Corporate banks in Europe target existing clients for growth

March 4, 2025

Executive Summary:



Rather than devoting new resources to win relationships with new companies, European corporate banks and their international counterparts are targeting existing clients for growth. By deepening ties with existing clients, banks hope to optimize resource and balance-sheet deployment by driving higher yields from individual companies with which they already do business.

Methodology:

From June to November 2024, Crisil Coalition Greenwich conducted 358 interviews in corporate banking, 389 in corporate cash management, and 202 in corporate foreign exchange at companies in Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Italy, Luxembourg, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and the United Kingdom.

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