipinos are also foreseen to take advantage of these educational loans to improve their skills and eventually obtain better jobs. Education lending is, therefore, projected to record a stable performance, with gross lending growing at a 4% constant value CAGR between 2013 and 2018.

Greater Acceptance of Microcredit Among Low-income Filipinos

With a high unbanked population in the Philippines, many Filipinos are not able to borrow funds from mainstream financial service providers due to a lack of savings account, stable employment and verifiable credit history. As such, most turn to usurers, commonly known as 5-6, who tend to charge exorbitant interest during financial difficulties. Nonetheless, rural banks and microfinance institutions have been working together to provide impoverished households with access to microcredit that has a more manageable interest rate and does not have stringent requirements, like conventional loans. These lenders leverage on the high ownership of mobile phones in the Philippines and facilitate loan applications and approval through the telecommunication device, a low-cost yet efficient strategy.

Rural banks and microfinance institutions continued to build awareness of the availability of microloans to support the need for affordable financial services for low-income Filipinos and to gravitate them towards the formal system. In 2013, BPI Globe BanKO – the Philippines' first fully mobile-based microfinance savings bank – aggressively expanded its network of partner outlets, including chemists/drugstores, pawnshops, internet cafés, petrol stations and small independent grocers, throughout the country, providing better credit options to more poor communities in both urban and rural areas. To an extent, in 2013, microcredit made a significant contribution to the 10% value growth of other personal lending in terms of gross lending.

Outlook

Many cash-strapped borrowers are anticipated to continue to borrow from usurers, as they cannot meet the basic requirements of conventional loans from universal, commercial and thrift

banks. As such, microcredit will be a possible area of growth in the consumer lending industry between 2013 and 2018. Rural banks and microfinance institutions are expected to continue to educate low-income Filipinos about the advantages of microloans and encourage these unbanked consumers to participate in the formal financial system by sourcing funds from legal financial service providers that offer more reasonable interest rates.

Because of the high demand, more small businesses are anticipated to partner with BPI Globe BankO and more rural banks are foreseen to offer microloans over the forecast period. As such, impoverished Filipinos living in the countryside and urban areas of the country will have greater access to microcredit, which is anticipated to further gain popularity because of the simplicity of the application process and the efficiency of the service delivery channel. Hence, other personal lending is expected to benefit from this trend between 2013 and 2018.

MARKET DATA

Table 1 Consumer Lending: Outstanding Balance by Category: Value 2008-2013

Ps bn	2008	2009	2010	2011	2012	2013
Consumer Credit	249.3	273.1	312.4	357.8	397.9	432.2
Mortgages/Housing	153.9	162.6	188.3	235.4	282.5	330.5
Consumer Lending	403.2	435.7	500.7	593.2	680.3	762.6

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 2 Consumer Lending: Outstanding Balance by Category: % Value Growth 2008-2013

% current value growth	2008-13 CAGR	2008/13 Total
Consumer Credit	11.6	73.3
Mortgages/Housing	16.5	114.7
Consumer Lending	13.6	89.1

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 3 Consumer Lending: Gross Lending by Category: Value 2008-2013

Ps bn	2008	2009	2010	2011	2012	2013
Consumer Credit	328.4	348.2	424.5	492.6	560.3	646.8
Mortgages/Housing	8.3	8.7	25.7	38.6	48.2	57.8
Consumer Lending	336.7	356.9	450.2	531.2	608.5	704.6

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 4 Consumer Lending: Gross Lending by Category: % Value Growth 2008-2013

% current value growth

	2008-13 CAGR	2008/13 Total
Consumer Credit	14.5	96.9
Mortgages/Housing	47.5	598.9
Consumer Lending	15.9	109.3

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 5 Consumer Lending: Non-performing Loans Outstanding Balance: % Value 2008-2013

Outstanding balance, % breakdown	2008	2009	2010	2011	2012	2013
Non-Performing	7.7	7.9	8.0	6.6	6.3	6.1

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 6 Mortgages/Housing: Non-performing Loans Outstanding Balance: % Value 2008-2013

Outstanding balance, % breakdown	2008	2009	2010	2011	2012	2013
Non-Performing	6.0	6.5	7.5	4.5	4.2	4.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 7 Consumer Credit: Non-performing Loans Outstanding Balance: % Value 2008-2013

Outstanding balance, % breakdown	2008	2009	2010	2011	2012	2013
Non-Performing	8.8	8.7	8.3	7.9	7.8	7.7

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 8 Card Lending: Non-performing Loans Outstanding Balance: % Value 2008-2013

Outstanding balance, % breakdown	2008	2009	2010	2011	2012	2013
Non-Performing	11.7	12.2	12.0	11.2	11.0	10.8

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 9 Forecast Consumer Lending: Outstanding Balance by Category: Value 2013-2018

Ps bn	2013	2014	2015	2016	2017	2018
Consumer Credit	432.2	468.3	511.8	563.4	624.8	697.2
Mortgages/Housing	330.5	373.4	420.9	473.0	530.3	592.8
Consumer Lending	762.6	841.7	932.7	1,036.5	1,155.1	1,290.0

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 10 Forecast Consumer Lending: Outstanding Balance by Category: % Value Growth 2013-2018

% constant value growth

2013/18 TOTAL

Consumer Credit	61.3
Mortgages/Housing	79.4
Consumer Lending	69.2

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 11 Forecast Consumer Lending: Gross Lending by Category: Value 2013-2018

Ps bn	2013	2014	2015	2016	2017	2018
Consumer Credit	646.8	718.4	802.6	900.4	1,015.3	1,150.9
Mortgages/Housing	57.8	67.1	75.8	83.4	89.2	93.7
Consumer Lending	704.6	785.5	878.4	983.7	1,104.5	1,244.6

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 12 Forecast Consumer Lending: Gross Lending by Category: % Value Growth 2013-2018

% constant value growth

2013/18 TOTAL

Consumer Credit	78.0
Mortgages/Housing	62.0
Consumer Lending	76.6

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

DEFINITIONS

- Banko Sentral ng Pilipinas (BSP) – Central bank of the Philippines

SOURCES

Sources used during the research included the following:

Summary 1	Research Sources
Official Sources	National Statistics Office
	PNCC Skyway
Trade Associations	Asia Pacific Smart Card Association
	Credit Card Association of the Philippines
	International Card Manufacturers Association
Trade Press	Rural Bankers Association of the Philippines
	Business World

Source: Euromonitor International

CONSUMER CREDIT IN THE PHILIPPINES - CATEGORY ANALYSIS

HEADLINES

- Outstanding balance of consumer credit reaches Ps432 billion, increasing by 9% in 2013
- Stable economy, low interest rates and attractive financing packages stimulate demand in 2013
- Gross lending of consumer credit continues to post a robust performance, increasing by 15% in 2013
- Domestic universal and commercial banks remain the main lenders
- Outstanding balance of consumer credit in constant term is expected to increase by 10% CAGR in the forecast period

TRENDS

- The Philippine economy recorded a nearly 8% GDP improvement in the first quarter of 2013, higher compared to its performance in 2012. Growth can be attributed to the upbeat consumer and business sentiment, continuous government and consumer spending, the strong performance of the manufacturing and construction sectors, and a steady inflow of remittances from overseas Filipino workers. With much optimism, many consumers were enticed to take loans to purchase their first homes, upgrade their vehicles, and, for some, pursue higher education.
- In 2013, consumer credit posted a 15% increase in gross lending. The robust growth can be attributed to declining interest rates because of intense competition among players, attractive financing packages from both banks and non-bank institutions, and a good sustained economic performance. Many Filipinos felt more confident to spend and invest on essential items due to better job security and greater financial stability. As such, demand for loans continued to thrive in 2013.
- As the cost of education continued to rise, in 2013, education lending saw 9% growth in terms of gross lending. Launched in 2012 to support the government's effort to improve the pool of competent and skilled workers in the country, the Government Service Insurance System (GSIS) re-opened its GSIS Educational Assistance Program in the first half of 2013. The Social Security System (SSS), on the other hand, liberalised the eligibility requirements for its Educ-Assist loans and increased the maximum loanable amount to provide greater assistance to its members. To an extent, these government institutions assisted in stimulating demand for education loans in 2013.
- In 2013, auto lending posted a 14% improvement in terms of gross lending. Owning a vehicle in the Philippines became easier due to low interest rates, the increased availability of more affordable units such as entry-level models and compact cars, and aggressive financing promotions from dealers, manufacturers and financial service providers, including low-downpayment schemes. The category also benefited from the economy's good performance – a factor that has a strong impact on vehicle sales and loans – and high consumer confidence.

- Durables lending posted the lowest growth in terms of gross lending, at 4%, in 2013. The category's performance was somehow affected by the increasing preference towards card lending, as credit card issuers continued to partner with chained retailers to offer attractive promotions and flexible financing options such as 0% interest and buy now, pay later schemes to stimulate card usage. As such, those who continued to source funds through durable loans were non-credit cardholders, mostly coming from the lower-income group.
- In 2013, there was a slight easing in lending standards because of more intense competition among various financial service providers and an improvement in borrower profiles. Banks offered lower interest rates and lower minimum salary requirements for some of their consumer credit products to broaden their consumer market bases and attract more Filipinos to take out loans. Despite the ease of borrowing money, lending institutions constantly monitored payments to minimise the occurrence of bad debts.
- In an attempt to serve the unbanked and underbanked, rural banks and microfinance institutions continued to build awareness of the availability of micro loans, which were mainly facilitated through mobile phones because of the high ownership of these devices in the Philippines. This was an efficient and low-cost strategy to gravitate impoverished households towards the formal financial system by borrowing from mainstream lenders. The rapid expansion of BPI Globe BankO – the country's first mobile-based microfinance savings bank – is a testament of success in terms of providing better credit options to low-income communities who often source funds from usurers in times of financial difficulty.

COMPETITIVE LANDSCAPE

- Domestic universal and commercial banks such as Bank of the Philippine Islands, Banco de Oro, Landbank and Metrobank remained the main lenders in the market, although more thrift banks are offering consumer credit. Many Filipinos prefer these traditional players because of their broad selection of consumer credit products, extensive network of bank branches, and, at times, more attractive interest rates, benefits and promotions.
- Mainstream financial service providers continued to dominate consumer credit, accounting for a 96% share of gross lending value in 2013. Many Filipinos favour banks and credit unions for card, home and auto loans, and mortgages/housing because of better and more reasonable interest rates, and standardised requirements. Nonetheless, those who do not meet the stringent lending prerequisites of these institutions source funds from other lenders such as pawnshops, moneylenders, cooperatives, and government agencies.
- There were no new regulations nor updates on current consumer credit legislations in the first half of 2013. Revisions on the Truth in Lending Act (RA 3765), which took effect on 1 July 2012, was the most recent development that had a significant impact on the industry. Changes focused on improvements made to loan prices and transaction transparency. The updated policy compelled banks, non-bank financial institutions under Bangko Sentral ng Pilipinas (BSP) supervision and other entities with credit-granting facilities to calculate interest based on a loan's outstanding balance at the beginning of the interest period, to put effective interest rates in loan documents and marketing collaterals, to list repayment schedules in all loan contracts, and to provide borrowers with a copy of the disclosure statement.
- Thrift bank BPI Family Savings, a subsidiary of Bank of the Philippine Islands, launched its first credit card in March 2013. Partnering with MasterCard, the new product is positioned as a low-rate and no-frills financial card that targets young professionals and families with limited income. Although it does not have any reward system and additional features like in other credit cards, the new BPI Family Savings credit card is expected to attract applicants due to

the low minimum income requirement of Ps15,000, reasonable annual fee of only Ps1,000, and low monthly interest rate, of 2%.

- Almost four years after plans were publicised, Philippine National Bank (PNB) and Allied Banking Corp – both part of the Lucio Tan Group of Companies – finally merged in early 2013. As a result, the surviving entity, PNB, became one of the key players in the country's banking system, offering deposit, loan and investment services to Filipinos. Despite completion of the PNB-Allied Bank merger, full integration is not expected until 2015.

PROSPECTS

- With a high unbanked population in the country, rural banks, cooperatives and non-government institutions are expected to focus on microfinancing to provide more borrowing options to this group of consumers throughout the forecast period. Mobile phones are anticipated to remain the key channel for service delivery, as mobile phones are an effective and efficient way of processing loan applications. High demand, particularly from low-income households, is foreseen because of the ease of application, flexibility of loan amount, and reasonable interest rates and payment structure.
- Gross lending of consumer credit in constant terms is expected to expand at a 12% CAGR in the forecast period. The robust growth can be attributed to the optimistic outlook for the Philippine economy, the higher disposable income of middle-income households, a continuous inflow of remittances from overseas Filipino workers, lower interest rates, and better financing packages from financial institutions.
- There are more opportunities than threats in consumer credit. Many low-income borrowers still source funds from usurers, commonly known as 5-6, as they are not able to meet the stringent requirements of commercial, universal and thrift banks. This group of Filipinos usually fall deeper in debt because of the excessive interest rates and short payment terms. As such, an area with a bright prospect is microcredit, since the number of BSP-registered institutions that offer the service is still limited. Greater availability of micro loans can minimise extortion, and encourage those with no collateral, steady employment and verifiable credit history to borrow from the formal sector.
- The high unbanked population and rising middle class are expected to stimulate growth, particularly in terms of gross lending, over the forecast period. An increase in new borrowers from both the low- and middle-income segments is anticipated because more Filipinos are foreseen to qualify the stringent application requirements and banks are expected to offer a wider selection of consumer credit packages to broaden their customer bases. Those with existing debts are also anticipated to expand their liabilities, as higher household incomes enable them to take out and pay for multiple loans.
- Interest rates, particularly in auto and credit lending, are expected to continue to decline over the forecast period because it is a good strategy to attract potential borrowers amidst stronger competition in the industry. Nonetheless, at some point, the Bangko Sentral ng Pilipinas (central bank) is anticipated to issue a regulation on the minimum lending rate that credit-granting institutions can offer to maintain a reasonable range and fair competition among lenders.
- Card lending is anticipated to experience the strongest improvement in terms of constant gross lending, increasing at a 13% CAGR in the forecast period. The robust growth can be attributed to the increased availability of basic cards with low minimum salary requirements, and rising usage of plastic as a mode of payment. Many Filipinos are enticed to utilise credit

cards because of the additional benefits such as rebates, promotions, and zero interest schemes that come with such cards.

- In terms of gross lending, durables and home lending are the two categories that are expected to see the lowest growth in the forecast period. The former's slow performance can be attributed to strong competition from credit cards, which usually offer zero interest payment schemes due to partnerships with chained consumer electronics and appliance specialist retailers. The increasing preference towards new homes because of the booming residential property industry and availability of in-house financing from property developers are anticipated to have a negative effect on home lending.
- BPI Family Savings' low-rate and no-frills credit card is expected to perform well in the forecast period. High acceptance is anticipated because of the bank's good reputation, less stringent application requirements, increasing usage of cashless payment methods, and relatively low monthly interest rate. Many young Filipino professionals and families are expected to apply for this basic credit card to support big purchases and unexpected expenses, which may, at times, go beyond their monthly budget.

CATEGORY DATA

Table 13 Consumer Credit: Outstanding Balance by Category: Value 2008-2013

Ps bn	2008	2009	2010	2011	2012	2013
Card Lending	132.6	136.9	148.2	164.5	180.9	191.8
Auto Lending	78.5	94.5	117.8	139.2	160.0	180.8
Durables Lending	5.6	6.1	7.0	7.9	8.2	8.5
Education Lending	7.4	8.1	9.2	11.7	12.5	13.3
Home Lending	11.1	12.2	14.1	16.4	17.0	17.7
Other Personal Lending	14.1	15.4	16.0	18.1	19.2	20.2
Consumer Credit	249.3	273.1	312.4	357.8	397.9	432.2

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 14 Consumer Credit: Outstanding Balance by Category: % Value Growth 2008-2013

% current value growth	2008-13 CAGR	2008/13 Total
Card Lending	7.7	44.7
Auto Lending	18.2	130.3
Durables Lending	8.7	51.9
Education Lending	12.3	78.4
Home Lending	9.6	58.5
Other Personal Lending	7.5	43.2
Consumer Credit	11.6	73.3

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 15 Consumer Credit: Gross Lending by Category: Value 2008-2013

Ps bn	2008	2009	2010	2011	2012	2013
Card Lending	306.3	322.6	389.3	451.7	514.1	595.3
Auto Lending	13.3	16.0	23.3	27.7	32.2	36.7
Durables Lending	6.0	6.6	7.5	8.0	8.4	8.7
Education Lending	0.6	0.7	1.1	2.0	2.2	2.4
Home Lending	1.0	1.1	2.0	1.8	1.9	2.0
Other Personal Lending	1.2	1.2	1.3	1.4	1.6	1.8
Consumer Credit	328.4	348.2	424.5	492.6	560.3	646.8

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 16 Consumer Credit: Gross Lending by Category: % Value Growth 2008-2013

% current value growth	2008-13 CAGR	2008/13 Total
Card Lending	14.2	94.3
Auto Lending	22.6	176.4
Durables Lending	7.6	44.0
Education Lending	30.0	271.9
Home Lending	15.3	104.0
Other Personal Lending	8.5	50.2
Consumer Credit	14.5	96.9

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 17 Forecast Consumer Credit: Outstanding Balance by Category: Value 2013-2018

Ps bn	2013	2014	2015	2016	2017	2018
Card Lending	191.8	211.0	233.1	258.1	287.8	322.3
Auto Lending	180.8	197.0	216.7	240.6	268.3	300.4
Durables Lending	8.5	8.5	8.5	8.6	8.7	8.8
Education Lending	13.3	13.5	14.2	15.3	17.0	19.4
Home Lending	17.7	17.8	18.0	18.5	19.1	20.0
Other Personal Lending	20.2	20.5	21.2	22.4	24.0	26.3
Consumer Credit	432.2	468.3	511.8	563.4	624.8	697.2

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 18 Forecast Consumer Credit: Outstanding Balance by Category: % Value Growth 2013-2018

% constant value growth	2013/18 TOTAL
Card Lending	68.0
Auto Lending	66.2
Durables Lending	3.1
Education Lending	46.4
Home Lending	13.1

Other Personal Lending	30.5
Consumer Credit	61.3

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 19 Forecast Consumer Credit: Gross Lending by Category: Value 2013-2018

Ps bn	2013	2014	2015	2016	2017	2018
Card Lending	595.3	663.7	744.0	837.0	945.9	1,073.6
Auto Lending	36.7	39.6	43.1	47.5	53.2	60.6
Durables Lending	8.7	8.7	8.9	9.0	9.3	9.5
Education Lending	2.4	2.5	2.6	2.7	2.8	2.9
Home Lending	2.0	2.0	2.0	2.0	2.1	2.1
Other Personal Lending	1.8	1.9	2.0	2.0	2.1	2.2
Consumer Credit	646.8	718.4	802.6	900.4	1,015.3	1,150.9

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 20 Forecast Consumer Credit: Gross Lending by Category: % Value Growth 2013-2018

% constant value growth	2013/18 TOTAL
Card Lending	80.3
Auto Lending	65.3
Durables Lending	9.8
Education Lending	21.7
Home Lending	8.3
Other Personal Lending	21.7
Consumer Credit	78.0

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources