2023 U.S. Large Corporate Cash Management Market Trends

2023 U.S. Large Corporate Cash Management Study

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Executive Summary:

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

- Key selection criteria for choosing cash management provider
- Credit commitment continues to be a strong driver of business and anchor for banking product cross-sell
- Leading U.S. banks have grown their footprint in international penetration across key corridors over the past decade
- Digitization of implementation process still lags expectations; customer support continues to enhance digital experience

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. Cash management interview topics included product demand, quality of coverage and capabilities in specific product areas.

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