

KEY INSIGHTS

Kenya Market Analytics Report Q1 2024

A concise overview of macroeconomic trends and loan product performance, providing essential insights for informed decision-making.



GDP growth

Inflation rate

Central Bank Rate (CBR)

Currency depreciation

5.0% vs. **5.5%**

in Q1 2023

5.7% vs. **9.2%** (-38.0% YoY)

13.0% vs. 12.50% in Q4

KES depreciated

YoY in Q4

Credit market dynamics

Banking sector dominance

Mobile loans

High-value overdrafts

96.16% of loan balances

52.79% of active accounts

1.89% of accounts

27.03M active accounts. **KES 4.84T** total

11.02% growth in new accounts but a **7.48%** drop in average limit

10.42% rise in average limit to **KES 142.7K**

Demographic insights

Millennial influence

Key demographic driving credit trends - demanding innovative, tailored solutions



Product insights

Personal loans



of accounts

7.56%



new accounts

-6.46%



+1.05% unique borrowers

Credit cards



1.06% of accounts



-22.15% new issuances



+17.99% average limit

Emerging trends

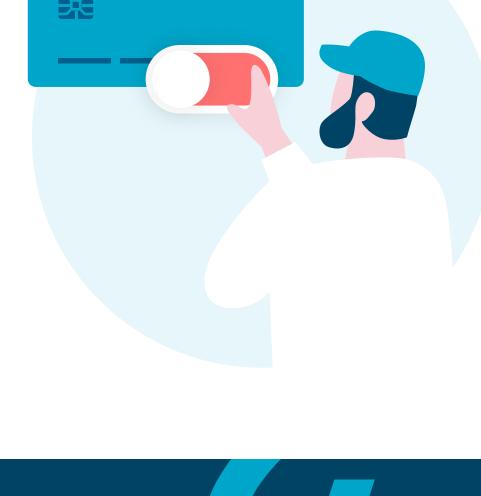


Rising demand for larger loans across all sectors

Shift to higher-value credit

Notable reductions in low-value

credit issuances, indicating risk management strategies by consumers



Download the full report to better understand the complexities of Kenya's credit landscape and equip your business with actionable insights



for strategic growth.