

Consumer Pulse Study

Consumer behaviours and attitudes about current and future household budgets, spending and debt

Namibia Q2 2025

TransUnion's quarterly survey explores how consumers' personal finances have changed and what changes they expect in the future. The study measures shifting consumer attitudes and behaviours based on the dynamics of income, debt and identity theft. The analyses and insights give consumers a voice and inform businesses' decision-making as they seek to create economic opportunities for consumers.

KEY TAKEAWAYS



Namibians stayed resilient amid economic pressures: In Q2 2025, Namibians faced financial strain but showed resilience. Only 26% saw income growth, while 30% experienced job losses. Still, 71% remained optimistic about their financial futures, with 78% expecting income to rise in the coming year. Due to concerns like inflation (75%) and housing costs (64%), 53% cut back on discretionary spending. Despite 44% expecting to miss a bill payment, many are adapting through gig work (35%), borrowing from family (33%) and partial payments (32%), reflecting cautious optimism and adaptability.



Opportunity for financial inclusion: While 95% of people saw credit access as important, only 33% felt they had enough access – highlighting a major gap. Nearly half (45%) planned to apply for credit within a year, mainly for student loans (33%), personal loans (31%) or refinancing (23%, up eight percentage points from 2024). However, 46% who considered applying didn't follow through, mostly due to concerns about income (30%), credit history (28%) or no longer needing more credit (29%). Rising interest rates also had a strong impact on planned credit: 48% were highly influenced and 31% moderately affected – showing growing economic sensitivity.



Fraud concerns in Namibia: In Q2 2025, Namibian consumers faced growing digital fraud risks. Forty-seven percent cited identity theft and 45% cybersecurity threats as barriers to digital adoption. Top cyber threat concerns included credit card fraud (59%), stolen identity (54%) and data breaches (31%). More than half (57%) were targeted by scams, with 8% targeted and falling victim. Most (89%) users were wary of sharing personal data – while only 56% felt they had proper access to credit information used about themselves, highlighting the need for stronger protections and transparency in Namibia's digital economy.

Household income (HHI), spending and bill payment impact

In Q2 2025, 26% of respondents reported rising household income. Financial outcomes varied: 41% said their finances were better than expected at this point in the year, 9% said they were as planned and 51% reported being worse off than planned. Despite these setbacks, consumer sentiment remained largely positive. A strong 71% expressed optimism about their financial futures, 16% were neutral and 13% felt pessimistic. Gen Z stood out as the most hopeful group with 76% feeling optimistic. Looking ahead, 78% of all respondents expected their incomes to rise over the next year, with Gen Z leading again at 81%. This optimism, especially among younger consumers, suggests a belief in recovery and growth despite current financial challenges.

In the past three months, Namibian households faced some financial setbacks, with job losses emerging as the most significant challenge. Specifically, 30% of respondents reported job losses, a five-percentage-point increase from the previous year. Additionally, 17% said a household business had closed or lost orders and 16% experienced wage or salary reductions. On the upside, 16% indicated someone in their households started a new business, 15% reported salary increases and 11% started a new job. In terms of financial behaviour, 25% of consumers paid down debt faster and 23% saved more in emergency fund.

Namibians were concerned about the following macroeconomic dynamics: inflation, job security and housing prices. Overall, 75% of consumers listed inflation as one of their top three financial concerns followed by housing prices (rent or mortgage) at 64% and job losses at 55%. Possibly due to these concerns, 53% of consumers indicated they cut back on discretionary spending (dining out, travel, entertainment) in the past three months, 28% cancelled subscriptions or memberships, and 27% cancelled or reduced digital services (e.g., wireless, cable TV, internet). Consumers prioritized essential expenses and actively trimmed non-essential costs to maintain financial stability.

In the next three months, 42% of surveyed consumers expected to reduce discretionary spending. This percentage was significantly higher than those respondents who expected discretionary spending to remain the same (24%) or increase (22%). At the same time, 39% expected their spending on retirement funds and investments to increase and 38% anticipated an increase in spending on medical services. This shows while consumers are cutting back on non-essentials, they continue to prioritize financial security and healthcare.

In Q2 2025, 44% of respondents expected to miss at least one bill or loan payment, a five-percentage-point decline from the previous period. Among them, 35% planned to take on gig work, 33% said they would borrow from friends or family and 32% would make partial payments. These responses reflect not only ongoing financial pressure but also a strong sense of adaptability and resourcefulness among consumers.

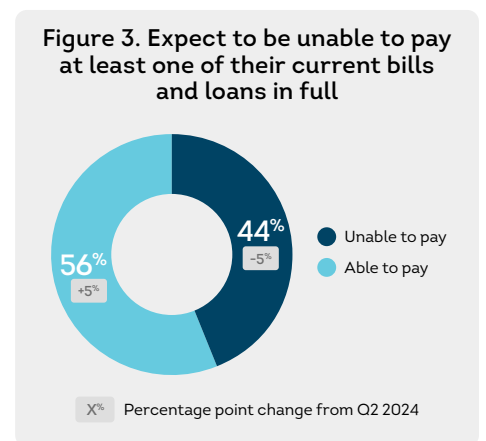
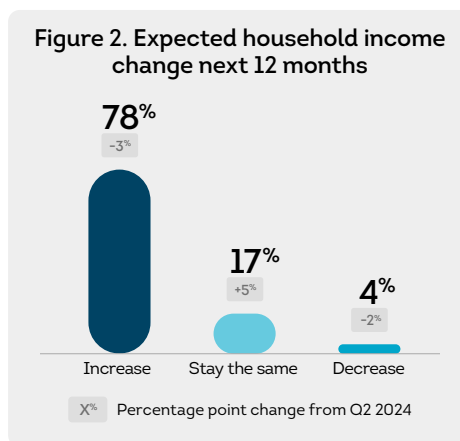
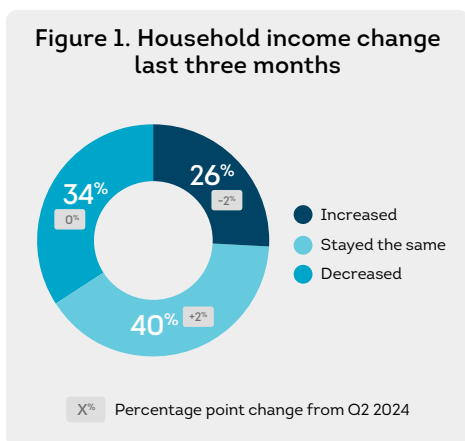


Figure 4. Plans to pay current bills or loans
(among those unable to pay bills/loans)

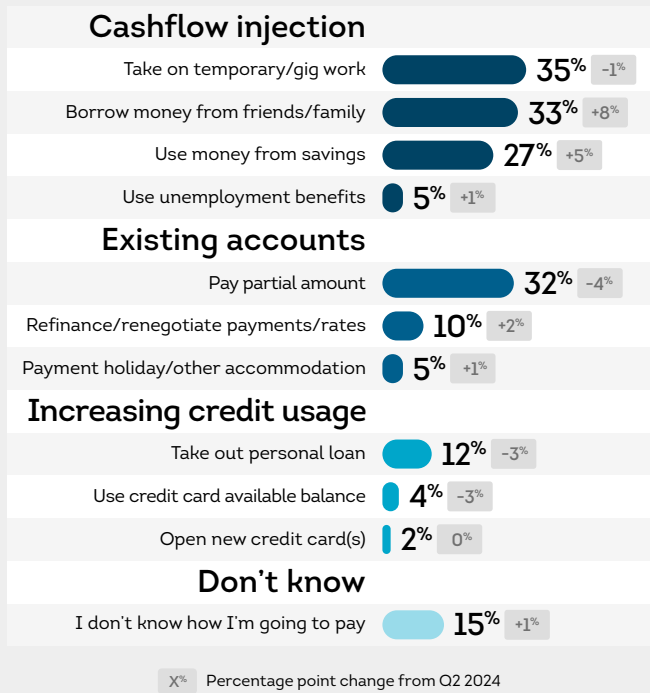


Figure 5. Changes to household budget in the last three months

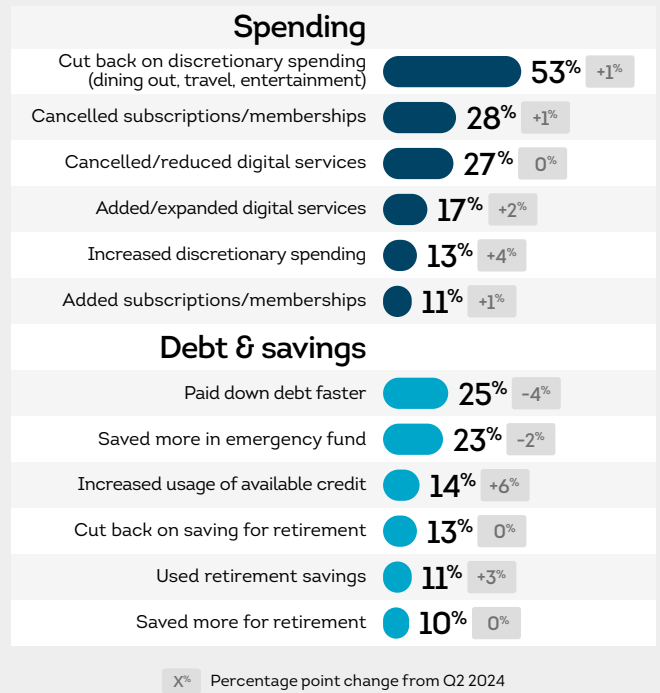
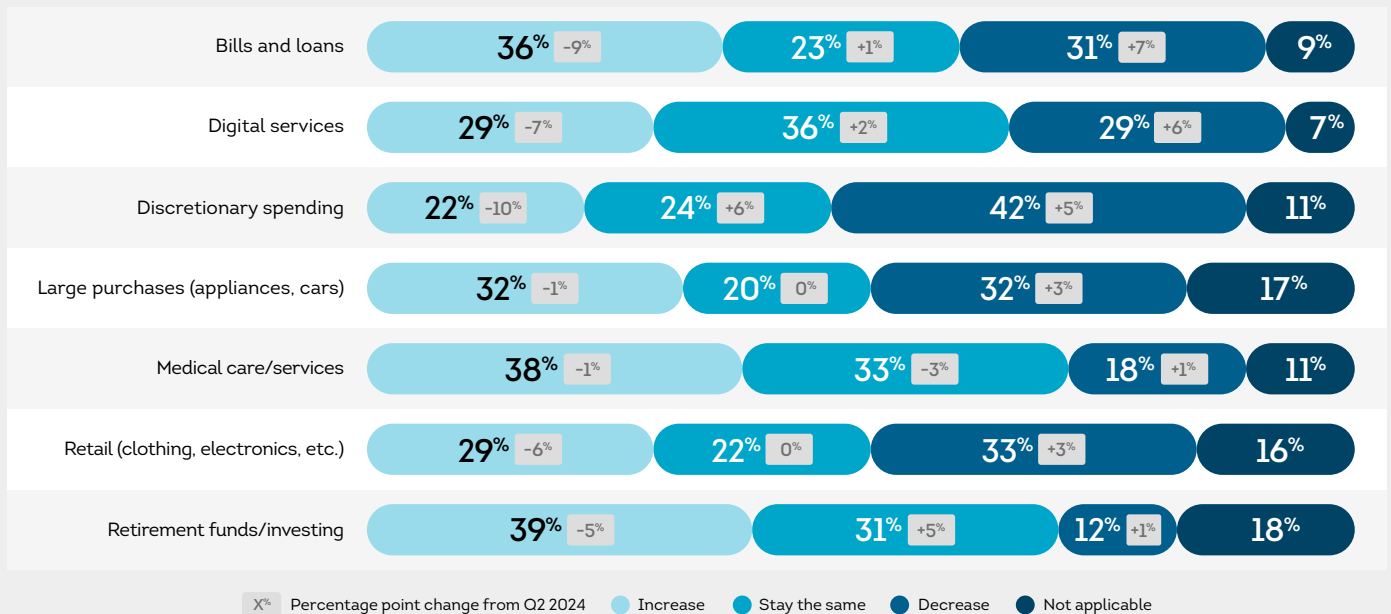


Figure 6. Expected change to household spending over next three months



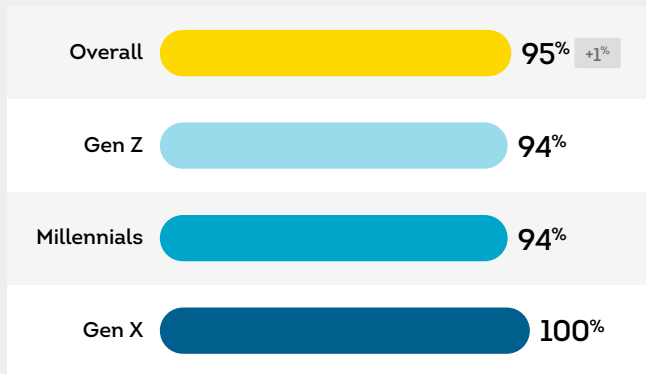
Attitudes and plans for economic participation

In Q2 2025, 95% of respondents considered access to credit important, yet only 33% felt they had sufficient access. This highlights a gap between the importance of credit access and consumer confidence, pointing to a need for more inclusive lending. Looking ahead, 45% planned to apply for new or refinance existing credit within the next year. Among these, 33% planned to apply for a new student loan, 31% intended to apply for a new personal loan, and 23% planned to refinance a personal loan – marking an eight-percentage-point increase from Q2 2024.

Nearly half (46%) of respondents considered applying for credit or refinancing but ultimately chose not to proceed. The main reasons were concerns about being rejected due to income or employment status (30%) or credit histories (28%), while 29% abandoned their applications simply because they no longer needed the credit.

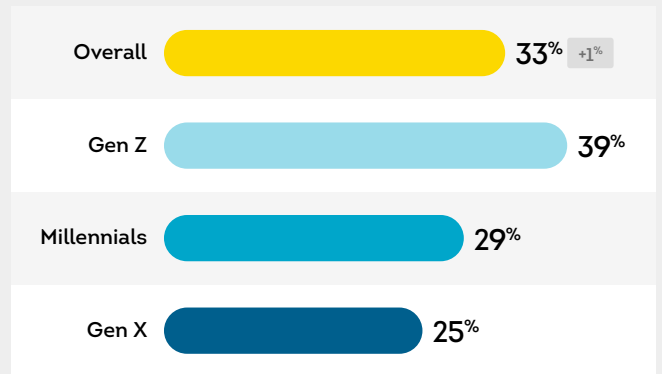
Rising interest rates also shaped consumer credit behaviour. A significant 48% of respondents said interest rate hikes had a major influence on their decisions to apply for credit – while another 31% reported moderate impact. These trends underscore a growing sensitivity to economic conditions.

Figure 7. Believe important to have access to credit and lending products to achieve financial goals



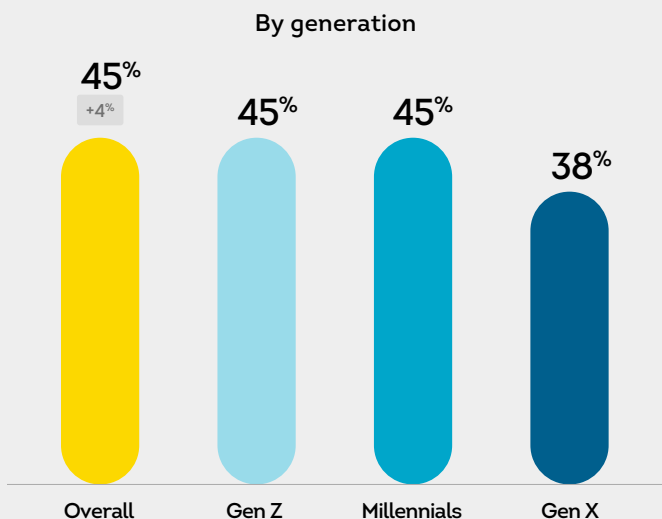
X% Percentage point change from Q2 2024

Figure 8. Believe have sufficient access to credit and lending products

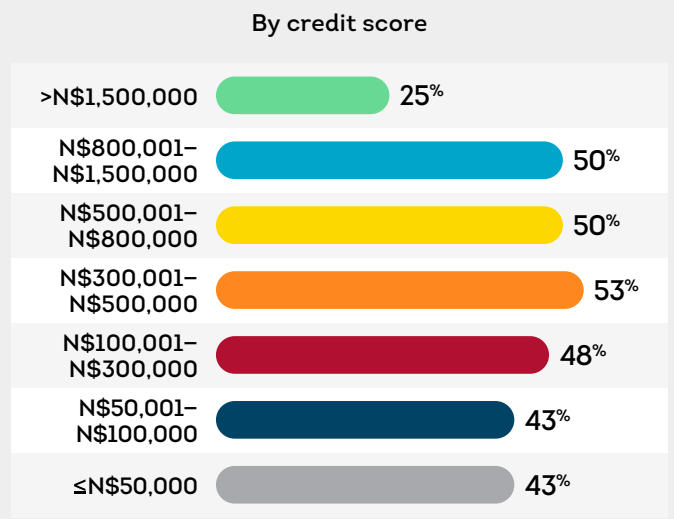


X% Percentage point change from Q2 2024

Figure 9. Plan to apply for new credit or refinance existing credit within the next year

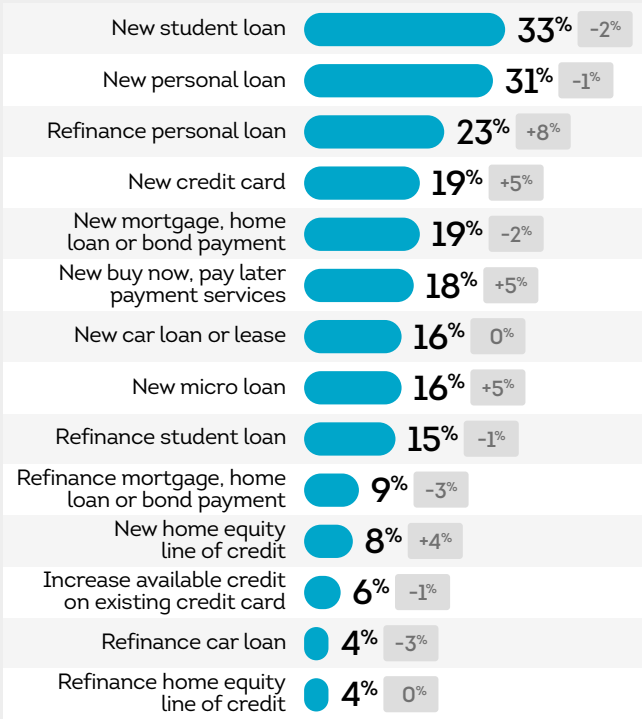


X% Percentage point change from Q2 2024



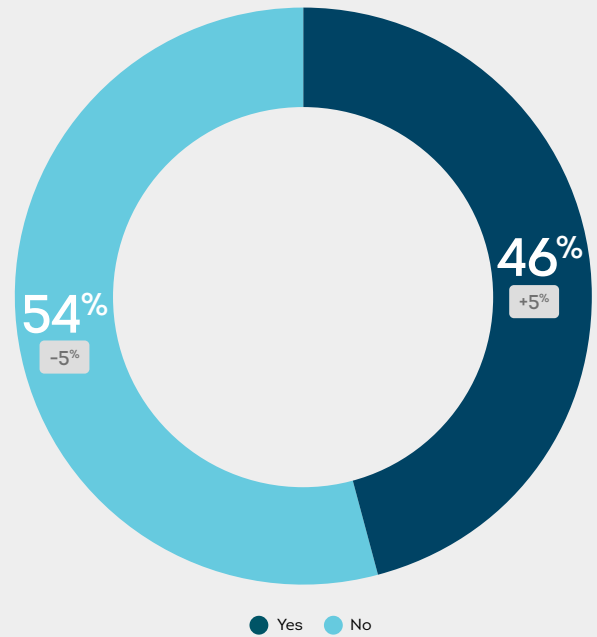
Self-reported credit score ranges

Figure 10. Type of new credit and loan activity planned in next 12 months
(among those who plan to apply for new or refinance existing credit)



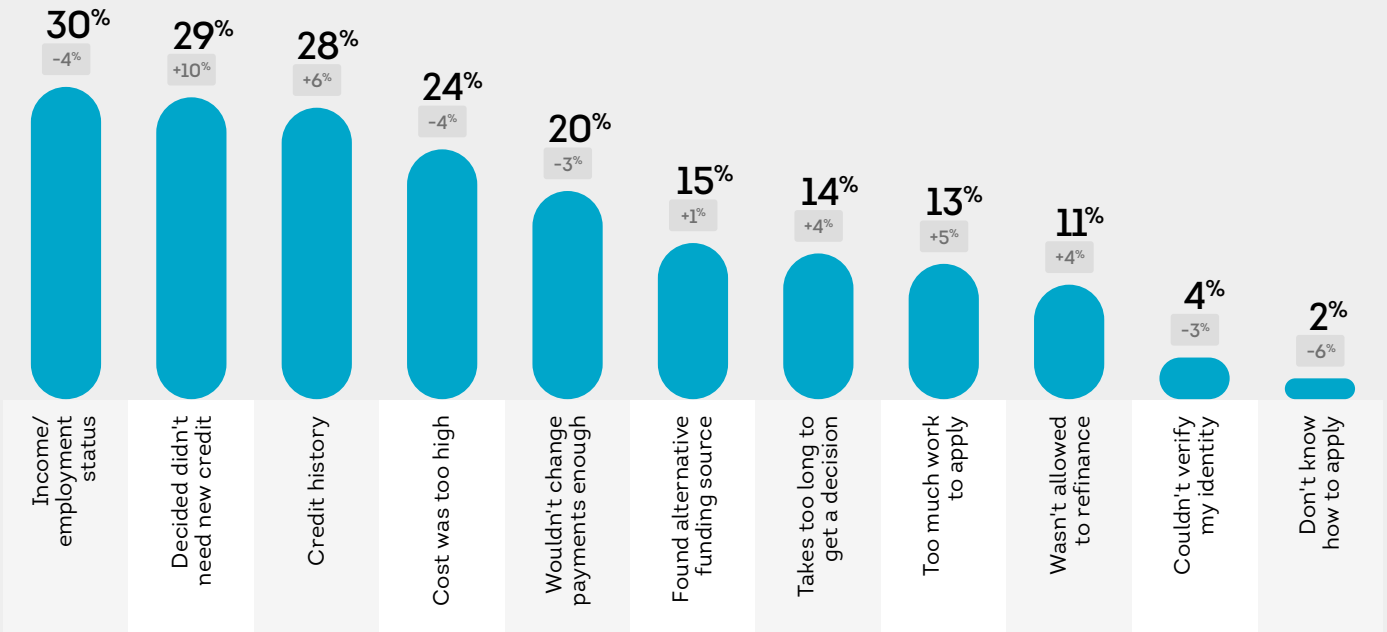
X* Percentage point change from Q2 2024

Figure 11. Abandoned plan to apply for new credit or refinance



X* Percentage point change from Q2 2024

Figure 12. Reasons for abandoning application for new credit or refinance



X* Percentage point change from Q2 2024

Identity risks and usage

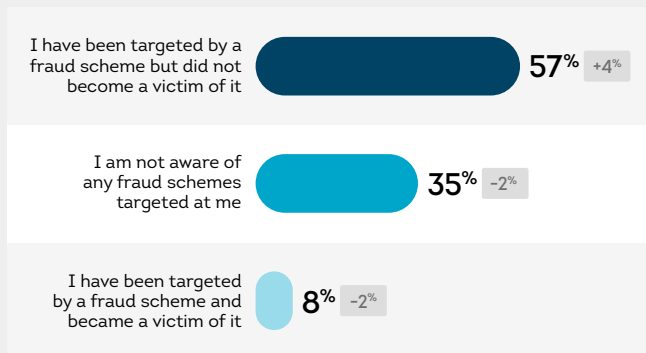
Namibia was affected by various fraud attempts. The survey revealed 47% of users cited identity theft as a major barrier to adopting new digital technologies – while 45% expressed concerns about cybersecurity threats.

Credit card/payment fraud (59%), stolen identity (54%) and data breaches (31%) were the cyber threats that most concerned surveyed consumers. In turn, identity attack methods that concerned consumers the most included falling victim to fake social media profiles (61%), personal information exposed in data breaches (59%), email phishing (45%) and viruses or malware (41%).

In Q2 2025, 57% of consumers reported being targeted by fraud attempts through online platforms, emails, phone calls or text messages but did not fall victim; 8% of respondents said they were both targeted and scammed. Middle-income consumers were particularly affected as 66% reported fraud attempts. Overall, the most common types of scams included money/gift card scams (37%), vishing (fraudulent phone calls meant to trick users into revealing data) at 33%; phishing (fraudulent emails, websites, social posts, QR codes, etc. meant to steal data) at 29%; and smishing (fraudulent text messages meant to trick users into revealing data) at 25%.

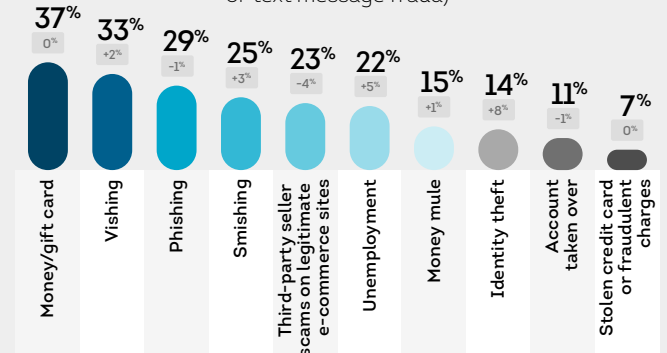
Sharing personal information was a concern for 89% of consumers due to fears of identity theft (74%) and privacy invasion (73%). Additionally, only 56% said they have proper access to the credit information used about themselves. This gap highlights the urgent need for improved transparency, stronger data protection measures, and greater consumer empowerment in managing personal financial data.

Figure 13. Personal experience with online, email, phone call or text message fraud attempts in last three months



X% Percentage point change from Q2 2024

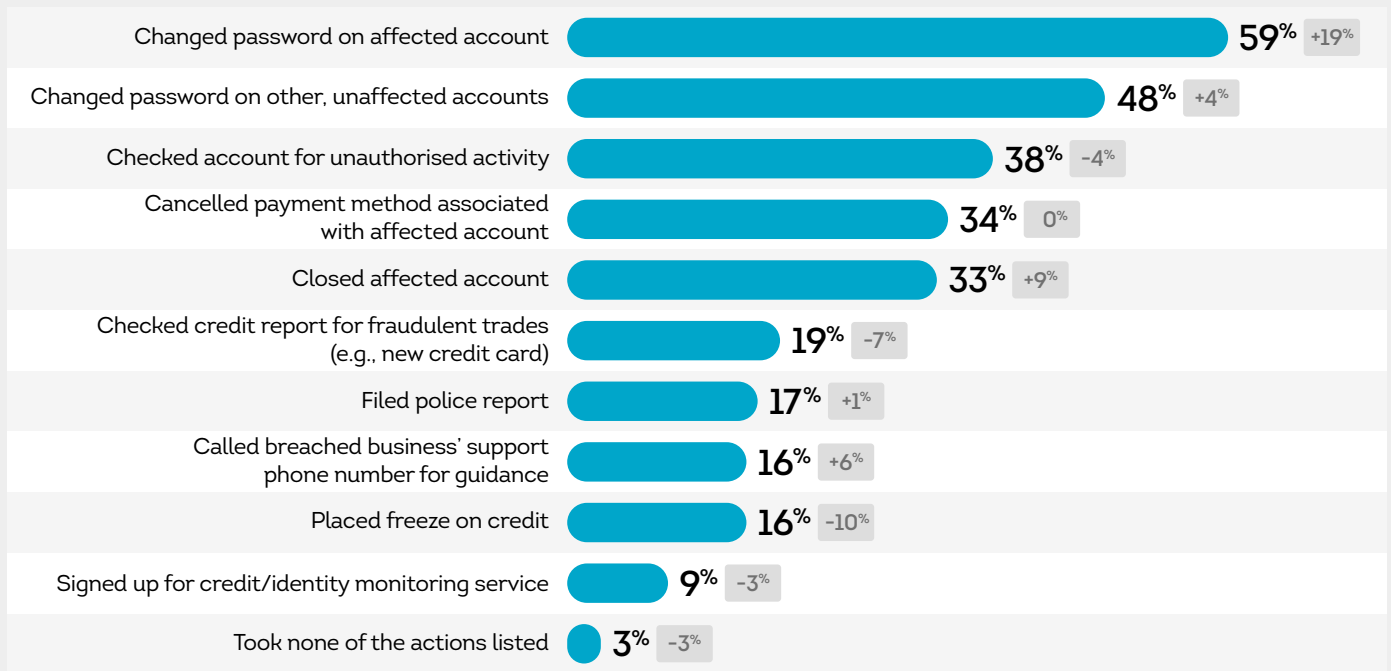
Figure 14. Most frequent fraud schemes targeting consumers (among those targeted with online, email, phone call or text message fraud)



X% Percentage point change from Q2 2024

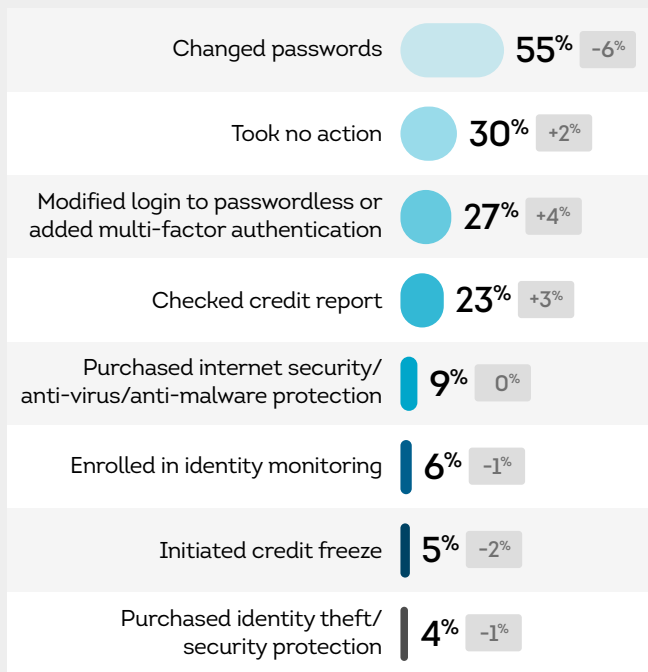
Figure 16. Most frequent actions data breach victims took

(among consumers notified in the last three months that details about their identities and/or online accounts were stolen)



X* Percentage point change from Q2 2024

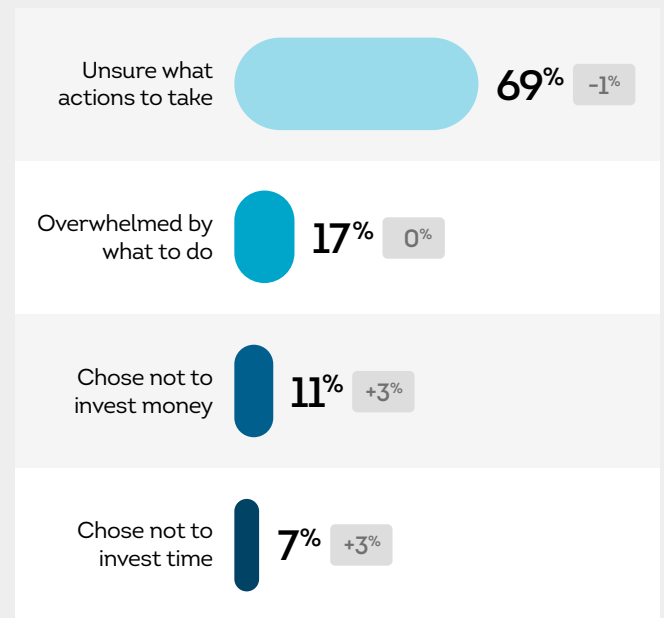
Figure 17. Actions taken in last 60 days due to cybersecurity concerns



X* Percentage point change from Q2 2024

Figure 18. Reasons did nothing about cybersecurity concerns

(among those who took no action about cybersecurity concerns in the last 60 days)



X* Percentage point change from Q2 2024

Research Methodology

TransUnion's Consumer Pulse Survey of 291 adults was conducted 5–25 May 2025 by TransUnion in partnership with third-party research provider, Dynata. Adults 18 years and older residing in Namibia were surveyed using an online research panel method across a combination of desktop, mobile and tablet devices. Survey questions were administered in English. To increase representativeness across resident demographics, the survey included quotas to balance responses to the census statistics dimensions of age, gender, household income and region. Generations were defined in this research as follows: Gen Z, 18–28 years old; Millennials, 29–44; Gen X, 45–60; and Baby Boomers, age 61 and above. Those not included in this report didn't have adequate base size. These research results are unweighted and statistically significant at a 95% confidence level within ± 5.75 percentage points based on a calculated error margin. Please note that some chart percentages may not add up to 100% due to rounding or multiple answers being accepted.

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