

Consumer Pulse Study

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

Namibia Q2 2026

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



Households in Namibia continued to demonstrate resilience in a complex economic environment, with improving financial sentiment alongside ongoing affordability considerations

Around 43% of consumers reported their finances were better than planned, while 73% expected their incomes to increase over the next year. At the same time, 42% anticipated difficulty meeting at least one financial obligation, indicating while conditions improved, many households remain focused on managing day-to-day commitments.



Demand for credit remained evident, though access and affordability continued to shape participation

Access to credit was widely valued; 89% cited its importance, yet only 36% felt they had sufficient access. Around 37% planned to apply for or refinance credit in the next year, while 44% considered applying but did not proceed. Cost considerations and income stability remained key influences for credit participation, pointing to a market where engagement is present but selective.



Consumers also adapted their financial and digital behaviours

Over half reported cutting discretionary spending and actively seeking value. At the same time, 65% reported exposure to fraud attempts, although most do not become victims. Many took steps to strengthen their digital security – while some uncertainty remains around what actions to take, highlighting the importance of clear and practical guidance.

Household income (HHI), spending and bill payment impact

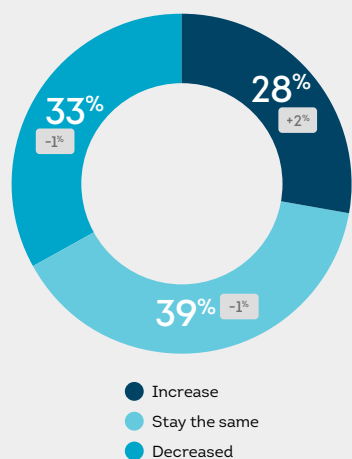
Household financial conditions showed signs of steady improvement, although experiences remained mixed. In Q2 2026, 43% of consumers reported their finances were better than planned, while 45% said they were worse than expected. Income trends reflected relative stability: 28% reported increases and 39% indicated no change over the past three months, while one-third reported declines. This suggests while some households are benefiting from improving conditions, others continue to navigate constrained income environments.

Looking ahead, expectations remained broadly positive. Around 73% of consumers expected their incomes to increase over the next 12 months, supported by overall sentiment, with approximately 71% expressing optimism. At the same time, a growing share expected income to remain stable, indicating a more measured outlook and suggesting households are maintaining confidence while taking a balanced view of future conditions.

The ability to meet financial commitments remained an important consideration. Around 42% of consumers expected they may be unable to pay at least one bill or loan in full. Among these households, common approaches to meet obligations included making partial payments (32%), taking on additional work (31%), borrowing from friends or family (27%) and 22% relying on savings.

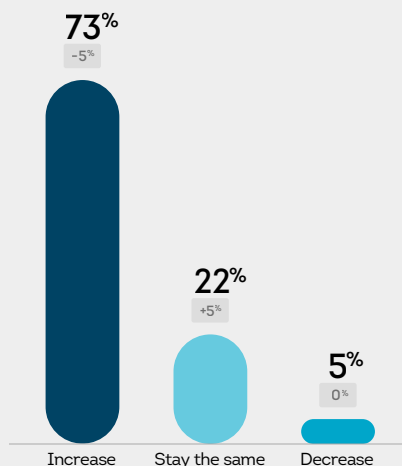
Spending behaviour reflected these dynamics as well. Over half of households reported reducing discretionary spending in the past three months – particularly in categories like dining out, clothing and entertainment. Looking ahead, essential expenses, such as bills and loans, were more likely to increase, while discretionary spending was expected to decline for many households, indicating continued prioritisation of core financial commitments.

Figure 1. Household income change last three months



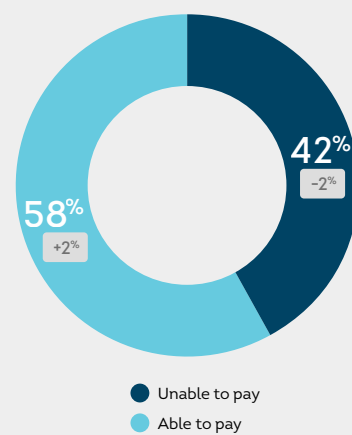
X% Percentage point change from Q2 2025

Figure 2. Expected household income change next 12 months



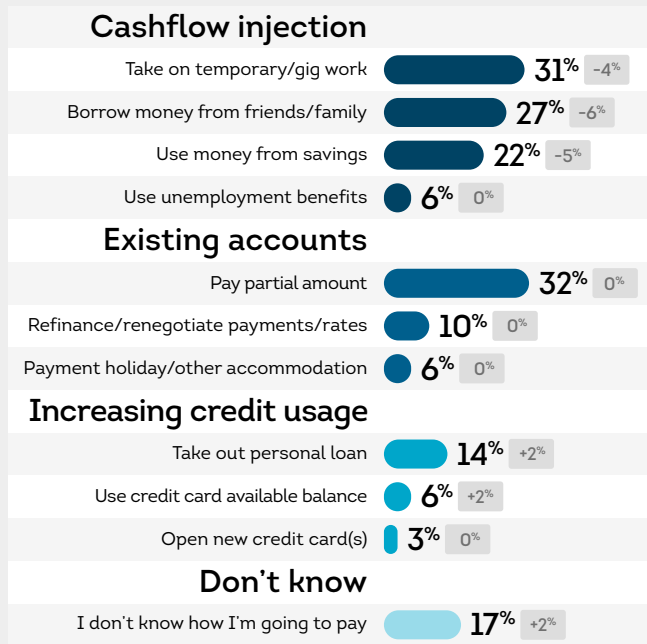
X% Percentage point change from Q2 2025

Figure 3. Expect to be unable to pay at least one of their current bills and loans in full



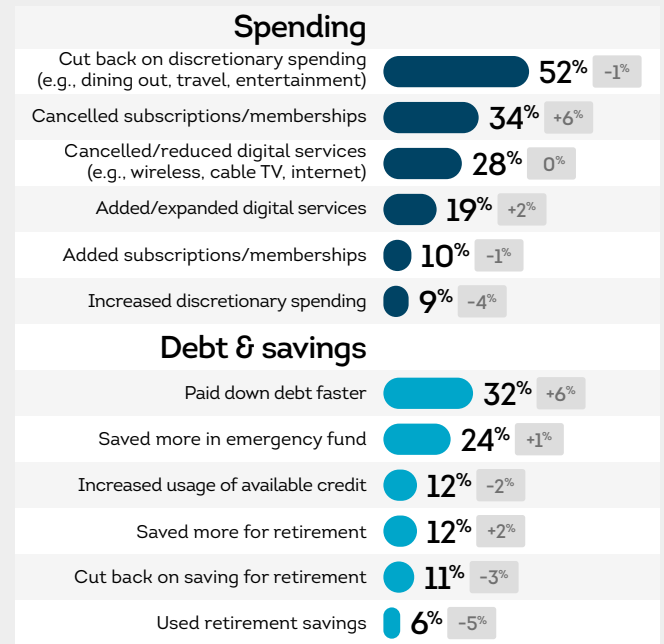
X% Percentage point change from Q2 2025

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



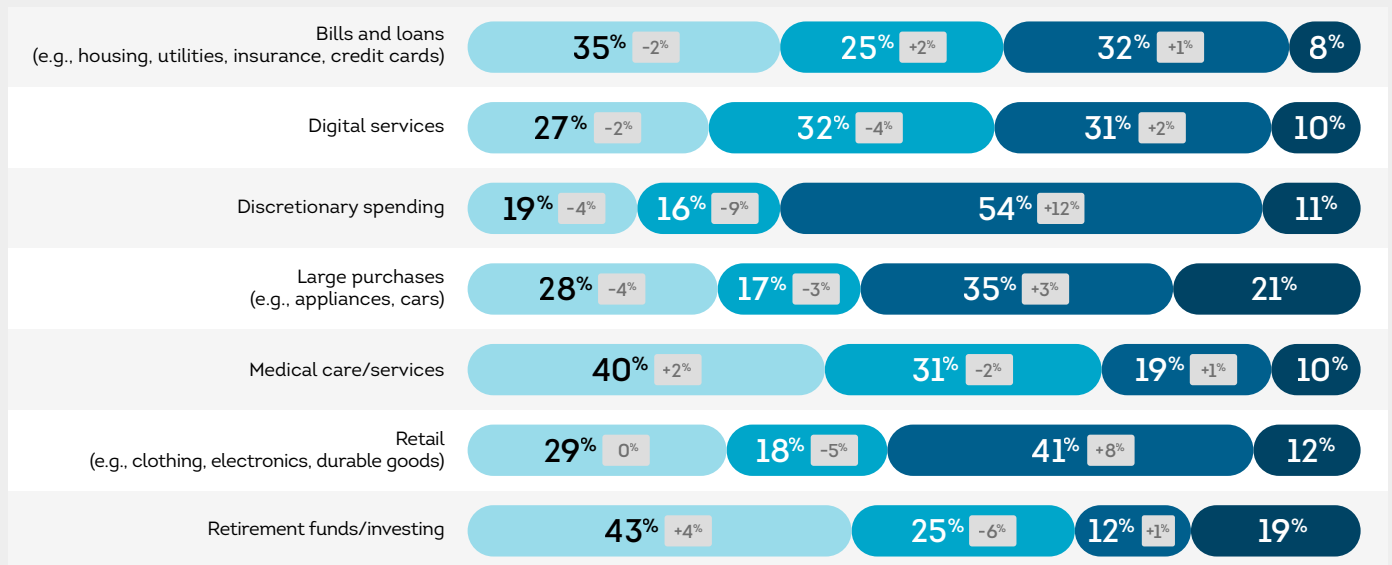
X% Percentage point change from Q2 2025

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



X% Percentage point change from Q2 2025

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



X% Percentage point change from Q2 2025 Increase Stay the same Decrease Not applicable

Attitudes and plans for economic participation

Access to credit continued to be widely recognised as important in Namibia. In Q2 2026, 89% of consumers indicated access to credit and lending products is important for achieving financial goals, reflecting strong underlying demand for financial tools.

Perceptions of credit access remained more varied. Around 36% of consumers felt they have sufficient access to credit, while 46% did not. Confidence in approval was similarly balanced as 36% believed they'd be approved if needed and 39% were less certain, suggesting access is shaped by both availability and affordability.

Intent to engage with credit eased slightly. Approximately 37% of consumers planned to apply for or refinance credit within the next year (down seven percentage points from Q2 2025), while 44% reported having considered doing so but not proceeding. Cost considerations, income stability and uncertainty around approval were key reasons for abandoning plans to seek credit. Together, these factors indicate a credit market where demand is present, but decisions are increasingly considered and selective.

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

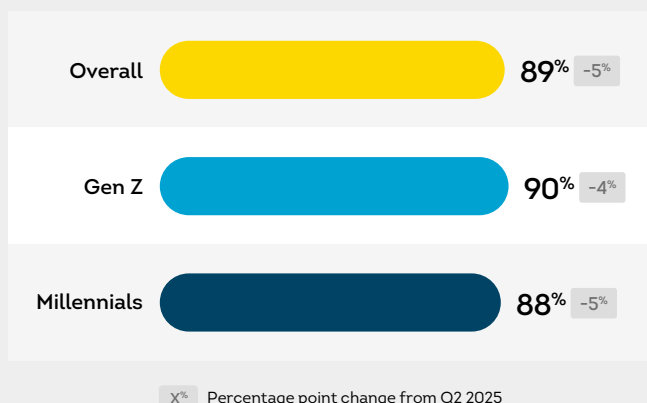


Figure 8. Believe have sufficient access to credit and lending products

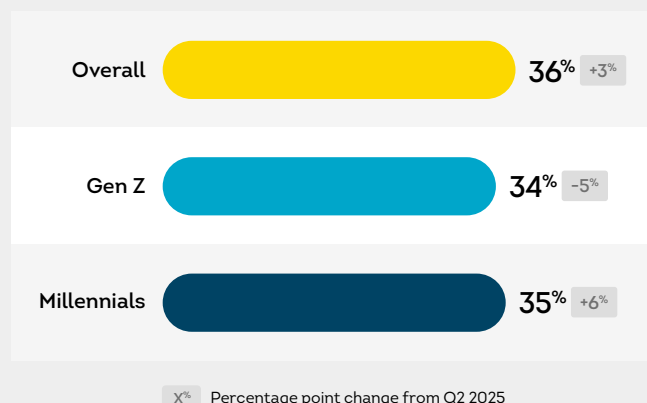
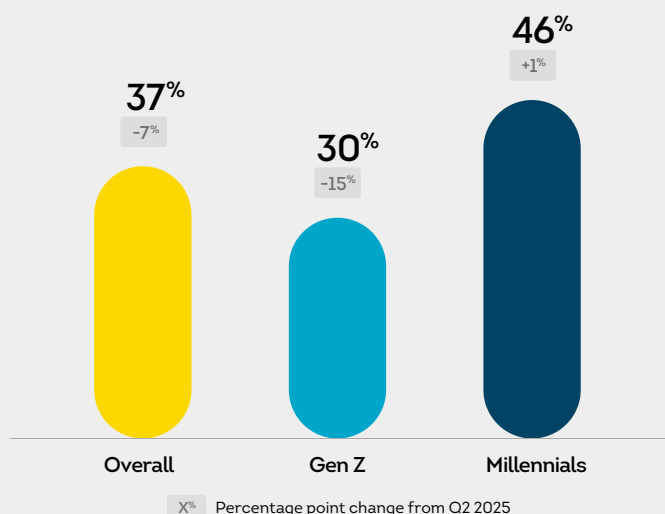


Figure 9. Plan to apply for new credit or refinance existing credit within the next year

By generation



By credit score

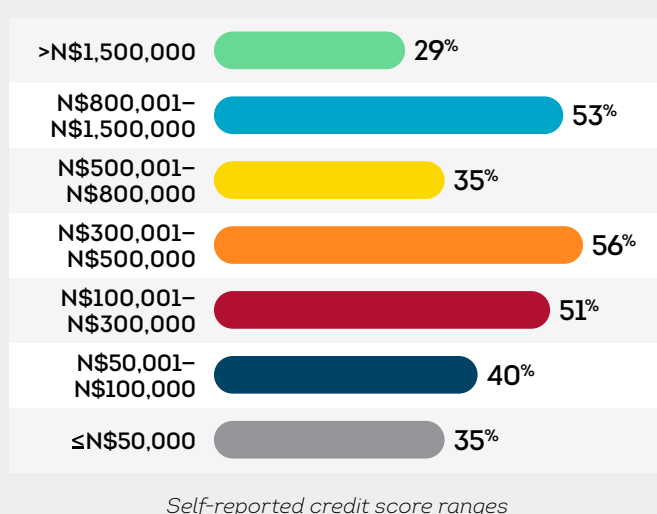
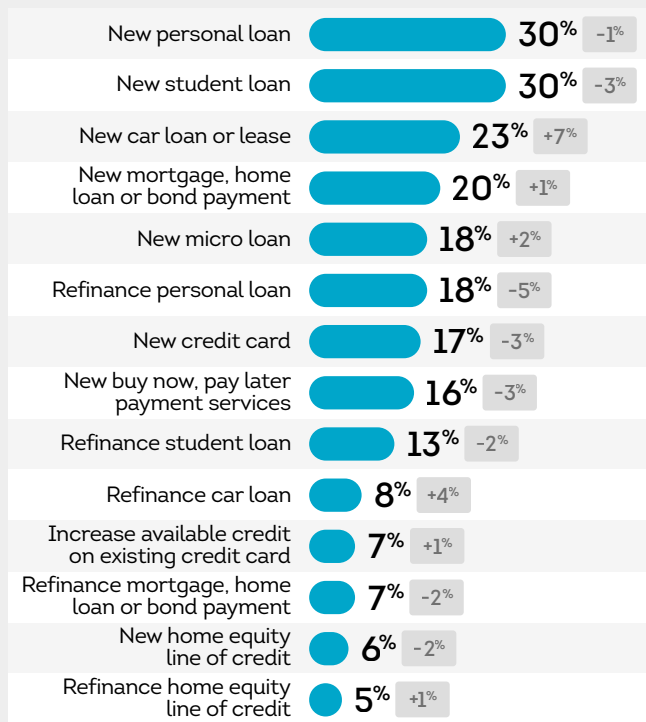
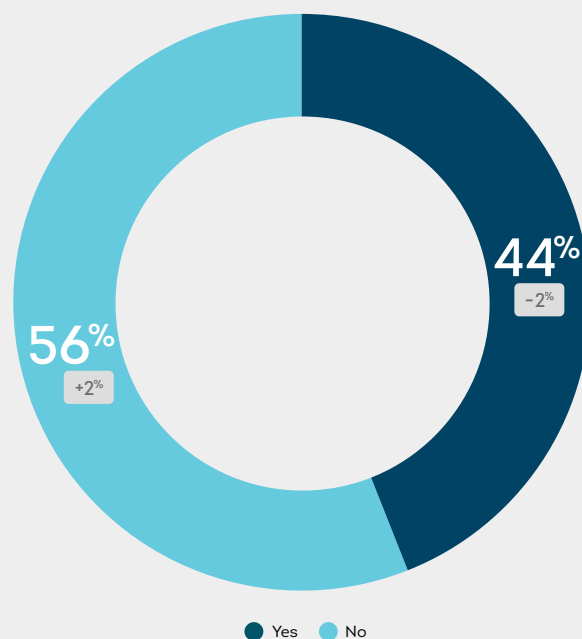


Figure 10. Type of new credit and loan activity planned in next 12 months
(among those who plan to apply for new or refinance existing credit)



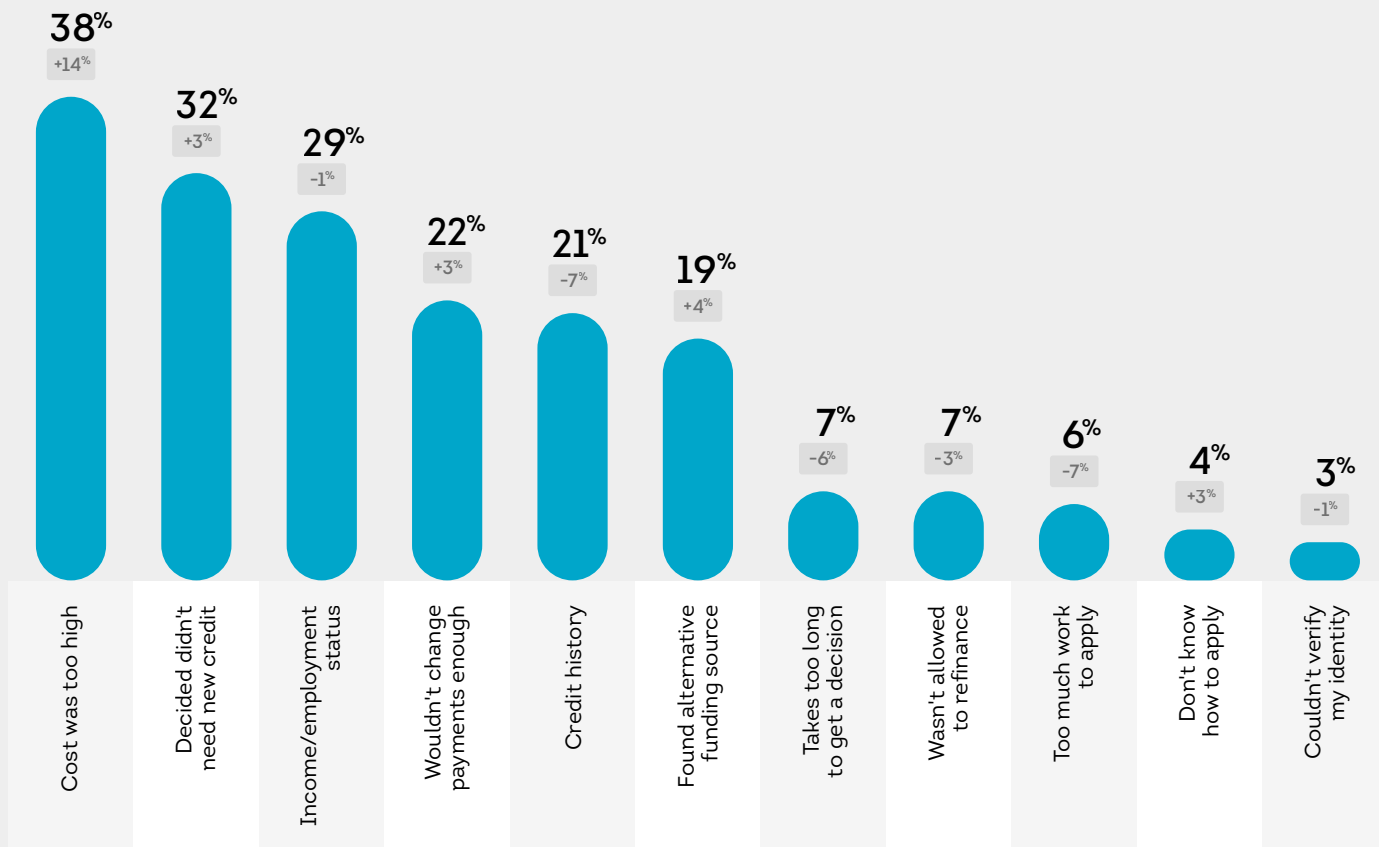
X% Percentage point change from Q2 2025

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



X% Percentage point change from Q2 2025

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



X% Percentage point change from Q2 2025

IDENTITY PROTECTION

Identity risks and usage

Exposure to digital fraud remained a relevant aspect of the consumer experience in Namibia. In Q2 2026, more than half of consumers reported being targeted by some form of fraud attempt in the past three months, while 10% indicated they became victims. The most common schemes of those targeted included money or gift card scams (40%) and vishing attacks (32%), as well as phishing and smishing (both 29%), reflecting a landscape where both digital and voice-based channels are used for attacks.

In response, consumers took steps to strengthen their security. A majority reported actions like changing passwords, while others adopted additional safeguards, including enhanced login protections. These behaviours indicate a growing awareness of digital risk and willingness to act when prompted.

However, some gaps remained in translating awareness into consistent action. Among those who had not taken steps to improve their cybersecurity, the most common reason was uncertainty about what actions to take. This highlights an opportunity to support consumers with clearer, more practical guidance, enabling them to more effectively protect themselves in an increasingly digital environment.

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

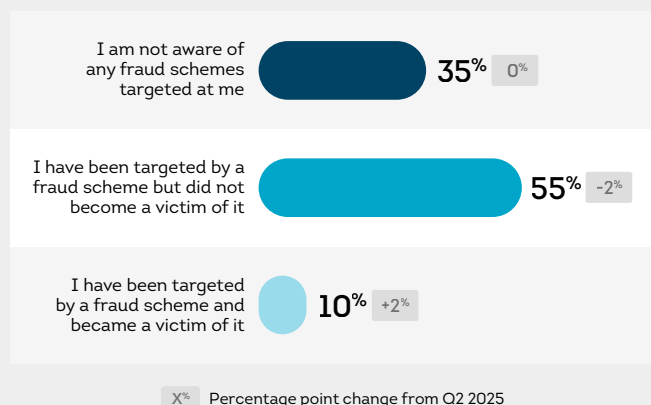


Figure 14. Most frequent fraud schemes targeting consumers
(among those targeted with online, email, phone call or text message fraud)

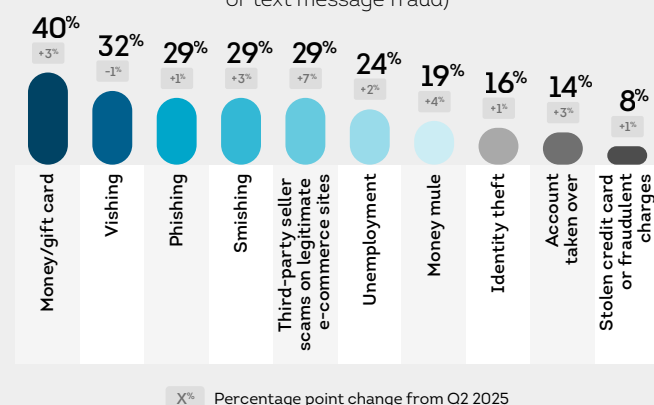


Figure 15. Most frequent actions data breach victims took

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

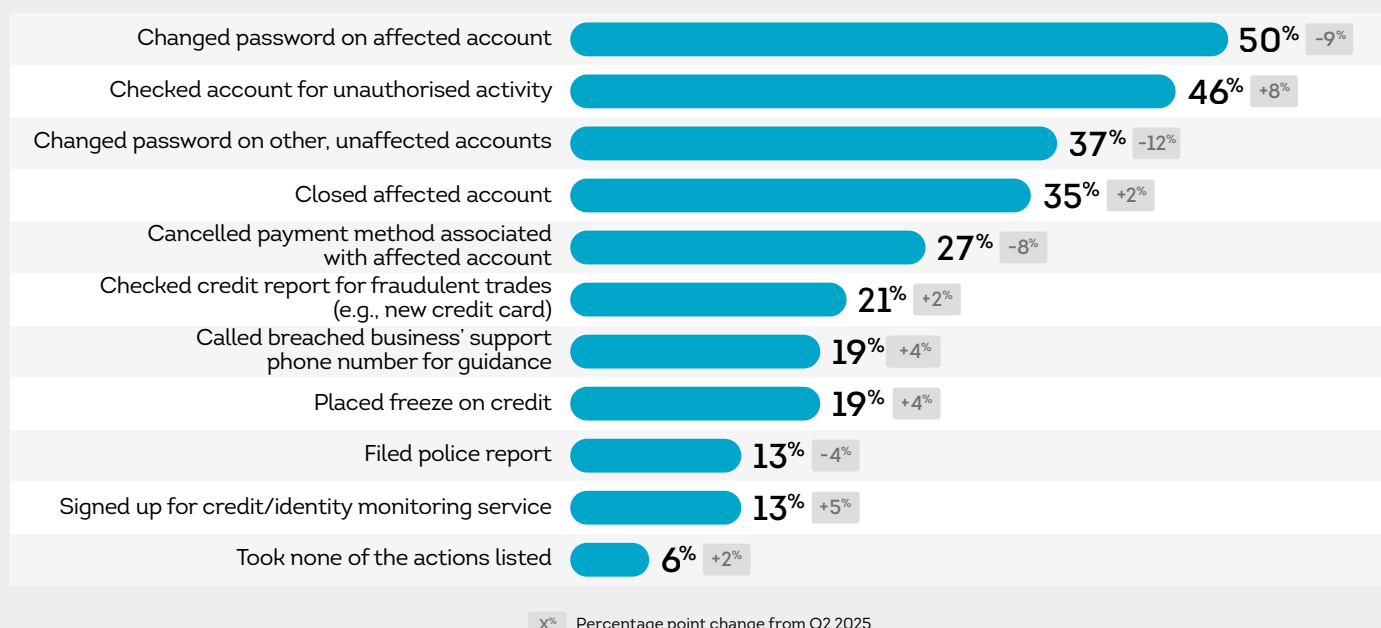
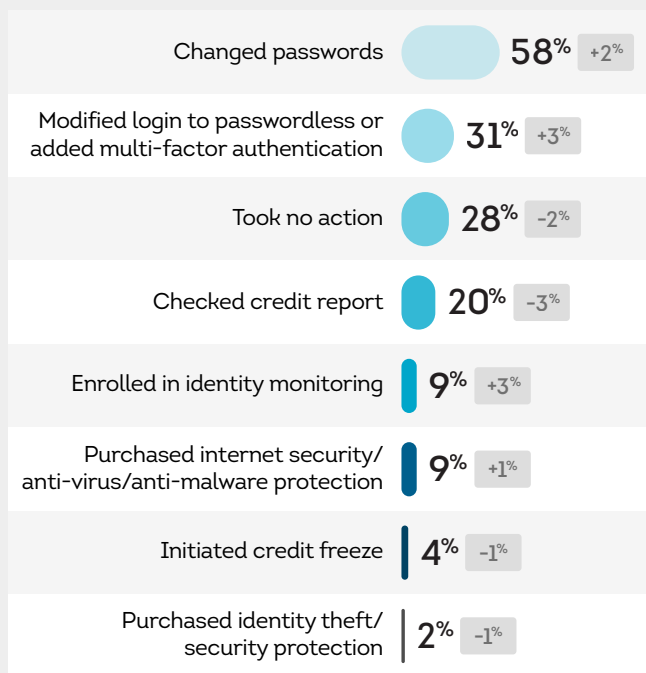
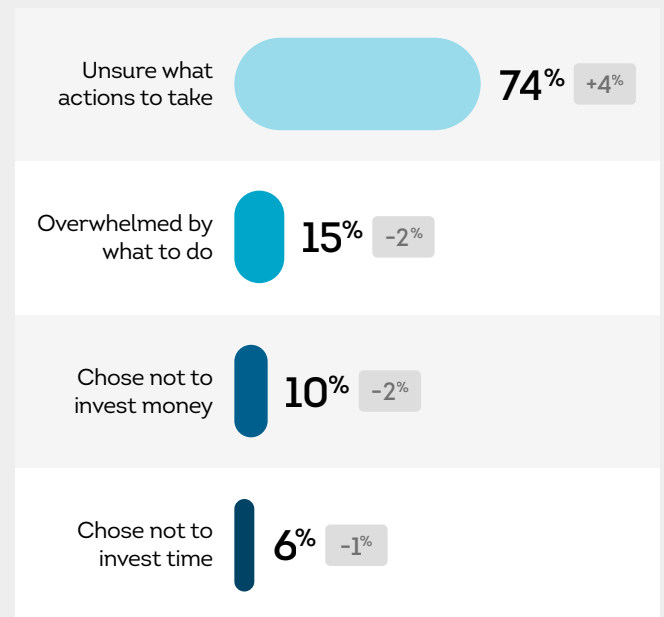


Figure 16. Actions taken in last 60 days due to cybersecurity concerns



X% Percentage point change from Q2 2025

Figure 17. 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 2025

Research Methodology

TransUnion's Consumer Pulse Survey of 258 adults was conducted 29 April–19 May 2026 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, 18–29 years old; Millennials, 30–45; Gen X, 46–61; and Baby Boomers, age 62 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 ± 6.1 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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