



KENYA MARKET ANALYTICS REPORT

Q2 2020


ABOUT THE KENYA REPORT

TransUnion's Kenya Market Analytics Report provides a comprehensive view of the credit landscape and detailed analyses of market trends, opportunities and risks.

Based on bureau data, the report looks at major lending categories:

| | | | |
|---|---|---|---|
|  |  |  |  |
| MOBILE LOANS | PERSONAL LOANS | ASSET FINANCE | OVERDRAFT |
|  |  |  | |
| CREDIT CARDS | MORTGAGES | TRADE FINANCE | |

The report provides data and commentary on each category, including:

| | | | |
|--|---|---|---|
|  |  |  |  |
| MARKET OVERVIEW <small>(lending limits, number of active and performing accounts, number of lenders)</small> | ORIGINATIONS <small>(new accounts opened)</small> | ACCOUNT PERFORMANCE <small>(defaults)</small> | ACCOUNT RISK |

Q2 2020 INSIGHTS

| | AVERAGE LENDING LIMIT | ACTIVE ACCOUNTS | ACCOUNT DISTRIBUTION |
|---------------------|-----------------------|-----------------|----------------------|
| Mobile loans | ↑ 3.5% | ↓ 17.6% | ↓ 0.3% |
| Personal loans | ↓ 4.0% | ↓ 13.7 | ↓ 8.8% |
| Asset finance loans | ↓ 20.0% | ↓ 6.2% | ↓ 3.4% |
| Overdraft loans | ↓ 67.0% | ↓ 12.0% | ↓ 53.8% |
| Business loans | ↓ 16.6% | ↓ 5.0 | ↓ 3.5% |
| Credit cards | ↓ 11.8% | ↓ 19.5% | ↓ 24.0% |
| Mortgages | ↓ 2.8% | ↓ 9.3 | ↓ 7.9% |



Click here for more information on how TransUnion can assist your business in navigating a changing credit landscape.

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www.transunionafrica.com/kenya