

Retail Banking and Credit Unions - US - February 2016

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"The movement of the retail banking industry toward a more mobile experience provides financial institutions with a tremendous opportunity to establish new relationships and deepen engagement with current customers."

- Monica Staco, Category Manager - Financial Services

This report looks at the following areas:

- Large banks dominate and deposits at commercial banks are growing
- Mobile banking is growing
- Lack of trust over security concerns stains landscape

Readers of this report will learn how consumers use retail banks and credit unions and the major factors that influence their decisions to choose a provider. New opportunities and marketing strategies are covered with a focus on consumer attitudes and potential for new demand. Financial needs based on demographics are explored in detail to show how marketers might best position services to specific segments of the market.

This report builds on the analysis presented in Mintel's *Retail Banking and Credit Unions – US February 2015*.

For the purposes of this report, Mintel considers the retail banking market to include commercial banks, savings institutions, and credit unions. Attitudes and opinions regarding investment accounts such as a 401(k)s were not considered.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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