



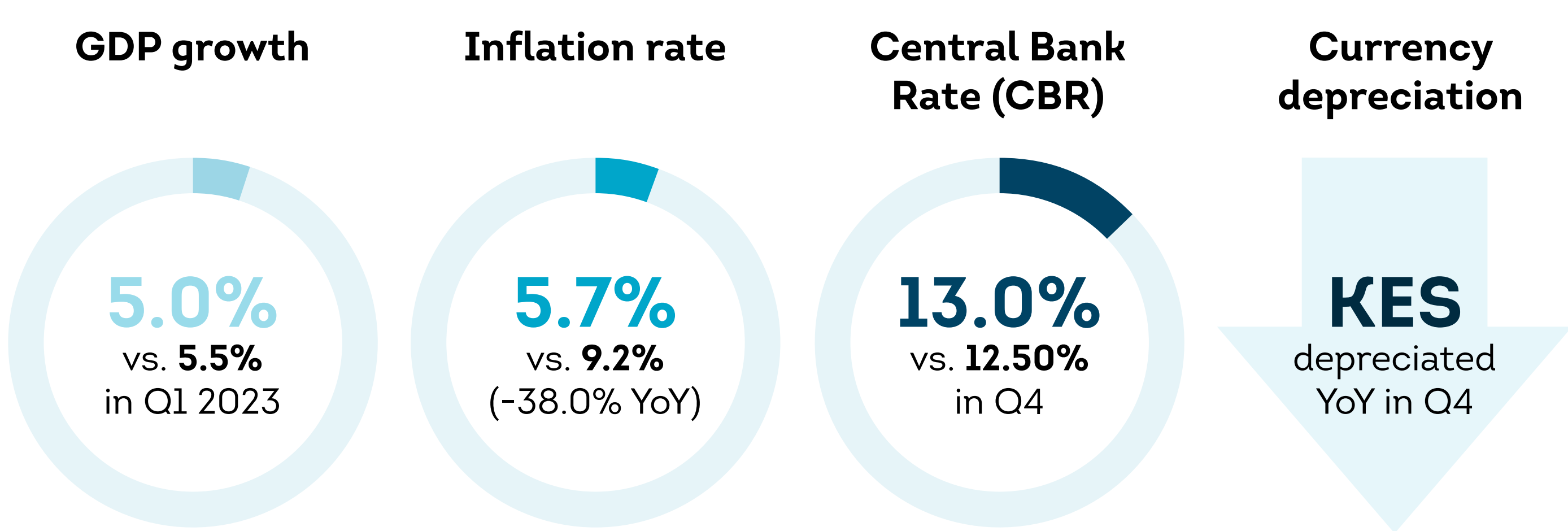
KEY INSIGHTS

Kenya Market Analytics Report Q1 2024

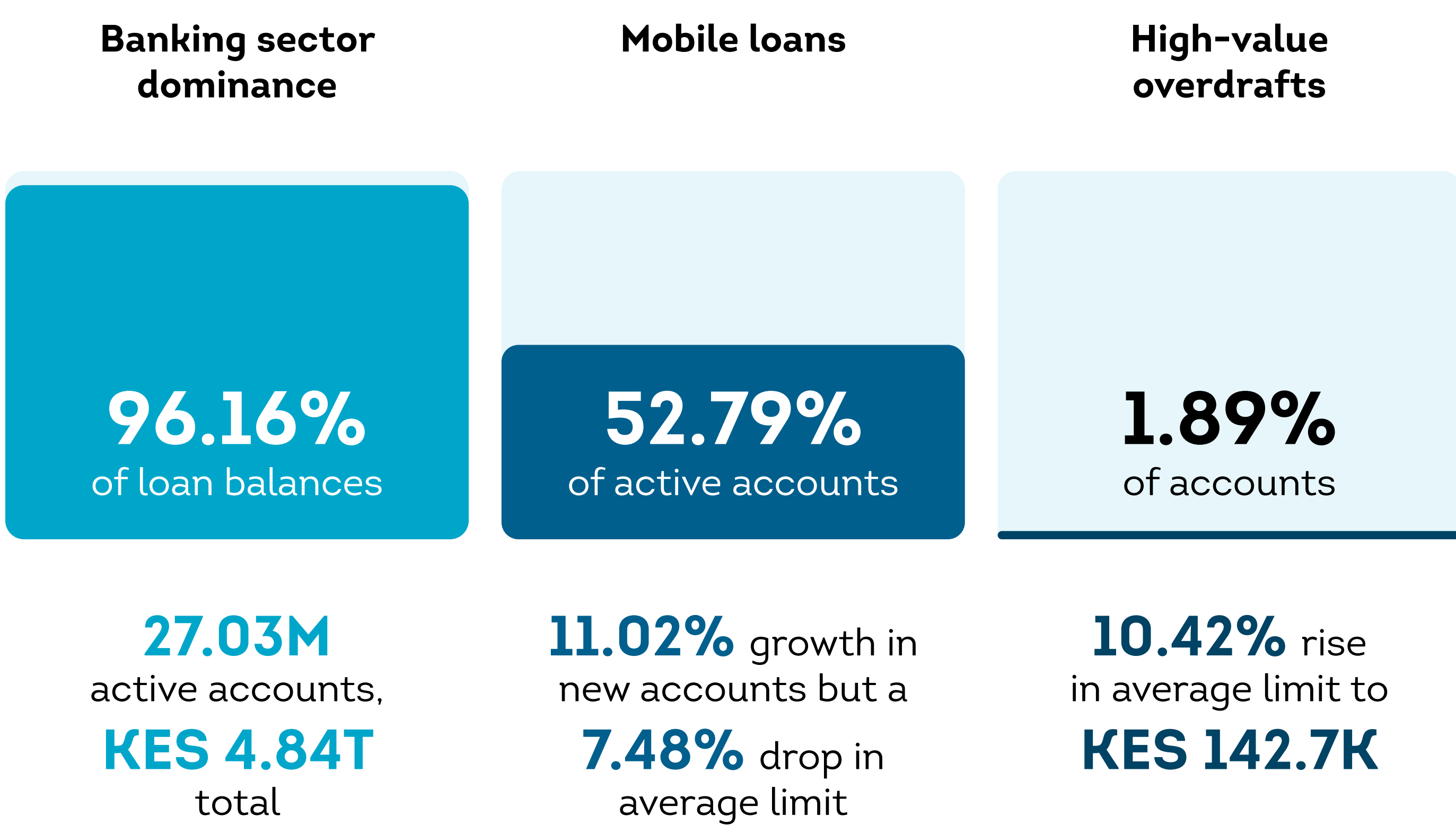
A concise overview of macroeconomic trends and loan product performance, providing essential insights for informed decision-making.



Macroeconomic overview



Credit market dynamics



Demographic insights

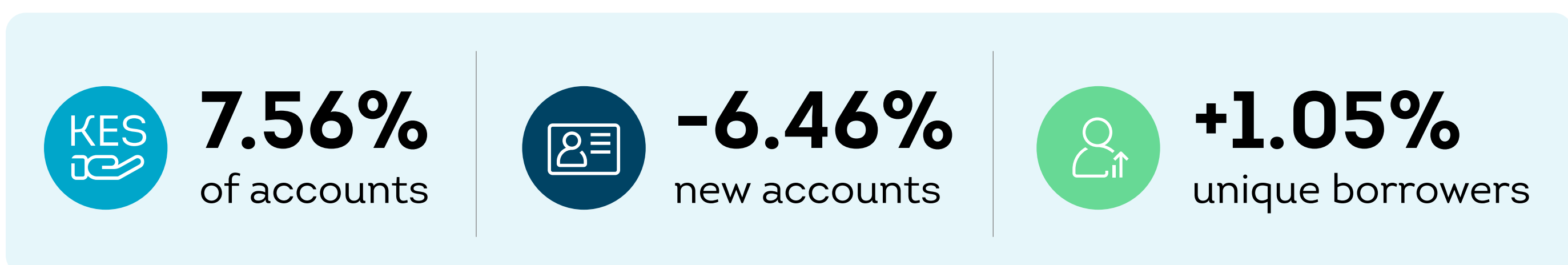
Millennial influence

Key demographic driving credit trends – demanding innovative, tailored solutions

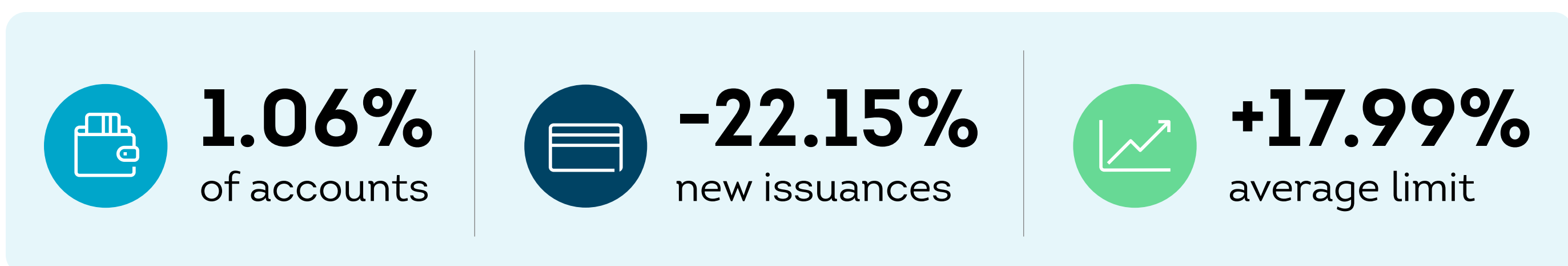


Product insights

Personal loans



Credit cards



Emerging trends



Shift to higher-value credit

Rising demand for larger loans across all sectors

Cautious borrowing behaviours

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.

