2023 U.S. Corporate Banking Market Trends

2023 U.S. Large Corporate Banking Study

March 4, 2024

Executive Summary:

This report provides detailed information from U.S.-based companies about. Topics covered include:

- Uptick in cross-border corporate banking usage towards every corridor
- Half of corporates plan to shift business steadily, while others maintain their current number of banking providers
- Credit commitment continues to be a strong driver of business and anchor for banking product cross-sell
- Corporates value intuitive interfaces and constant upgrades, support continues to enhance overall digital experience
- Banks' effectiveness in digitizing KYC process

Methodology:

From April through November 2023, Coalition Greenwich conducted 236 interviews in large corporate banking, 265 interviews in large corporate cash management and 108 interviews in trade finance at U.S.-based companies with $2 billion or more in annual revenue. Participants were asked about market trends and their relationships with their banks. Corporate banking interview topics included product demand, quality of coverage and capabilities in specific product areas.

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www.greenwich.com | ContactUs@greenwich.com

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greenwich.com ContactUs@greenwich.com Ph +1203.625.5038