

Lending Conditions Chartbook

Q3 2025

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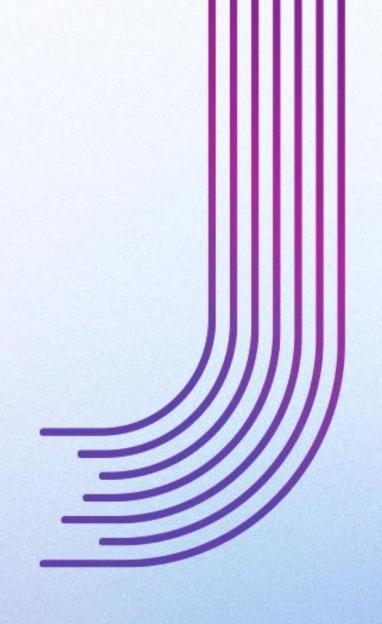
The quarterly Lending Conditions Chartbook captures key trends important for the financial services industry. By bringing together Experian-only and external-market data sets on the economy, credit activity, lending standards, loan demand, originations, delinquency, and consumer sentiment, this report provides a broad view of what is happening in the credit environment.





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Macro backdrop

Charts on economic growth, labor market activity, spending and income data, consumer and business sentiment, inflation, and fed funds projection



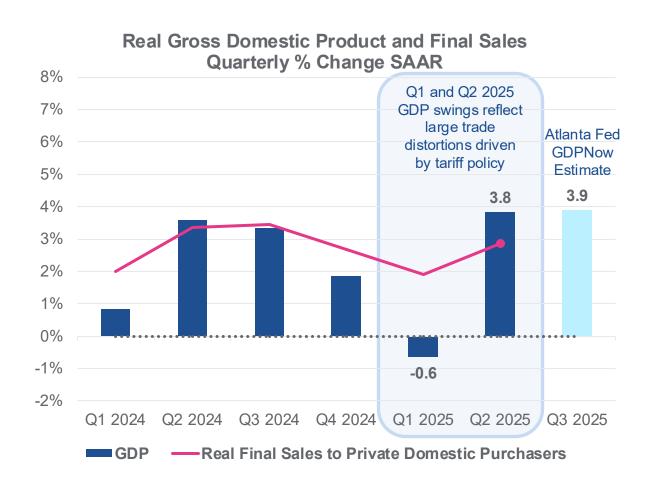
Key Takeaways: Macro Backdrop

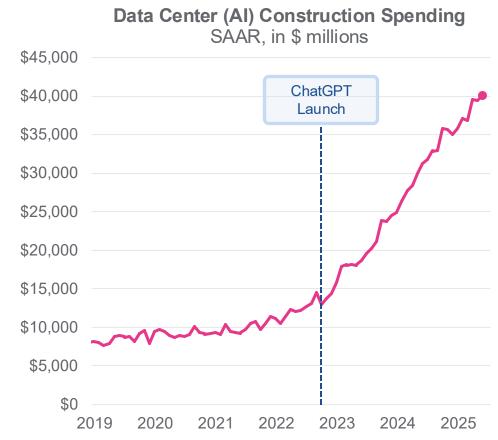
- After slowing in the first half of the year, early data suggests the US economy is set to expand
 at a solid rate in the third quarter. However, anecdotes from businesses around the
 country continue to highlight challenges navigating ongoing disruptions from trade
 policy, immigration restrictions, and heightened uncertainty about the strength of the
 labor market.
- At their latest meeting, Fed officials made the first interest rate cut of 2025 and
 penciled in two more 25bp rate cuts for the year as concern over the health of the labor
 market has increased. Officials also released their latest economic projections, which
 signaled slightly better growth and unemployment prospects, but a higher forecast for
 inflation.
- The pace of job creation has slowed considerably as employers remain cautious in their hiring and the supply of potential workers has been reduced by immigration restrictions. Unemployment has also risen as people who are looking for a first job (new entrants) and people who have been laid off are finding it difficult to find work.
- Consumer spending posted the fifth weakest start to a year in twenty years as
 households remained cautious amidst heightened uncertainty and real income growth
 has slowed. However, spending continues to be driven by higher-income households and
 trends suggest that dynamic still has momentum and could persist especially as equity
 markets continue to make new highs.



Estimates for Q3 economic growth remain upbeat

— Economy continues to be supported by significant investment in AI infrastructure



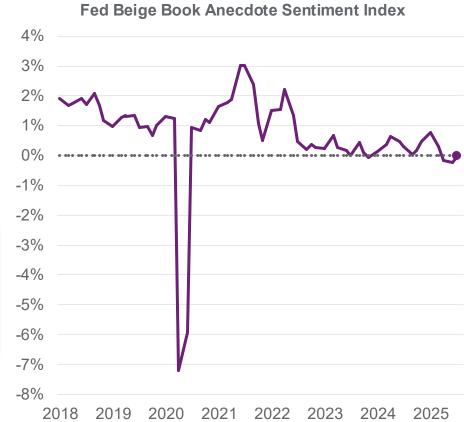




Around the country, anecdotes suggest mixed view on outlook

— Our Beige Book Anecdote Sentiment Index improved slightly in August but still points to weak conditions

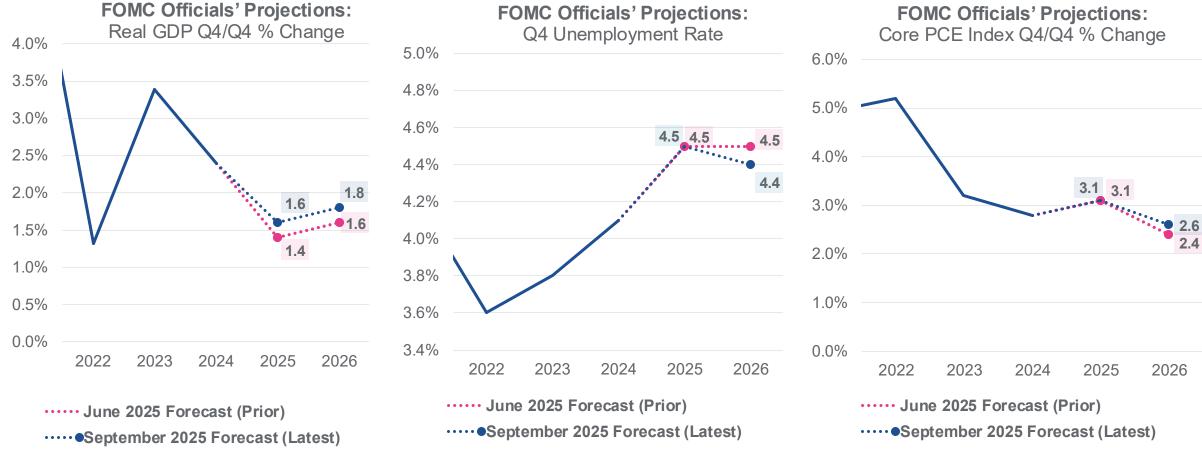






Fed officials lift forecast for growth and inflation through 2026

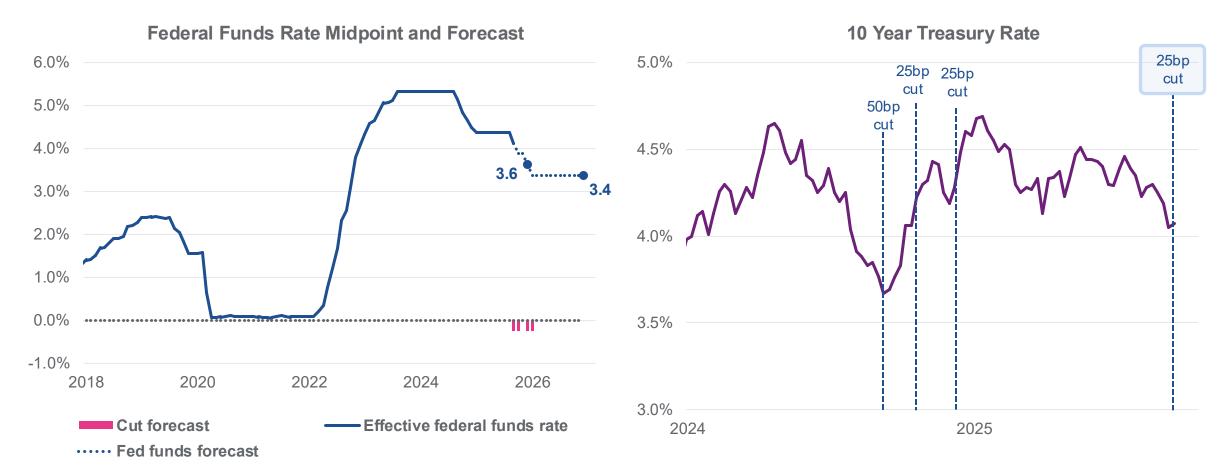
— Officials still see elevated risk in the labor market even as they reduced forecast of unemployment





Fed cut 25bps in Sept, penciled in two more cuts in 2025 and one in 2026

— However, even after the latest rate cut, longer term rates remain above year-ago levels

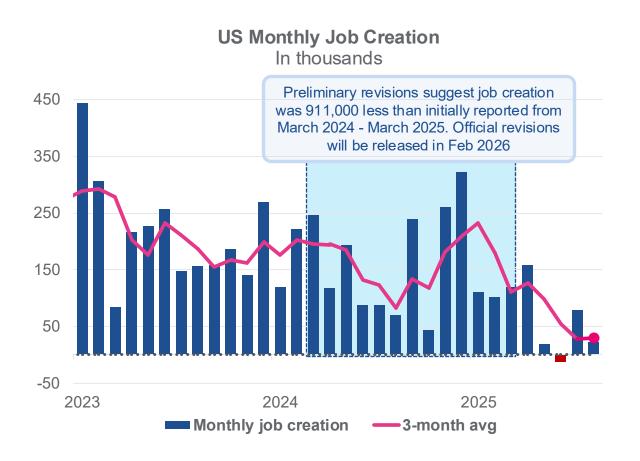


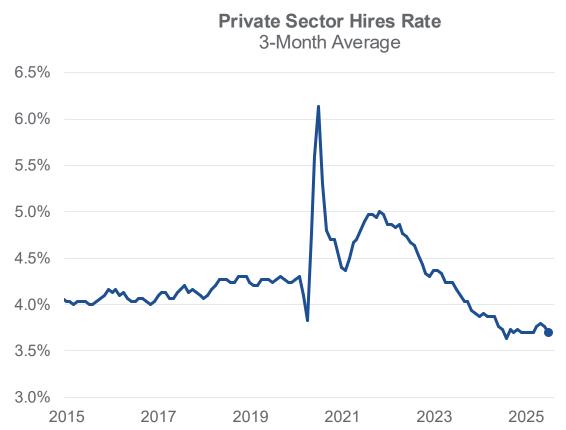




Job creation has slowed considerably

— Two factors likely driving slowdown: less demand from employers and weaker supply from fewer immigrations









Dramatic decline in unauthorized immigrants likely impacting job creation

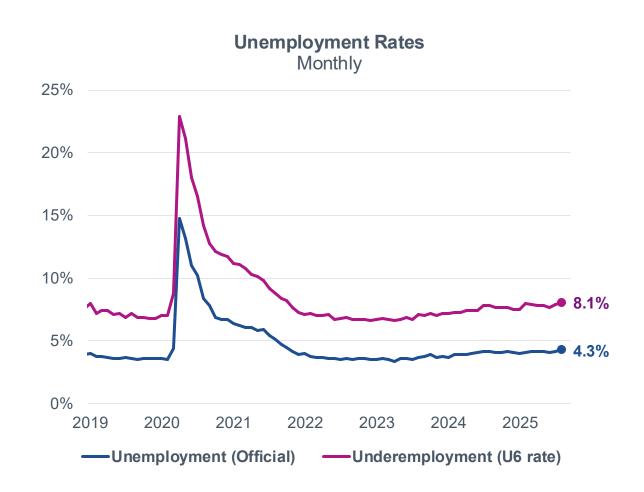
— Immigration has slowed to a halt at the border and internal removals have risen sharply

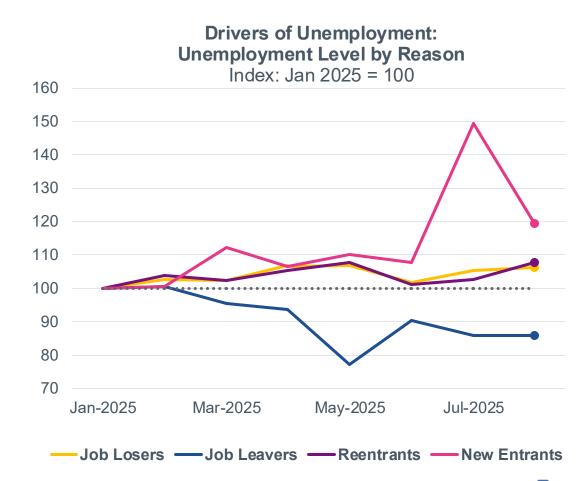




Both unemployment and underemployment trending higher

— In 2025, unemployment has been driven higher by new entrants to the labor force, reentrants and job losers



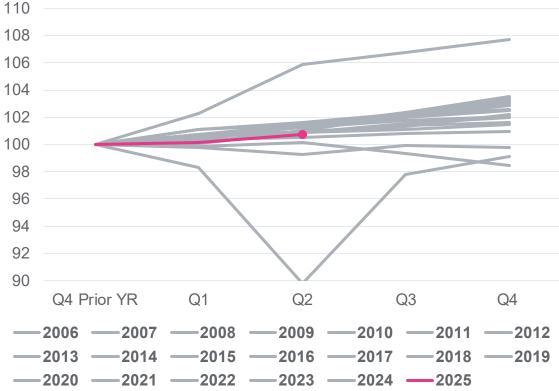




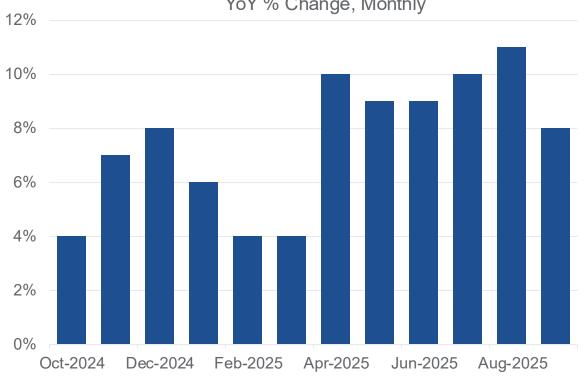
Total consumer spending weak through first half of the year

— However, data such as restaurant bookings still suggest consumers are spending on discretionary items





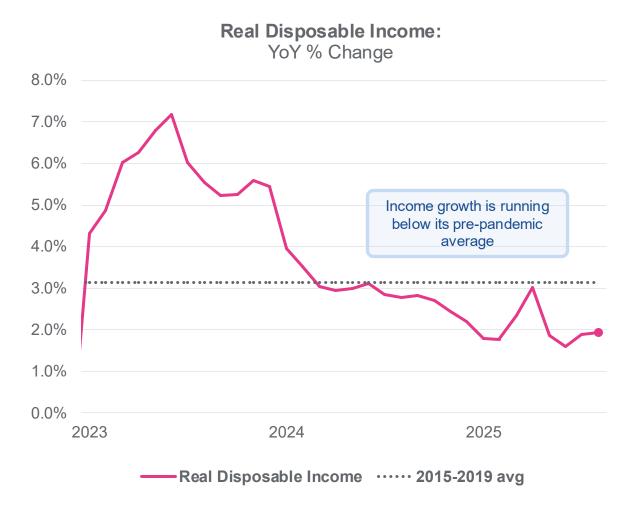
OpenTable Seated Diners at Restaurants YoY % Change, Monthly

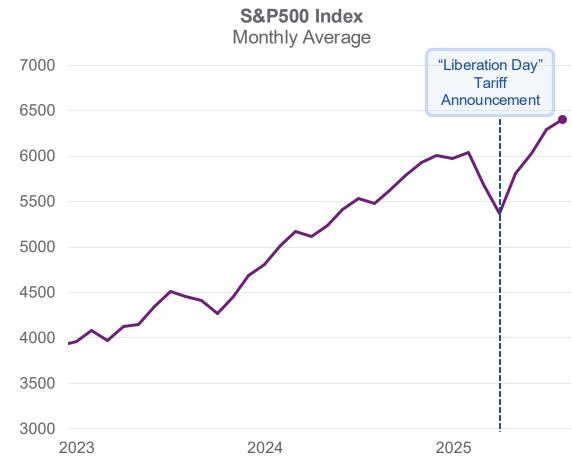




Income growth slowing, but equity markets on the rise

— Higher income households to keep spending, but remain vulnerable to stock market corrections







Lending Activity Overview

Charts on bank lending standards and credit demand, bank and credit union lending, Experian origination data by product, score and state, delinquency



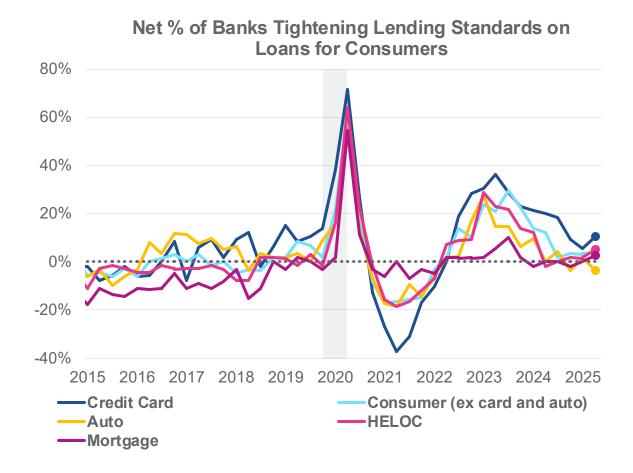
Key Takeaways: Credit growth

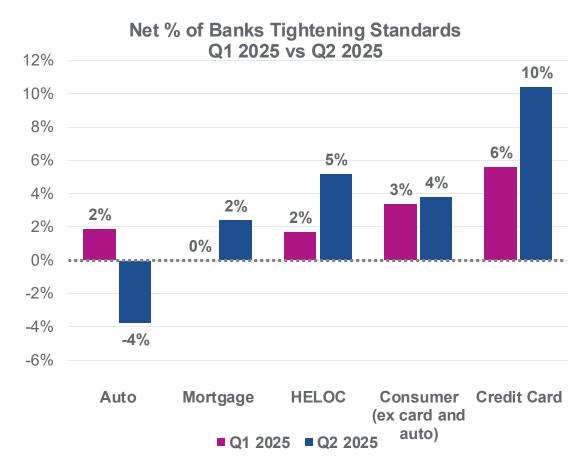
- Overall lending activity remains subdued given tight lending standards and elevated interest rates. However, there are areas of solid growth, especially in the Subprime and Near Prime segments of the market and among fintech lenders. Origination activity remains strong for Gen Z.
- Credit growth at banks is running below the pre-pandemic average but has improved off the lows of 2024. The improvement continues to be driven, in part, by lending to non-bank financial institutions. Year-over-year growth in loans held at credit unions remains well-below its pre-pandemic average, with growth in auto lending continuing to constrain overall activity.
- The strongest origination activity continues to be in HELOC, unsecured personal loans, and secured credit cards. Originations for mortgages remains subdued as the housing market continues to face affordability constraints.
- 30+ DPD delinquency for credit card, unsecured personal loans, and HELOC is below year-ago levels as of August. For mid-stage delinquency (60-89 DPD), Subprime consumers are seeing the most improvement vs 2024, while Near Prime and Prime consumers have seen an increase. Overall late-stage delinquency (90-180 DPD) continues to be driven higher by student loans.



Outside of Auto, lending standards tightened throughout Q2

— Largest increase in tightening seen in credit cards

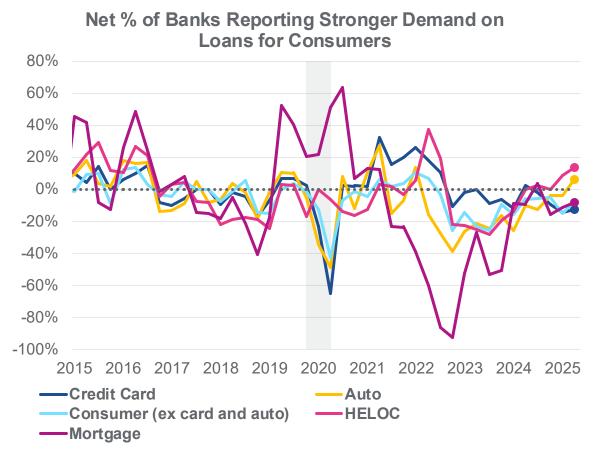


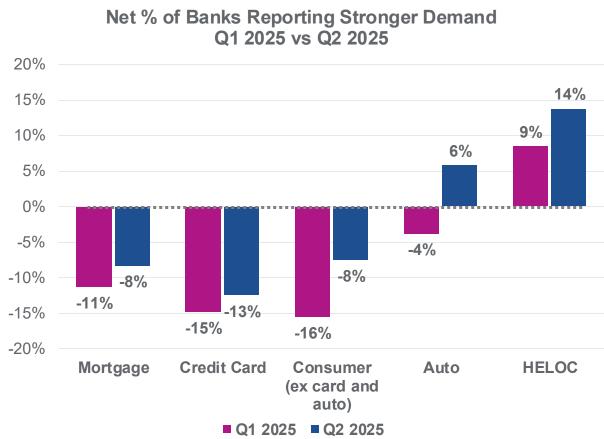




Banks reporting an increase in demand for auto loans and HELOCs

— While demand remained broadly soft, there was improvement across products







Anecdotes on lending activity around the country

Conditions and outlook remain mixed across the districts

Activity in the broad finance sector continued to pick up after a prolonged slump. Still, small-to- medium-sized banks in the District reported weakening loan demand and shrinking deposits. Banking contacts reported that credit standards had eased for all loan types, including business loans, consumer loans, and both commercial and residential mortgages." — New York



Overall loan quality remained sound for District banks, though modest deterioration was noted and was broad-based across lending categories. The outlook for loan quality by most respondents, including the expected impact of tariffs, was unchanged for the next six months. However, some respondents expect tariffs to cause mild deterioration in credit quality due to higher input costs affecting businesses' margins and leading to higher costs for consumers." — Kansas City



Banking contacts reported an uptick in activity, including deposits and loan originations. They also noted a slight rise in nonperforming loans. Likewise, a large service firm noted an acceleration in nonpayment activity that started among low-income consumers and has now spread to other income tiers." — Philadelphia



Bankers reported declining general business activity; however, their outlook was mildly optimistic. Respondents expect growth in loan demand and business activity six months from now, with a minor deterioration in loan performance."

— Dallas



Loan growth across the District increased modestly even as several bankers reported tightened lending standards. Delinquency and charge-off levels remained low by historical standards, and capital ratios were stable." — Atlanta



Source: Federal Reserve August 2025 Beige Book and Experian Economic Strategy Group

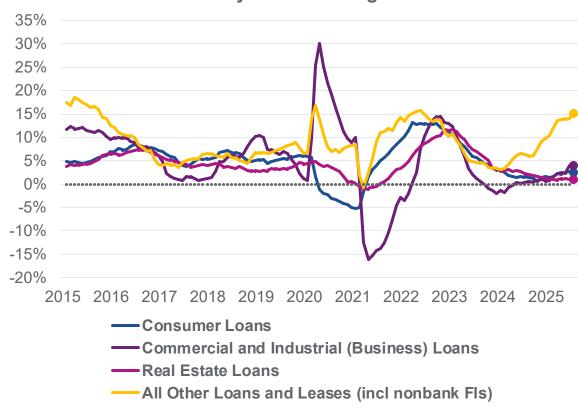
Loan growth picking up at banks but still below pre-pandemic levels

— Rise in lending to nonbank financial institutions continues to be a key driver





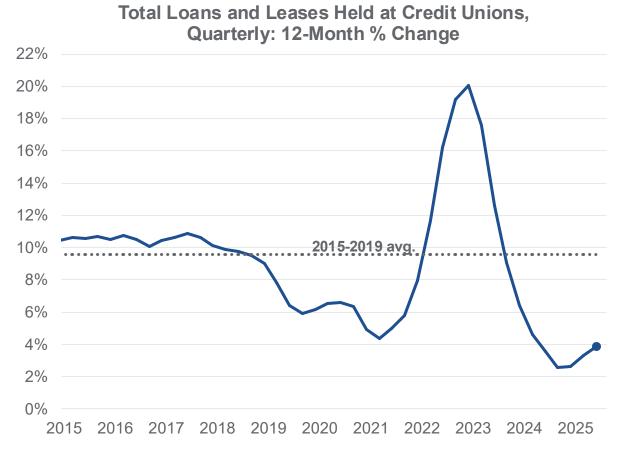
Select Loans Types Held at Commercial Banks: Monthly: YoY % Change



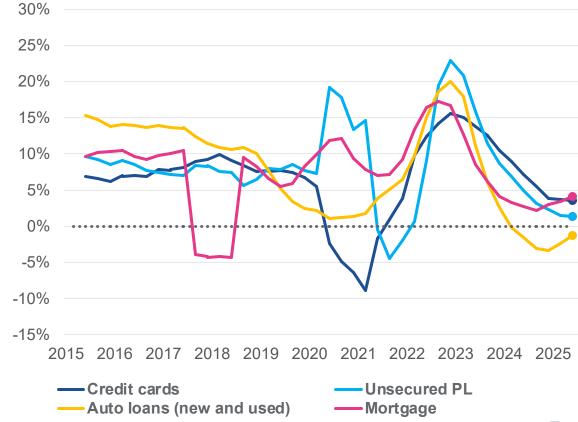


Credit union lending growth improving slightly

— Auto lending still a drag on growth



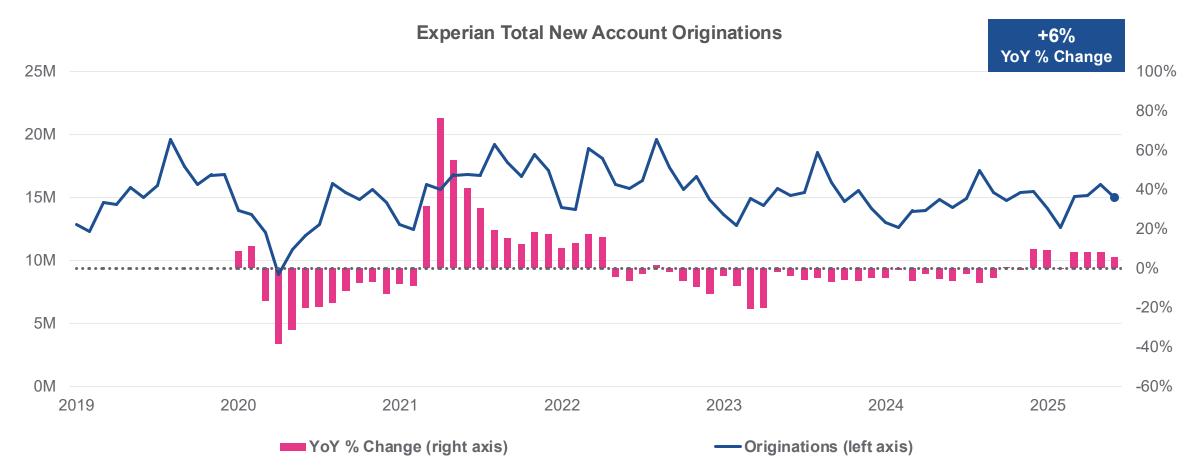
Select Components of 12-Month % Change in Total Loans and Leases Held at Credit Unions





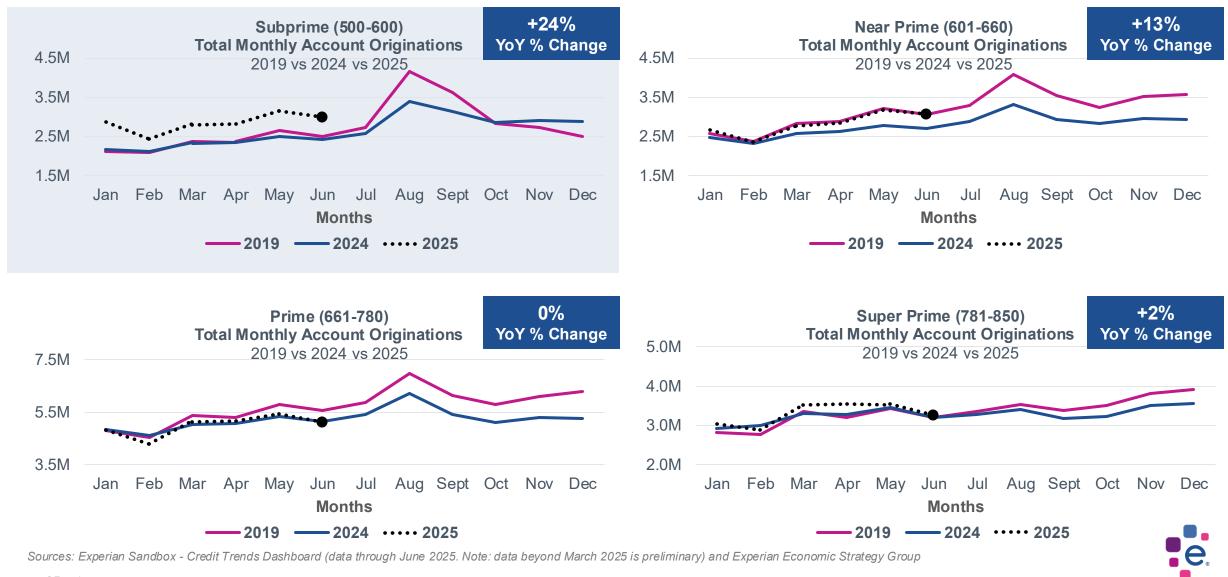
Origination growth remains subdued

Account origination activity has picked up since 2024

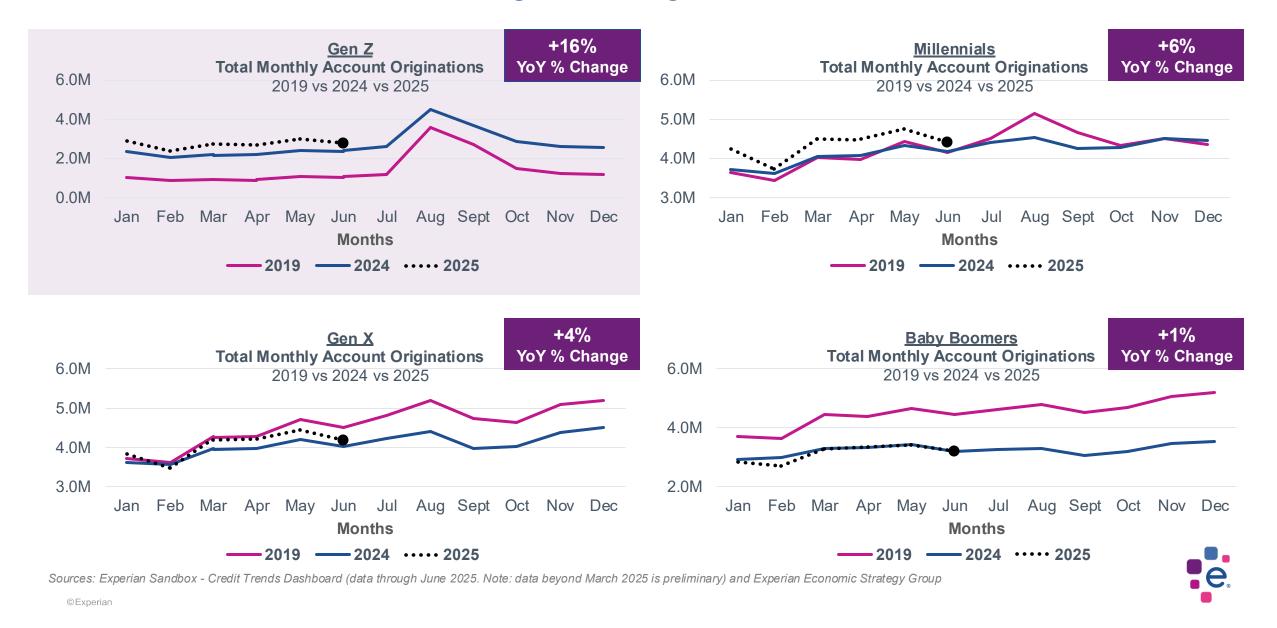




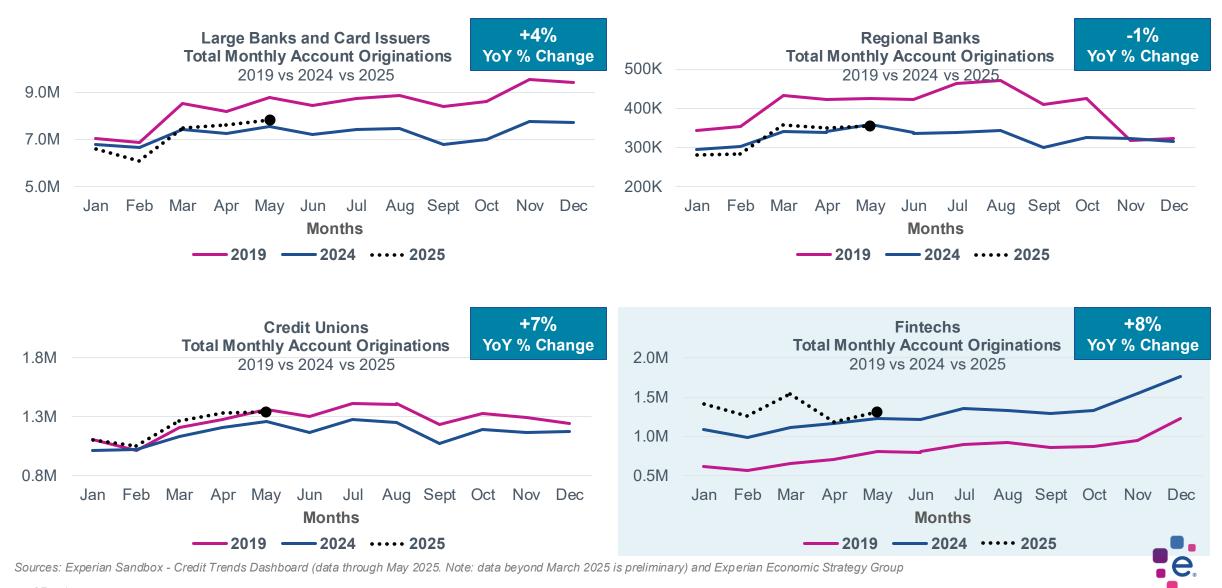
Overall origination growth fueled by Subprime and Near Prime market



Gen Z and Millennials driving total originations

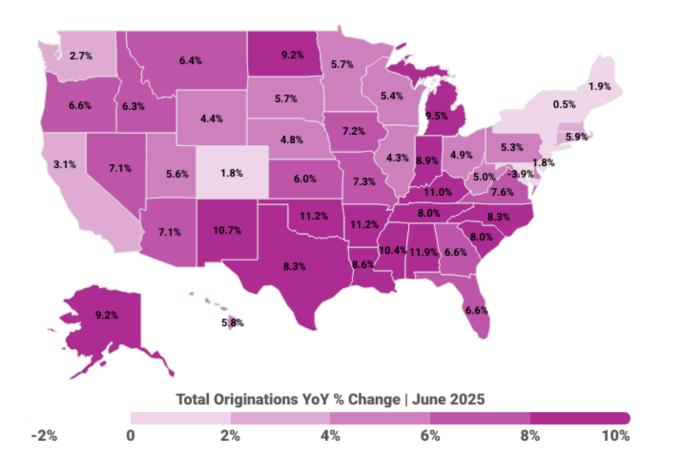


Fintechs leading overall origination growth over last year



Highest origination growth in the southeast

— DC posted the lowest year-on-year growth through June



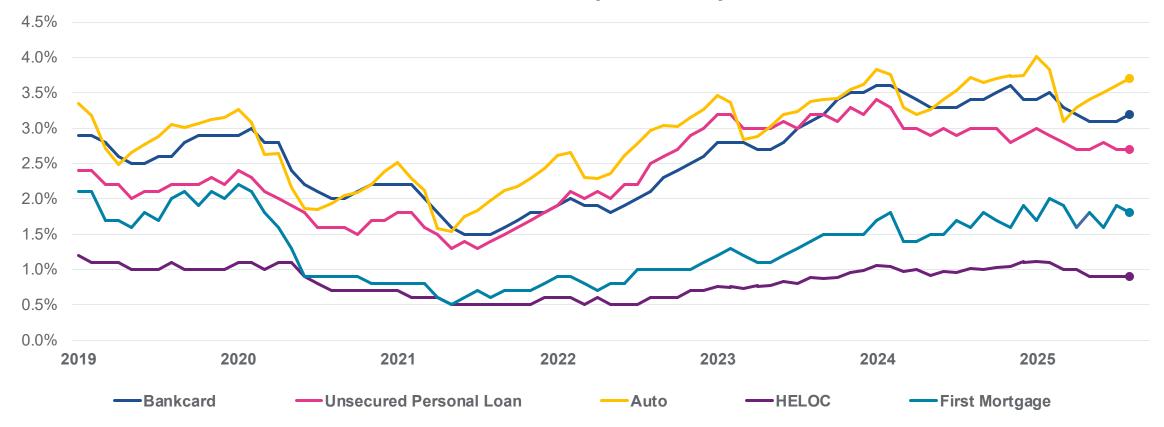
State	YoY % Change	
Highest		
Alabama	+11.9%	
Oklahoma	+11.2%	
Arkansas	+11.2%	
Lowest		
D.C.	-3.9%	
Maryland	+0.2%	
New Hampshire	+0.2%	



Overall delinquency (30+DPD) trending sideways for most products

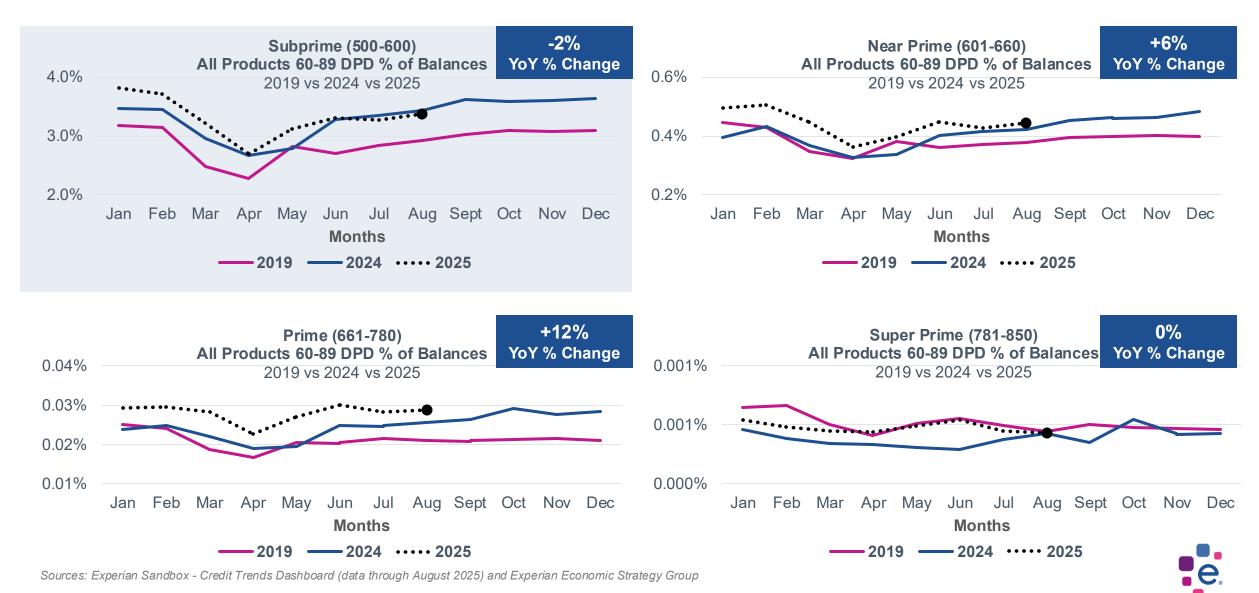
— Credit card, UPL, HELOC below year-ago levels, Auto flat, and mortgage up

Percent of Balance 30+ Days Past Due by Product





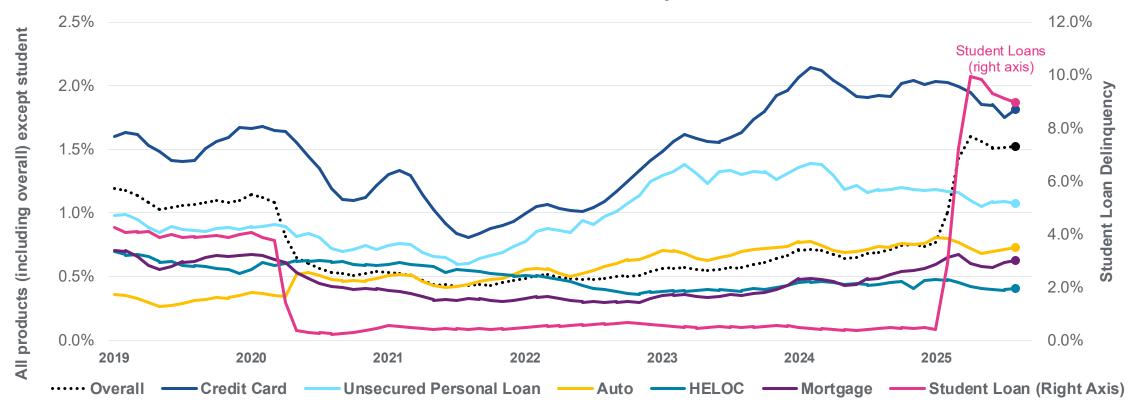
Subprime has seen mid-stage delinquency ease vs last year



Late-stage delinquency (90-180 DPD) driven higher by student loans

— Bankcard, UPL, HELOC, Auto below year-ago levels, mortgage up

90-180 DPD % of Balances by Product



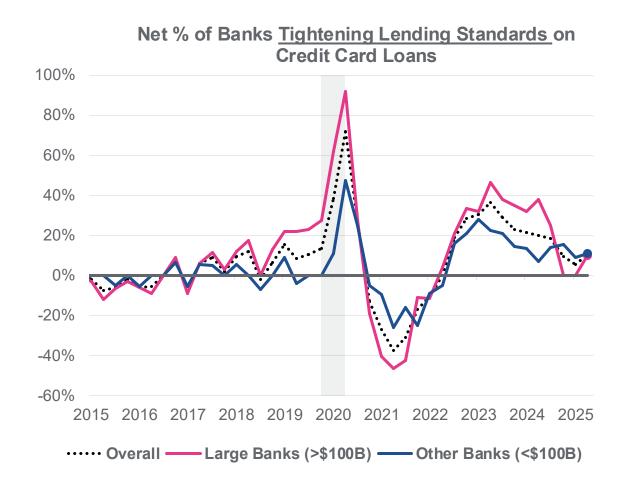


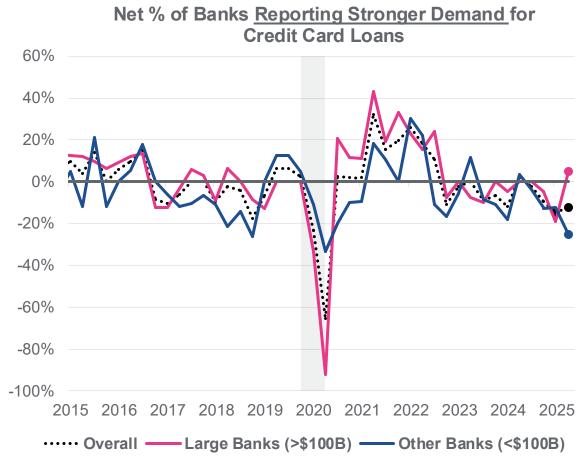




Tightening increased for credit cards in Q2

— However, reported credit card demand at large banks increased for first time in nearly three years



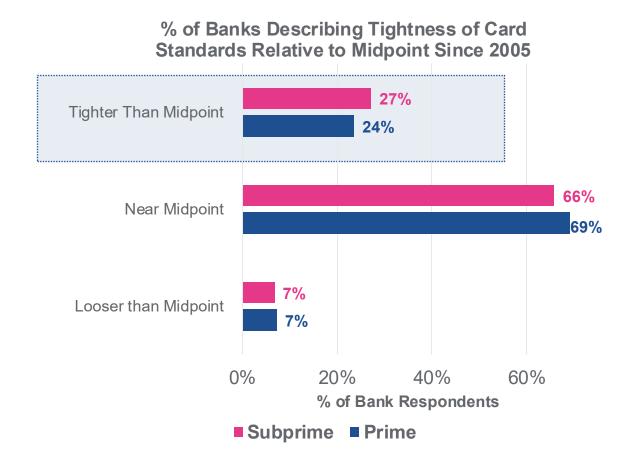


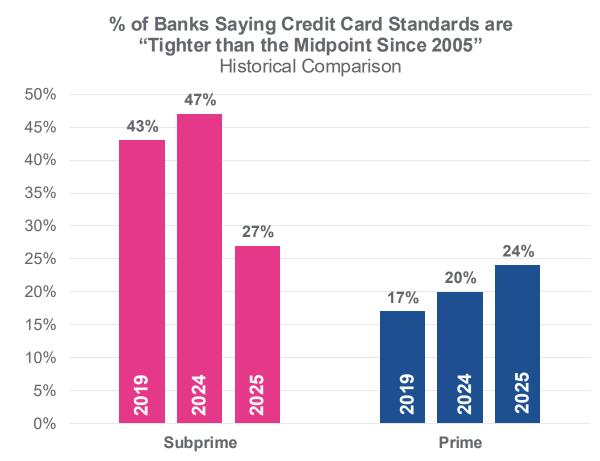




Overall level of tightness has increased for Prime, eased for Subprime

— Fewer banks reporting tighter conditions for Subprime which is reflected in pickup in Subprime originations



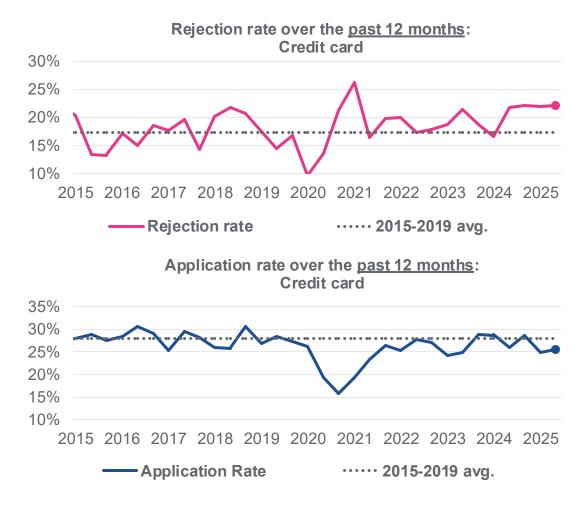


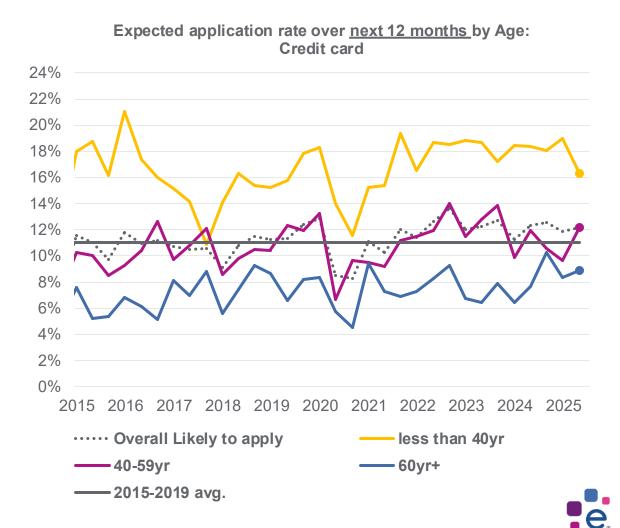




Credit card rejection rates highest in four years

— Expected card application rate slowed for younger borrowers but remains elevated above other age groups

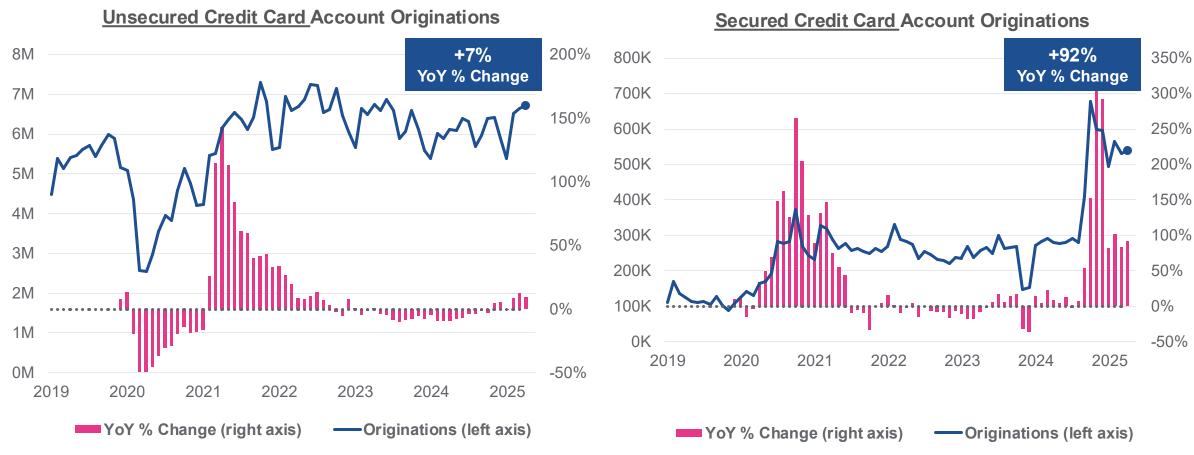






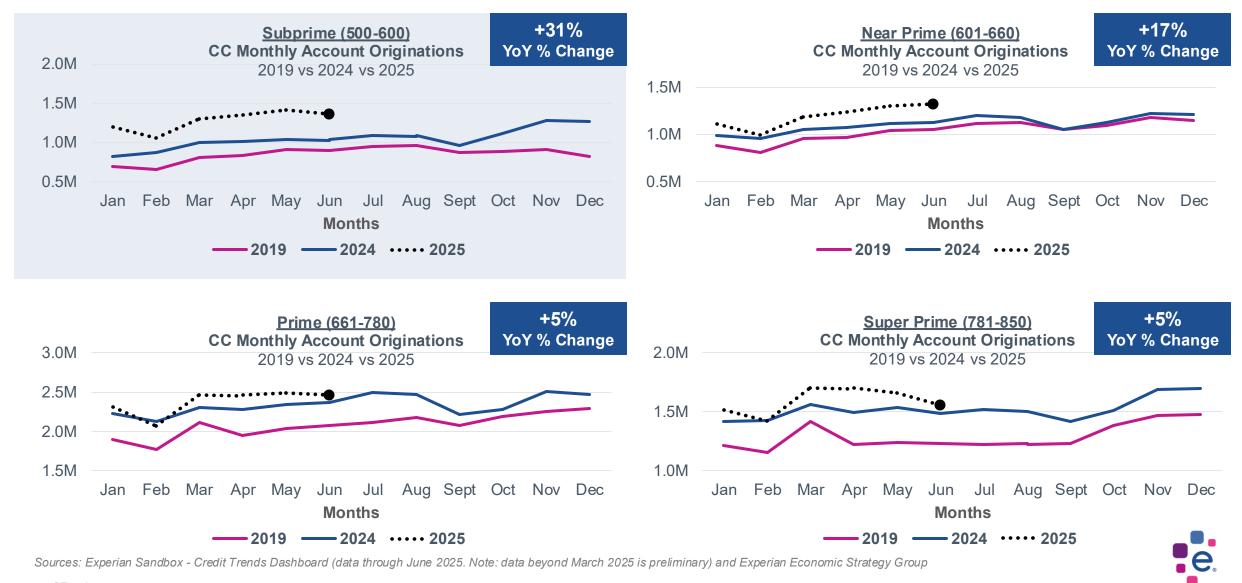
Card originations still growing but largest pickup seen in secured card

— Secured credit card originations are a small but growing part of ecosystem

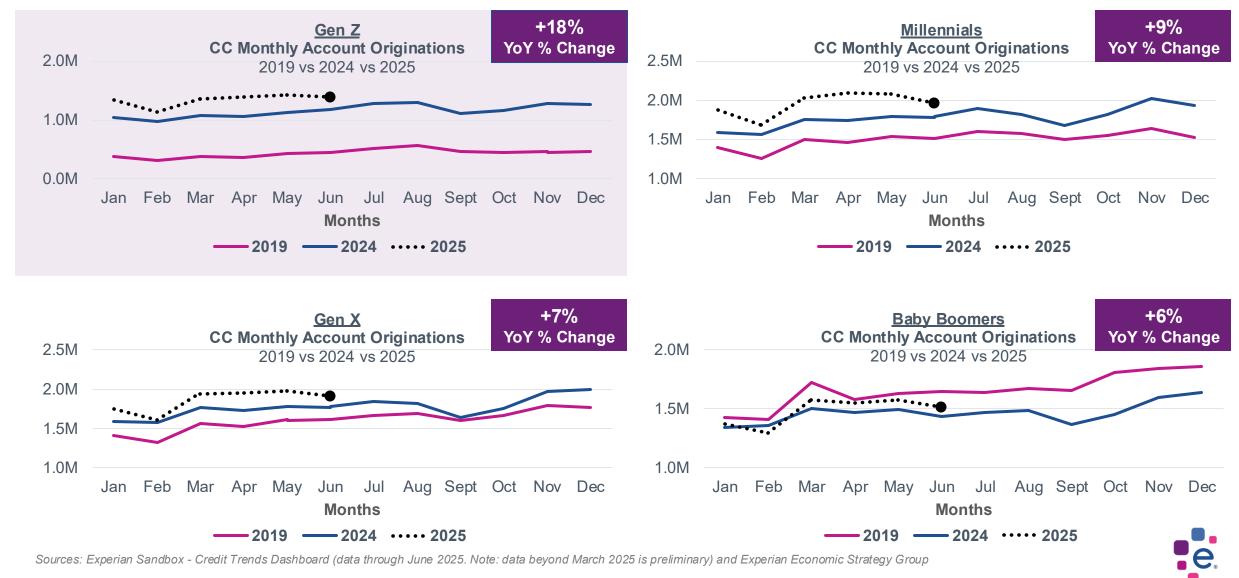




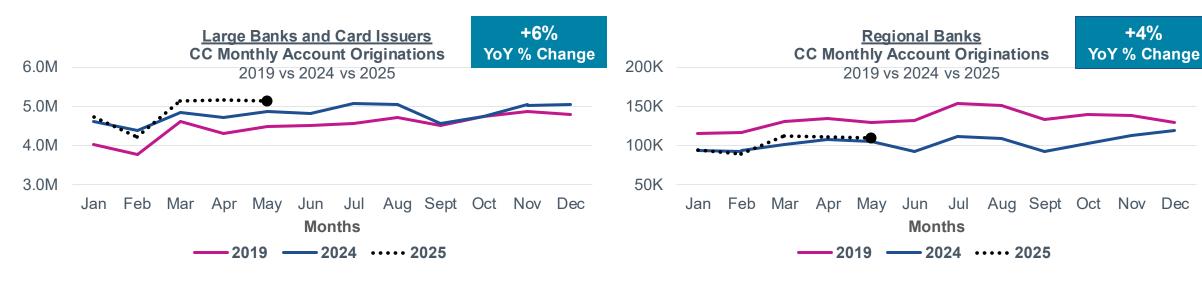
Subprime and Near Prime leading card origination growth

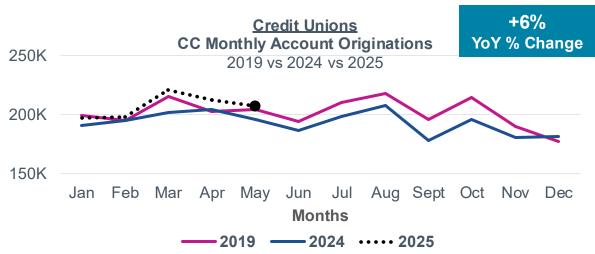


Card originations continue to grow among Gen Z



Fintechs continue to gain share in the card market





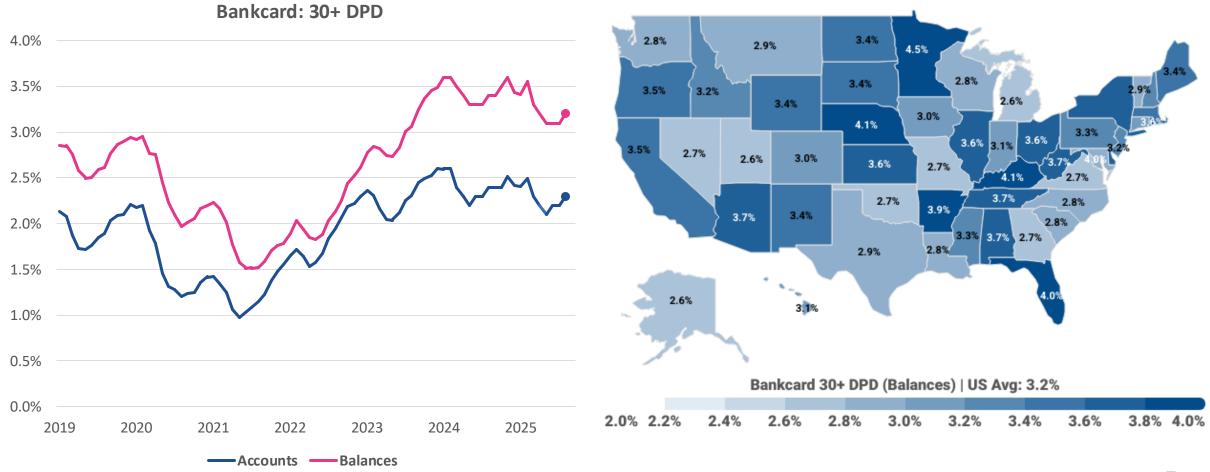


Sources: Experian Sandbox - Credit Trends Dashboard (data through May 2025. Note: data beyond March 2025 is preliminary) and Experian Economic Strategy Group



Credit card delinquency ticking higher but still below year-ago levels

— Highest card delinquency in Mississippi, Nevada and Louisiana

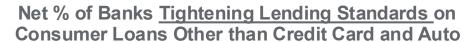


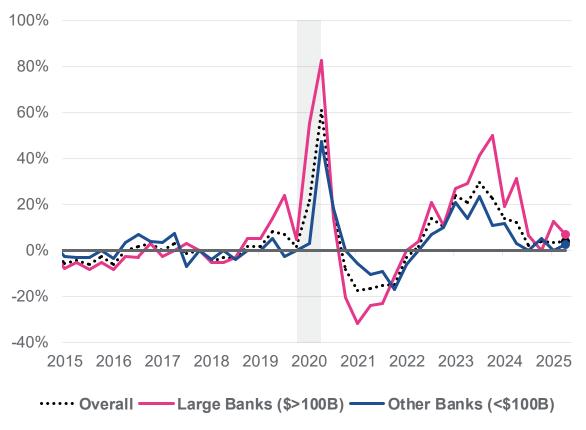




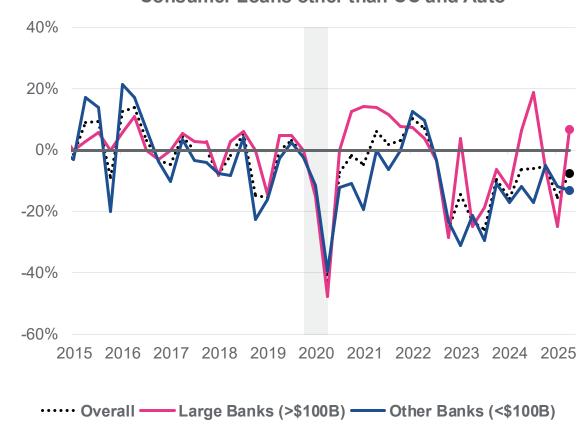
Tightening for personal loans remained relatively flat through Q2

Demand at large banks picked up after falling in Q1





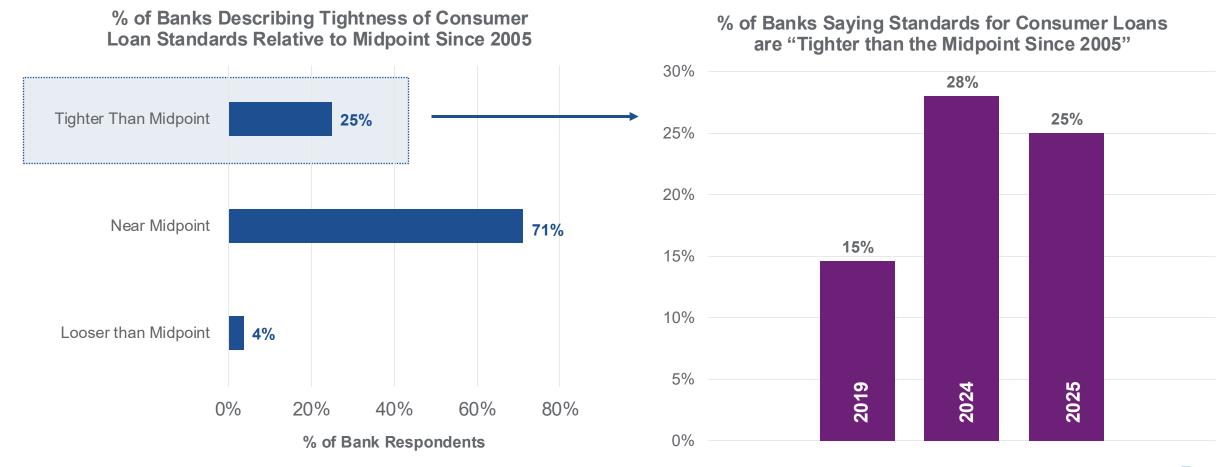
Net % of Banks Reporting Stronger Demand for Consumer Loans other than CC and Auto





25% of banks view standards for unsecured personal loans as tighter than midpoint of last 20 years

— Conditions remain tight but have improved modestly over past year

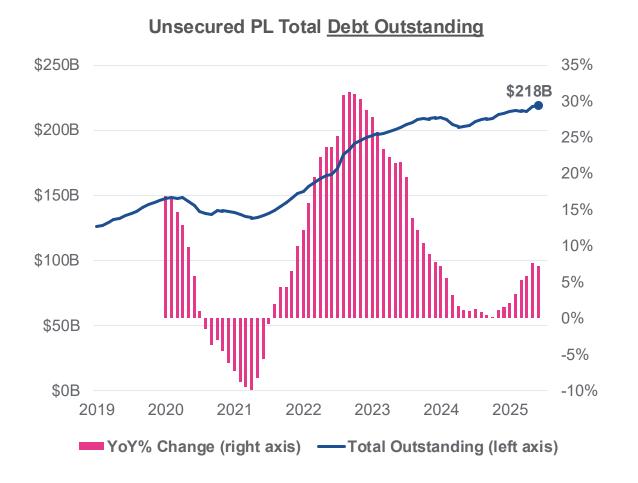




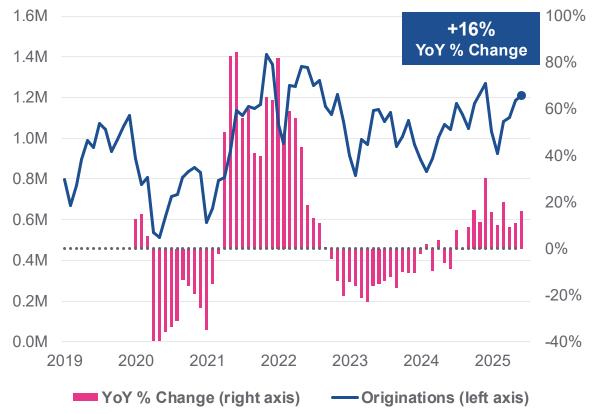


Growth in unsecured personal loan debt continues to climb

New account originations up YoY since the end of 2024

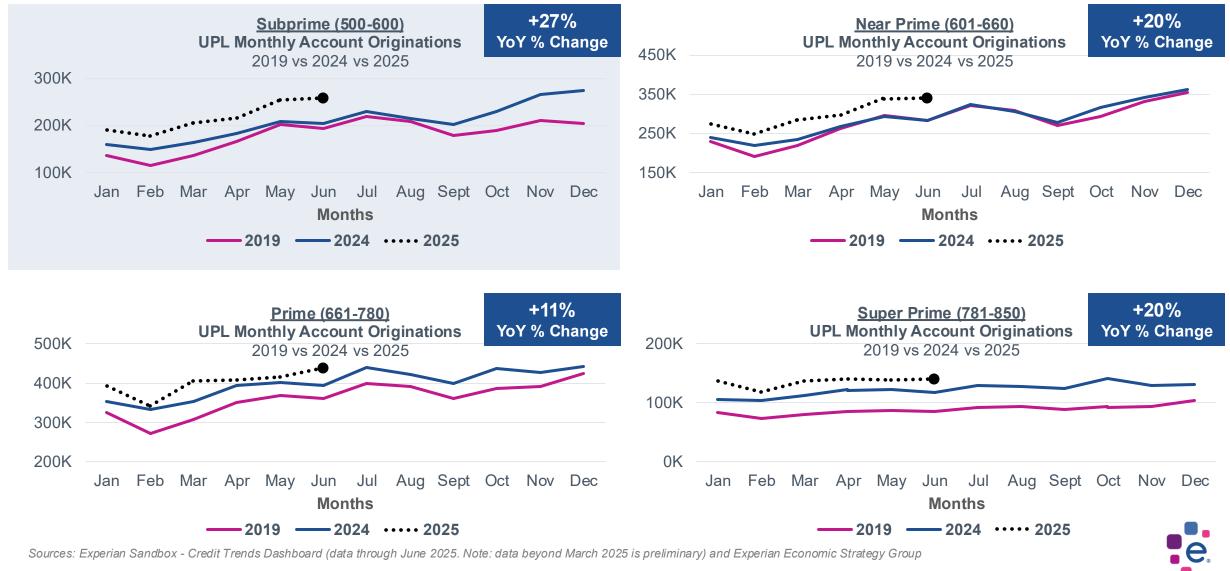


Unsecured PL New Account Originations

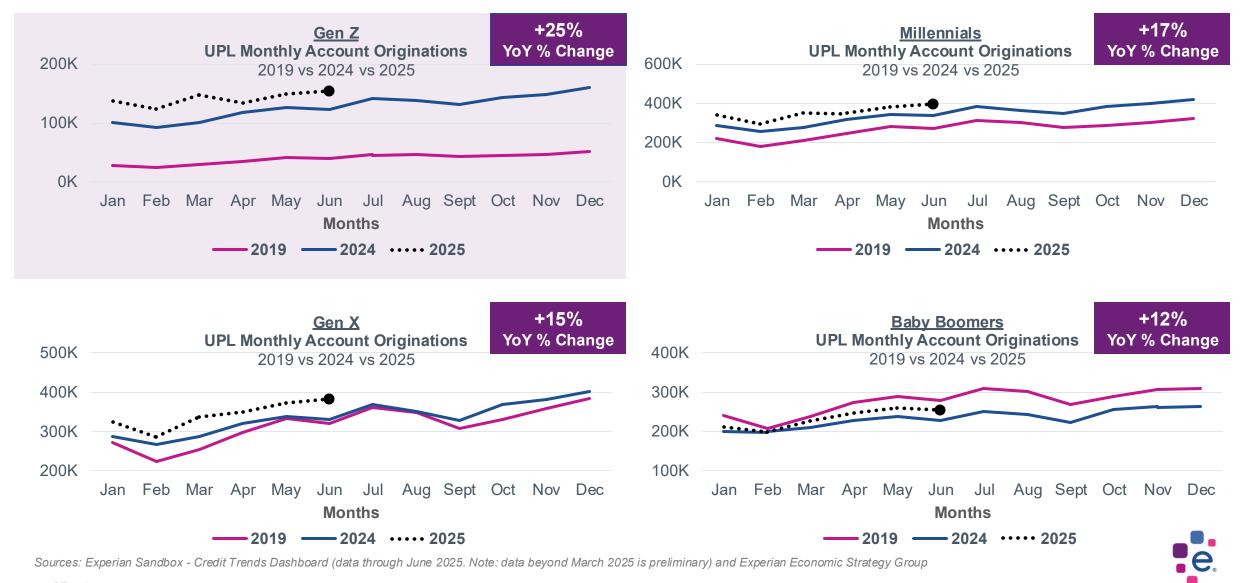




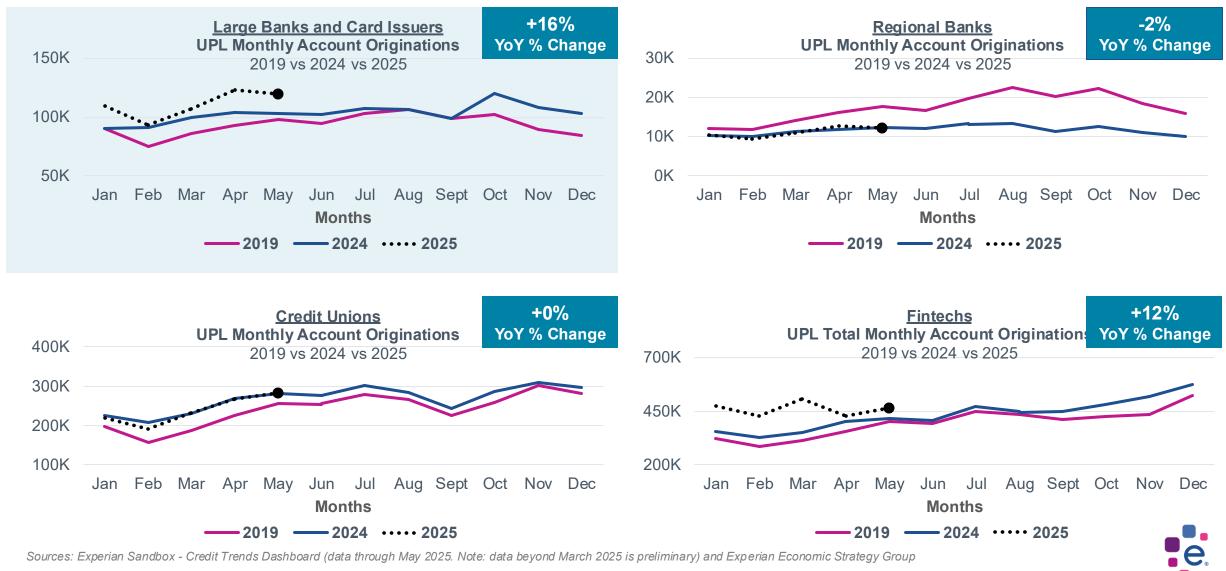
Solid growth across score segments



Gen Z and Millennials lead unsecured personal loan growth



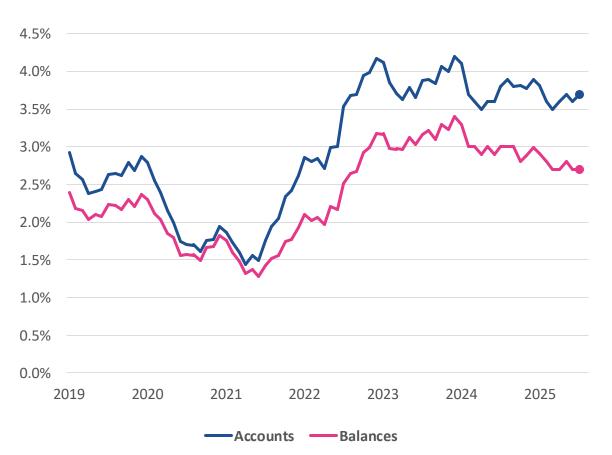
Large banks increasing pace of unsecured personal loan lending

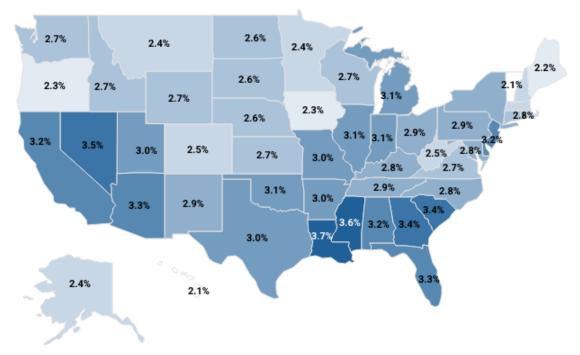


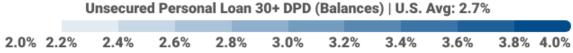
Unsecured personal loan delinquency balances are on the decline

— Higher unsecured PL delinquency rates concentrated in the southern U.S.









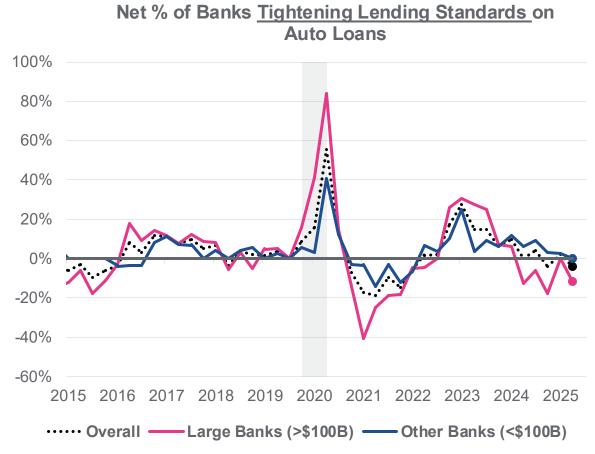


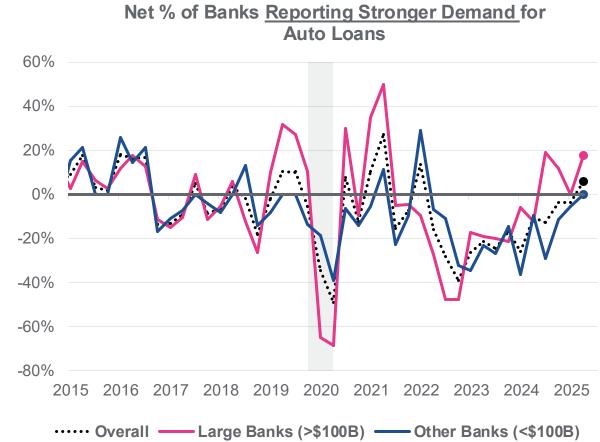




Standards for autos began to loosen in Q2

— Demand began to tick up in Q2, especially across large banks

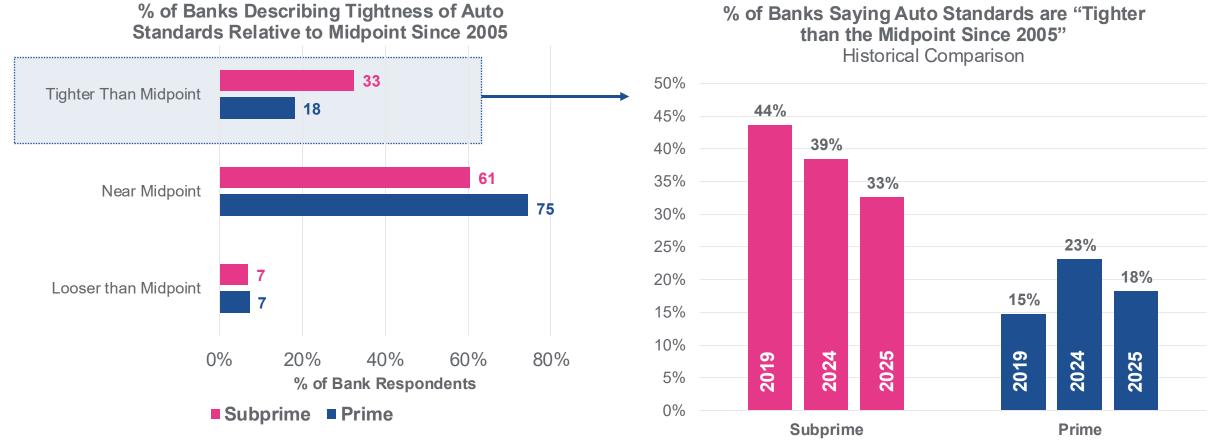






One-third of banks view auto loan standards as tighter than midpoint of last 20 years for subprime borrowers

Conditions have eased in relation to the 20-year midpoint especially for Subprime

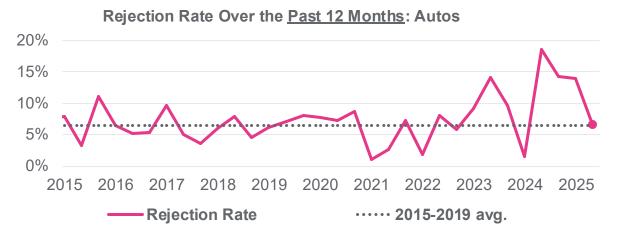


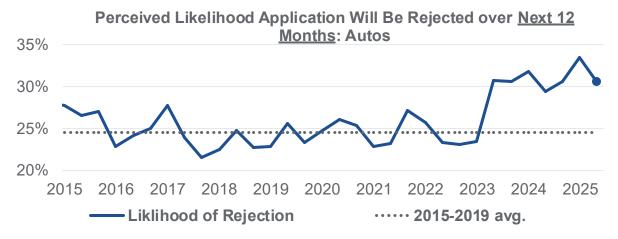


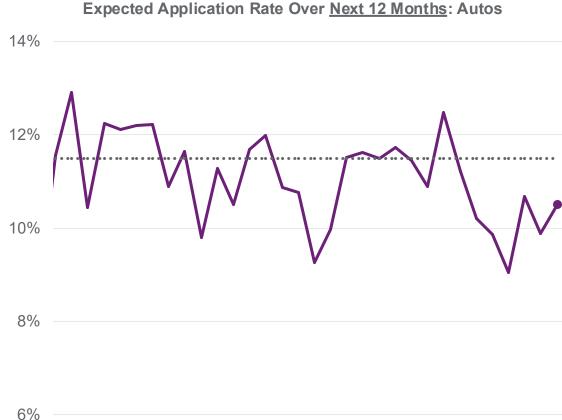


Auto loan rejection rates are back to pre-pandemic levels

— Consumers' perceived probability of application getting rejected remain elevated and expected application rate remains low







Likely to Apply

····· 2015-2019 avg.

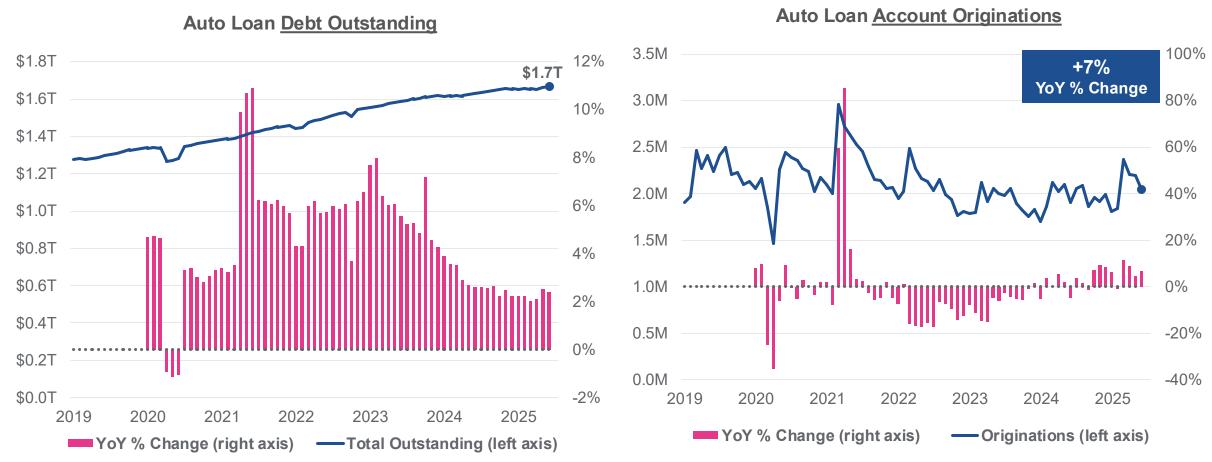
2025

Sources: New York Federal Reserve and Experian Economic Strategy Group



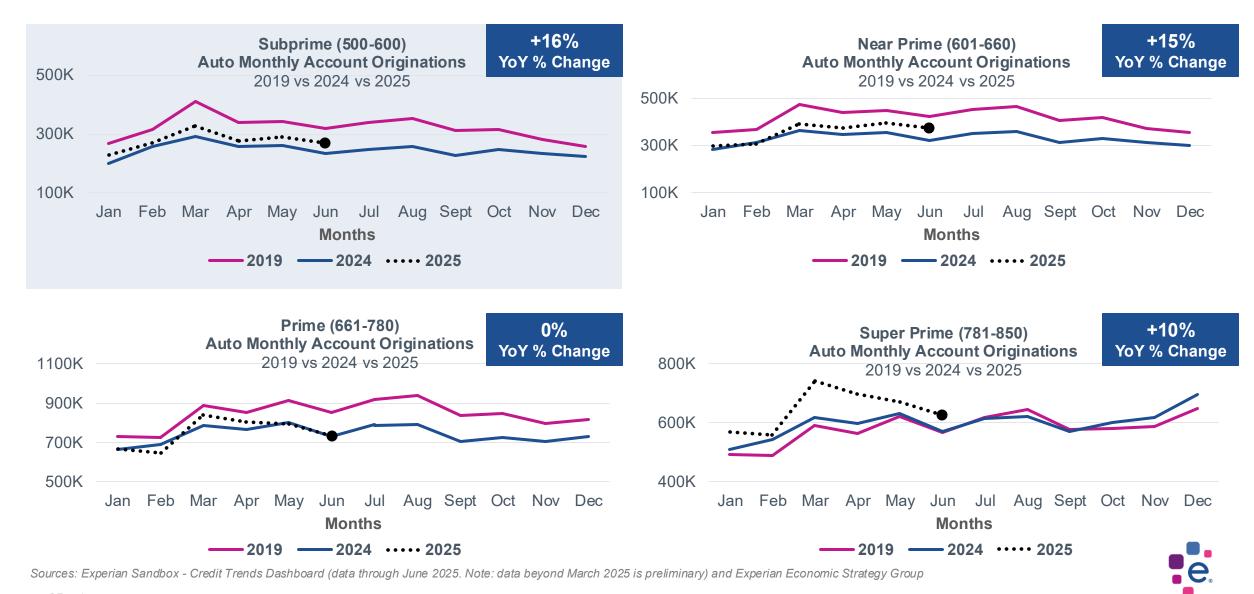
Growth in outstanding auto loan debt has slowed

— New account originations up YoY since March

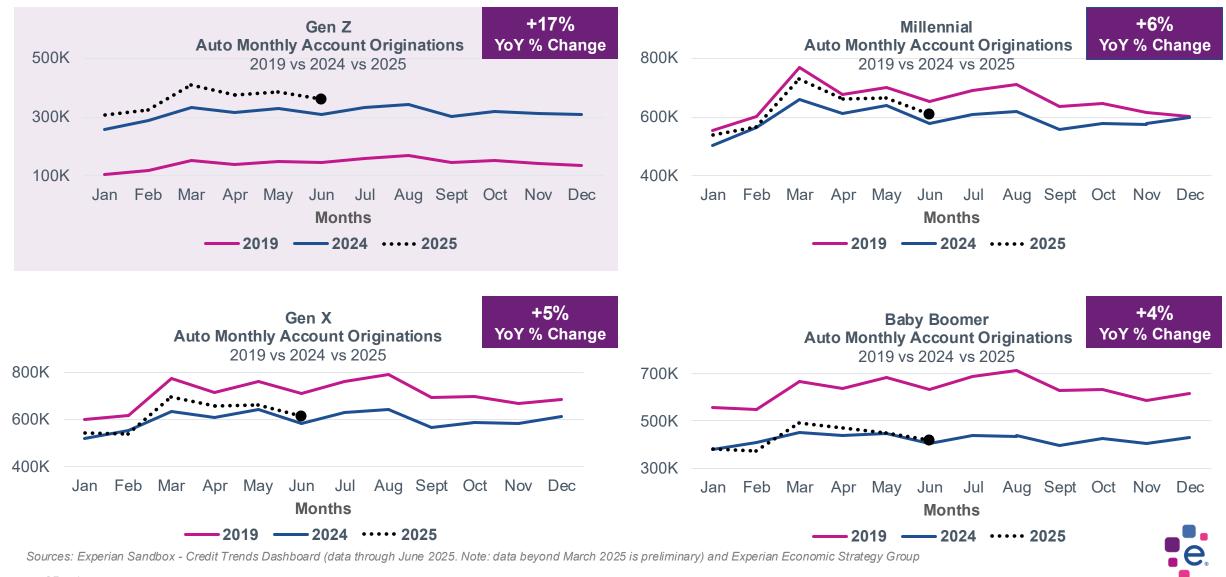




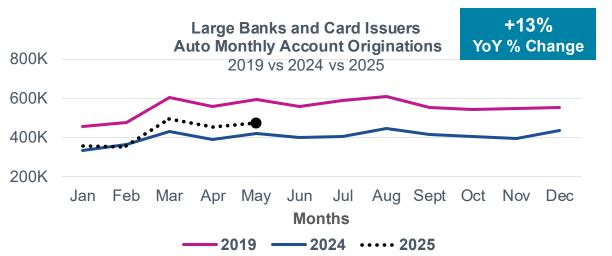
Subprime and Near Prime lead auto loan origination growth

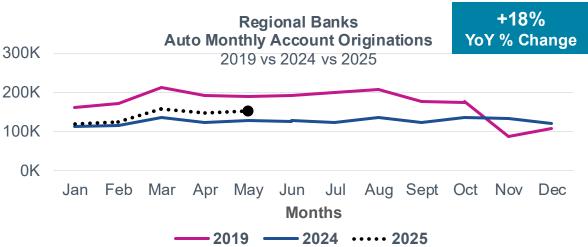


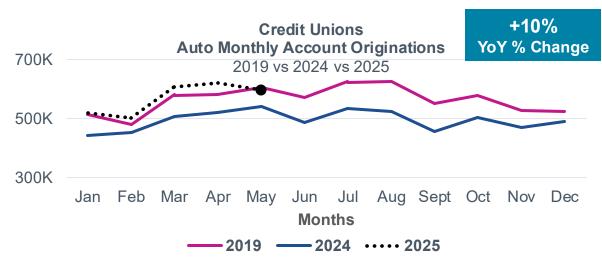
Auto loan origination growth highest for Gen Z

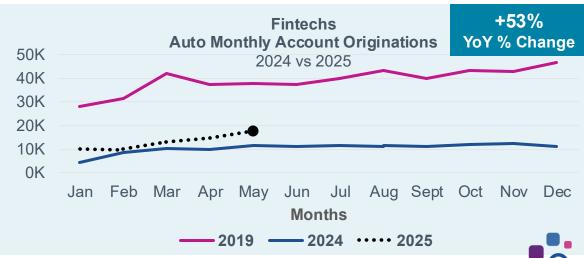


Fintechs are a small share of auto market, but growth has picked up







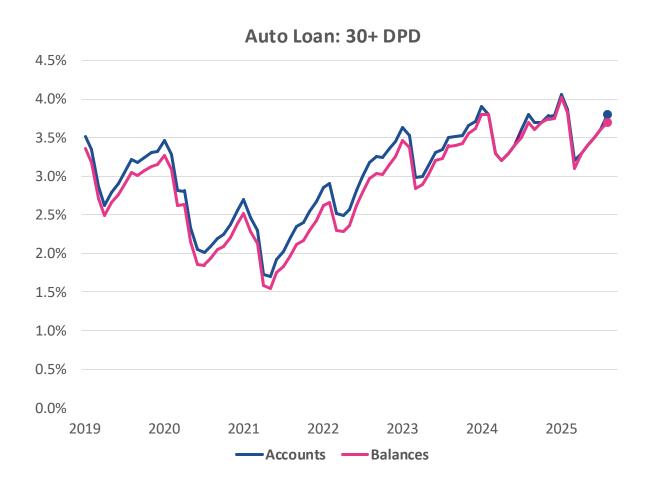


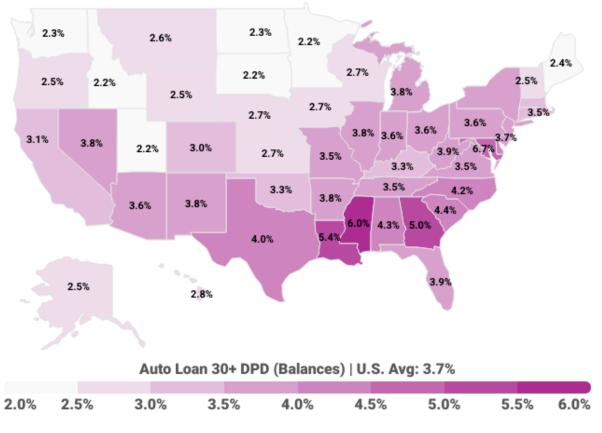
Sources: Experian Sandbox - Credit Trends Dashboard (data through May 2025. Note: data beyond March 2025 is preliminary) and Experian Economic Strategy Group



Auto loan delinquency climbed over past quarter, but flat over the year

— Auto loan delinquency remains highest in the Southeast



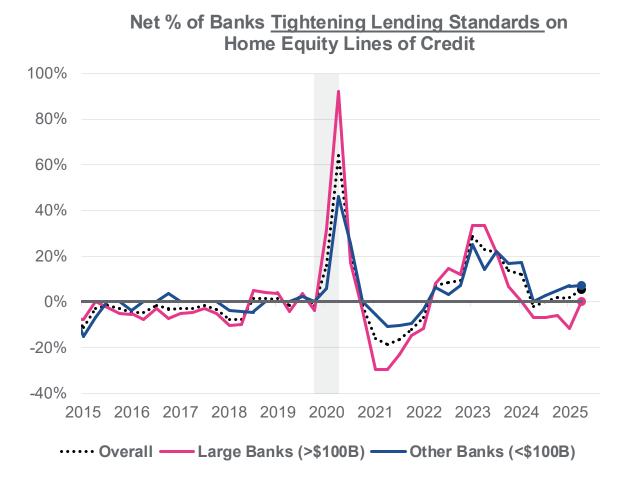


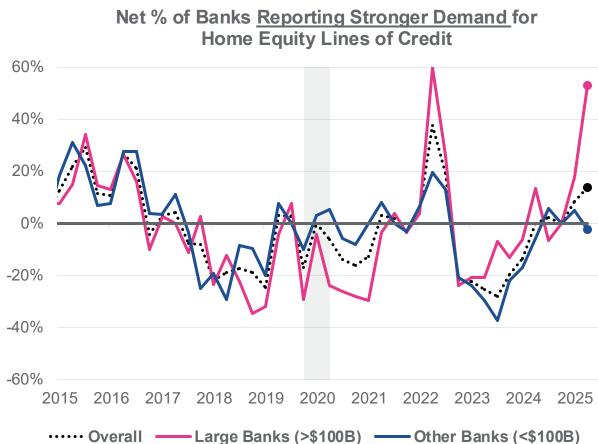




* HELOC standards tightened modestly in Q2

— Demand jumped up across large banks



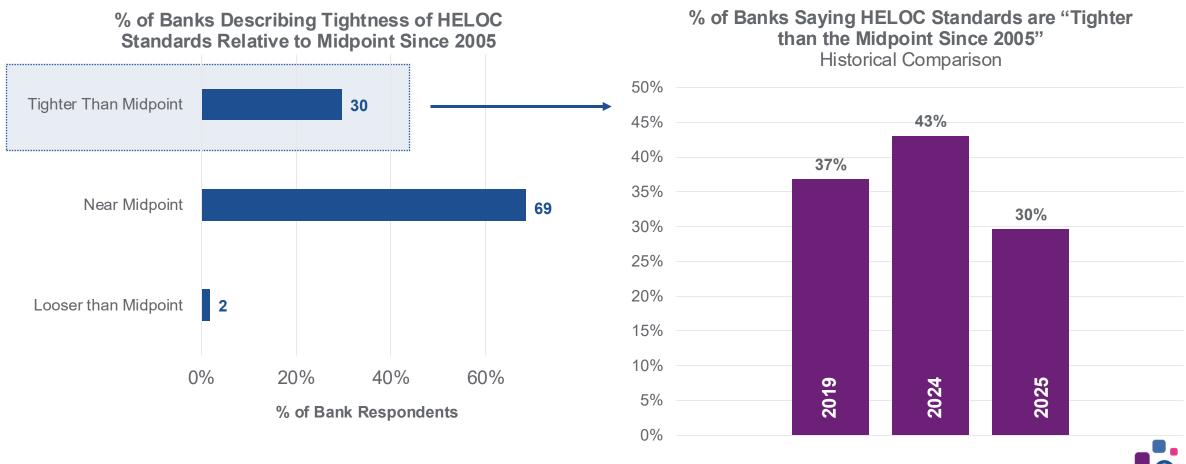






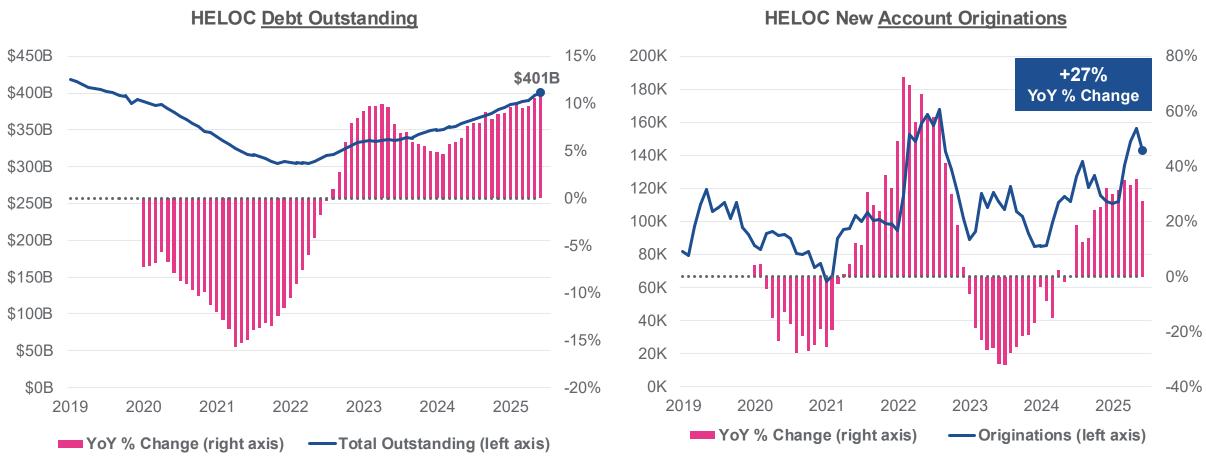
30% of banks view HELOC standards as tighter than midpoint of last 20 years

Conditions have eased over past year in relation to the 20-year midpoint but remain tight



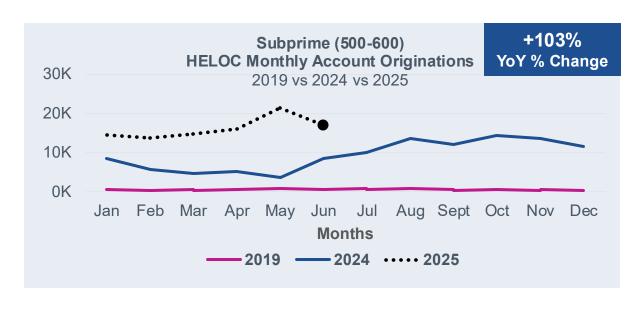
* HELOC debt outstanding continues to climb

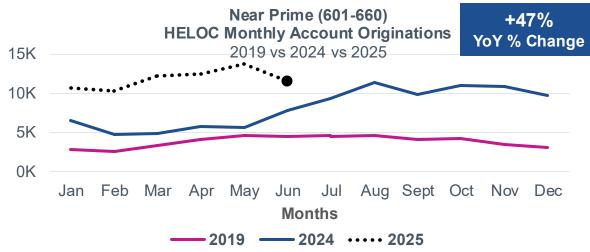
Originations up YoY since June 2024



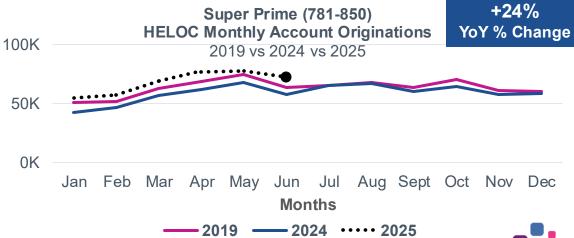


Subprime borrowers lead HELOC origination growth





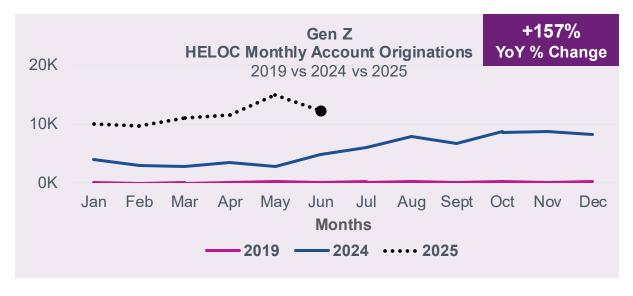




Sources: Experian Sandbox - Credit Trends Dashboard (data through June 2025. Note: data beyond March 2025 is preliminary) and Experian Economic Strategy Group

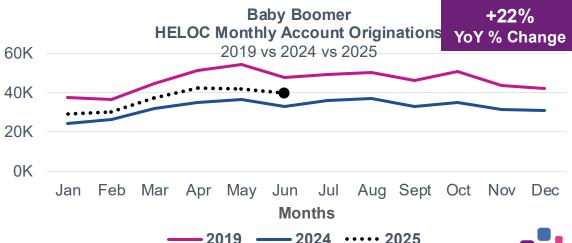


* HELOC originations growing fastest for Gen Z borrowers







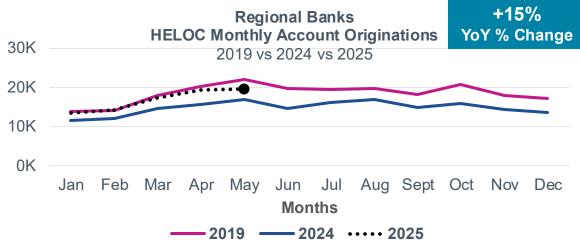


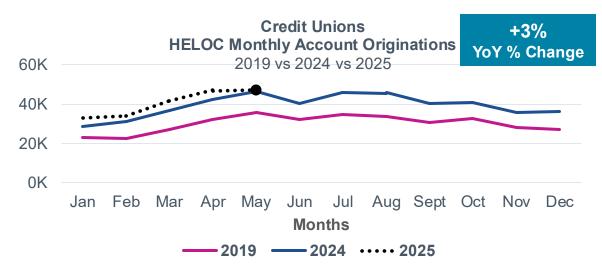
Sources: Experian Sandbox - Credit Trends Dashboard (data through June 2025. Note: data beyond March 2025 is preliminary) and Experian Economic Strategy Group



Fintechs ramping up HELOC lending





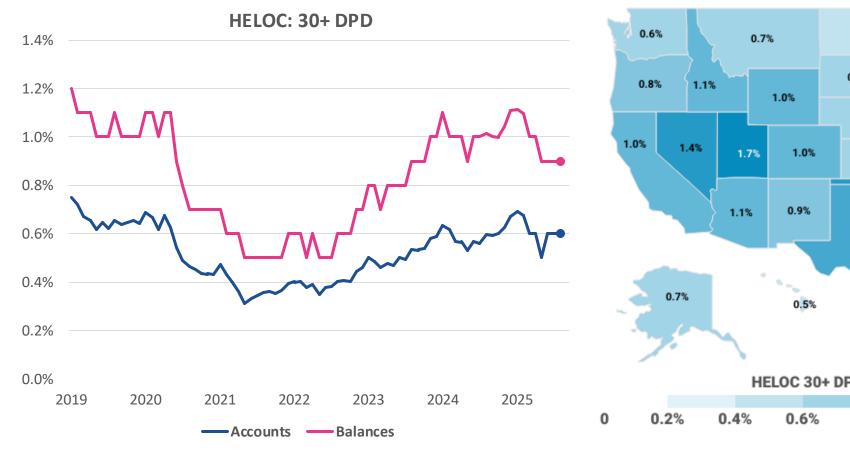


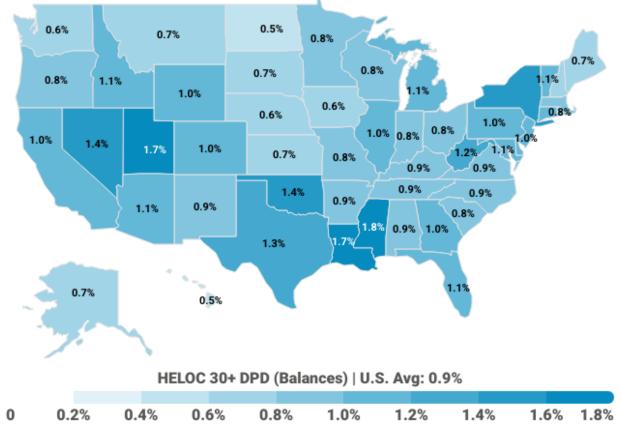


Sources: Experian Sandbox - Credit Trends Dashboard (data through May 2025. Note: data beyond March 2025 is preliminary) and Experian Economic Strategy Group

SHELOC delinquency flat over past quarter

Lowest HELOC delinquency in North Dakota and Hawaii in August





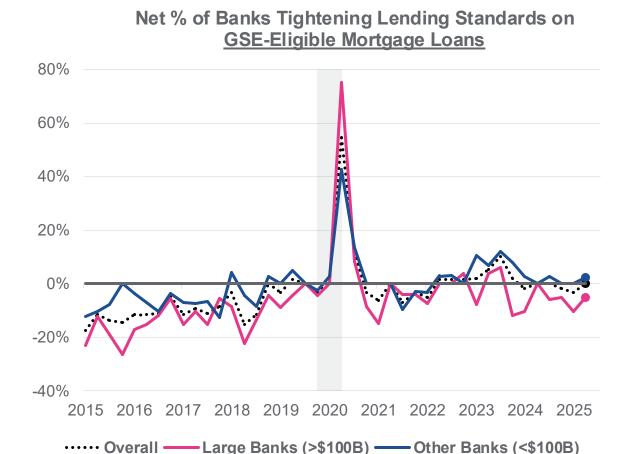


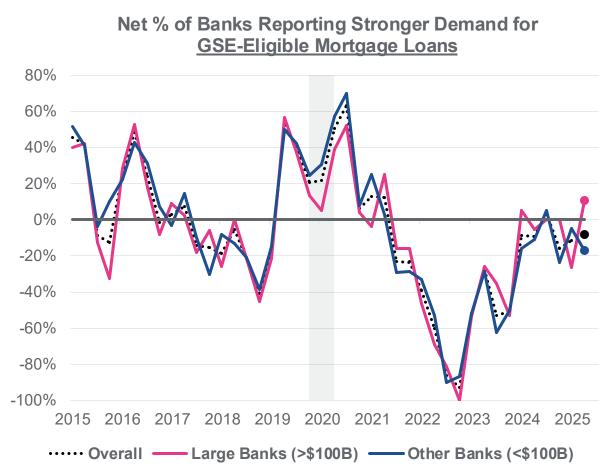




Standards for Mortgages generally remained level throughout Q2

— Net % of large banks reporting stronger loan demand increased





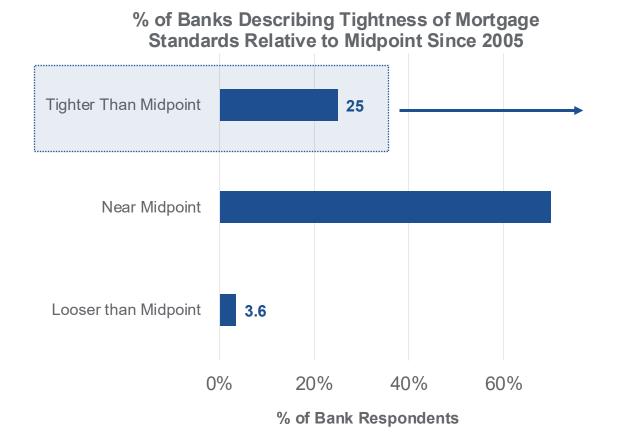


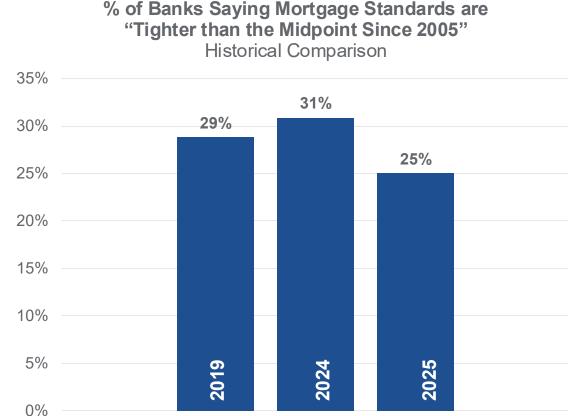




125% of banks view standards for mortgage loans as tighter than midpoint of last 20 years

Conditions remain tight but have been improving since mid-2024

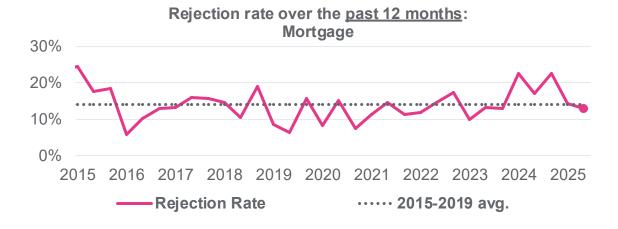




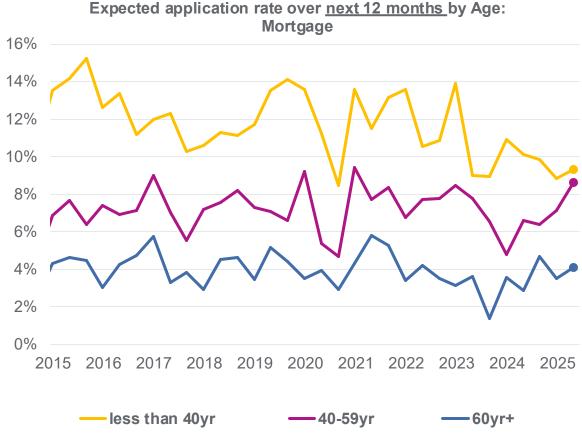


Mortgage loan rejection rates are back to pre-pandemic level

— Expected application rate for mortgage increased across age groups this quarter





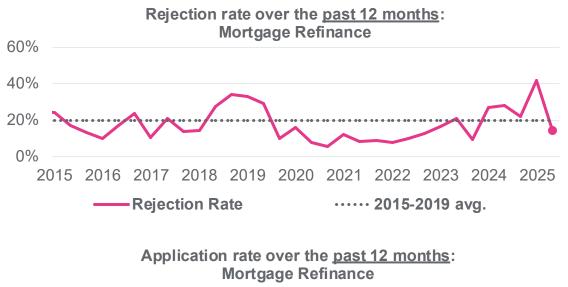




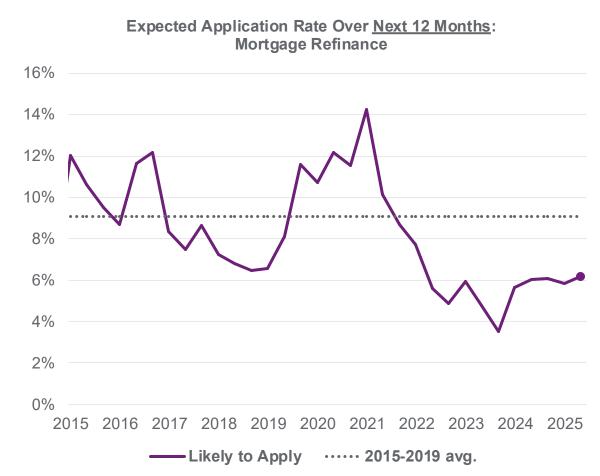
Sources: New York Federal Reserve and Experian Economic Strategy Group

Rejection rate for mortgage refi declined below pre-pandemic level

—Application and expected application rates for mortgage refi remain low







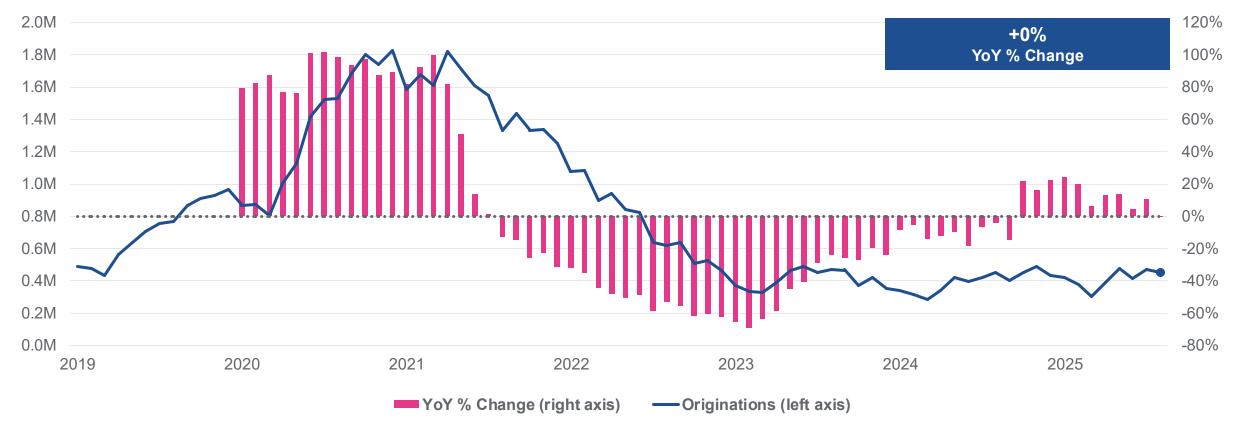




Mortgage origination growth slowed in August

— Affordability constraints continue to impact mortgage market

First Mortgage (incl refi) Account Originations

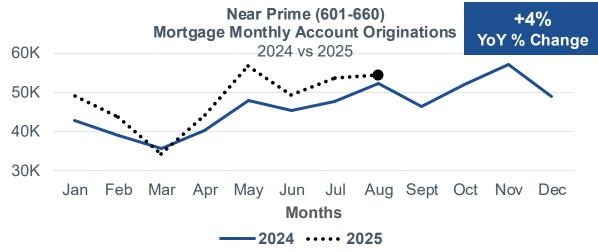


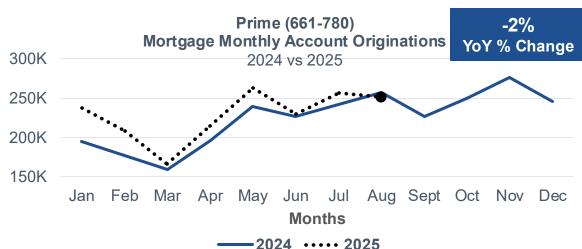




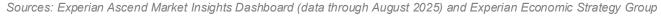
Modest mortgage origination growth across some score segments









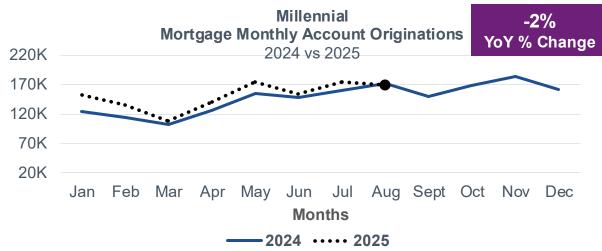






Gen Z leading mortgage origination growth









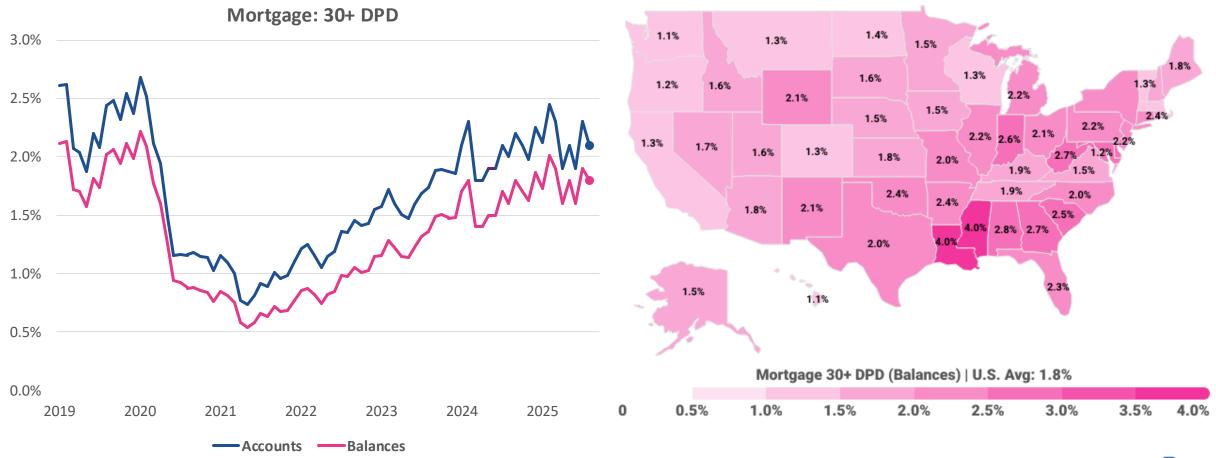


Sources: Experian Ascend Market Insights Dashboard (data through August 2025) and Experian Economic Strategy Group



Growth in mortgage delinquency has stabilized

— Mortgage delinquency remains highest in the southeast





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