Middle East Banking: Competition Ignites on Servicing Corporates

May 1, 2024

Executive Summary:

It’s a buyer’s market for corporate banking services in the Middle East. Attracted by economic momentum and a bullish outlook, global banks are targeting the Middle East as a key region for growth. With local banks building out capabilities and stepping up their game, large companies across the region are benefiting from increasing competition for their business and long-term relationships.

For the first time, Coalition Greenwich presents the lists of the 2024 Greenwich Share and Quality Leaders in Middle East (UAE) Large Corporate Banking and the winners of the 2024 Greenwich Excellence Awards in several important categories.

Methodology:

Coalition Greenwich conducted interviews from September to early December 2023 with 403 corporates based in the UAE and other countries in the Middle East, such as Saudi Arabia, Egypt, Oman, Bahrain, Kuwait, and Qatar. Respondents were typically key corporate or finance decision-makers, e.g., CFO, Finance Director, Treasurer, and Financial Controller.

We specialize in providing unique, high-value and actionable information to help our clients improve their business performance.

Our suite of analytics and insights encompass all key performance metrics and drivers: market share, revenue performance, client relationship share and quality, operational excellence, return on equity, behavioral drivers, and industry evolution.

About CRISIL

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benchmarking, Crisil Coalition Greenwich has implemented equal ranking logic on aggregate results i.e., when sales revenues are within 5% of at least one competitor ahead, a tie is shown and designated by = (where actual ranks are shown). Entity level data has no equal ranking logic implemented and therefore, on occasion, the differences between rank bands can be very close mathematically.

The data in this Document may reflect the views reported to Crisil Coalition Greenwich by the research participants. Interviewees may be asked about their use of and demand for financial products and services and about investment practices in relevant financial markets. Crisil Coalition Greenwich compiles the data received, conducts statistical analysis and reviews for presentation purposes to produce the final results.

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