pepper**money**

Specialist Lending Study
Scotland 2026

Pepper Money's Specialist Lending Study offers one of the UK's most comprehensive views of financial resilience, homeownership ambitions and evolving borrower needs. To coincide with our expansion into the Scottish market, we conducted a nationally representative survey of 1,500 adults to better understand how households are navigating rising living costs, ambitions for homeownership, and the growing prevalence of adverse credit.

Homeownership remains a strong ambition for many people across Scotland, but affordability pressures and changing financial circumstances mean the journey is becoming more complex for some aspiring buyers. These findings highlight the important role brokers can play in helping customers understand what's possible.

KEY FINDINGS

18% of Scottish adults plan to buy a home within the next 2 years

47% of Scottish adults who don't own a home believe they will never become homeowners

42% of Scottish adults find the mortgage application process daunting

Spotlight on ***Scotland***

INSIGHT	OPPORTUNITY
39% of Scottish adults say the cost of living has affected their ability or motivation to buy a home.	Brokers can help customers explore realistic, sustainable routes to homeownership that work for their circumstances.
More than one-third of Scottish adults have experienced adverse credit, while missed payments are more prevalent than many consumers realise.	Many customers with adverse credit may have more options than they realise. Trusted guidance can help them understand what's possible.
55% of adverse-credit non-homeowners say the cost of living has impacted their ability or motivation to buy a property.	Tailored support and specialist expertise can help aspiring buyers navigate financial pressure and move forward with confidence.
Scottish renters hold significantly lower average savings than homeowners and many continue to overestimate the deposit required to purchase a property.	Brokers can challenge deposit misconceptions and help customers understand what may be achievable sooner than they think.
One in five Scottish adults have a complex income and 54% of this group don't own their home.	Brokers can help customers with complex income navigate their options and find a solution that reflects their circumstances.
More than half of adverse-credit borrowers describe the mortgage application process as daunting.	Clear guidance and trusted advice can make the mortgage journey feel more manageable and help customers take the next step.

REGIONAL CONTEXT

While these challenges are real, many consumers may be ruling themselves out unnecessarily. Whether it's overestimating the deposit required, assuming adverse credit means they won't qualify for a mortgage, or believing complex income creates too many barriers, there's often a gap between perception and reality. Helping customers better understand their options could open the door to homeownership sooner than they think.

"Homeownership remains a strong ambition for many people across Scotland, but today's market is creating new challenges for aspiring buyers. Affordability pressures, changing financial circumstances, and growing numbers of customers with adverse credit or complex income mean that many are finding the journey to homeownership more difficult than expected."

Paul Adams
Sales Director, Pepper Money

To read Pepper Money's full SLS report, please visit: pepper.money/broker/resources/specialist-lending-study/.
To hear more about our products, please contact your BDM.