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Modern state of lending by commercial banks of individuals in Ukraine

Bank lending of individuals in modern conditions is a prerequisite for the stable functioning of the banking system and provision of economic growth. In the modern market economy, the development of consumer lending in Ukraine is topical.

During the investigation of the consumer lending market the following methods were used: analysis and synthesis, abstract-logical, method of comparison, graphical.

Consumer lending plays a significant role in ensuring the social needs of the population, the formation of reliable demand, which, in turn, affects the development of the country's economy facilitating the process of selling products. The main motive pushing people to use consumer credit – is a need in commodities and services, which occurs during the lack of own savings and current income. Consumer credit contributes to the solution of many social and economic problems aimed at improving the material and cultural living standards. Therefore, it should be available in the necessary extent.

Next to the positive social and economic importance of consumer credit was found its negative impact on the economic processes in society. Researches confirm that consumer lending has higher efficiency compared to corporate lending, and this is not only due to its high profitability, but also due to the presence of additional income that accompany consumer loan.

Key words: *consumer loan, lending of individuals, credit process, solvency, paying capacity.*