

Retail Banks - China - January 2017

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“Consumer experience now has a much broader definition than solely good customer service attitude. To be outstanding, retail banks need to differentiate on aspects like professionalism and efficiency. It is worth noticing that the benchmark used by consumers is their experience in different categories, so ensuring the performance is competitive across industries is critical.”

– Aaron Guo, Senior Analyst, China Report

This report looks at the following areas:

- What are the key aspects retail banks should consider to differentiate?
- How to attract affluent customers?
- What would be the next generation of retail banks?

Retail banks keep talking about improving ‘customer experience’ to satisfy their clients. Yet the rapid rise in banking businesses operating within this space combined with the pressure exerted from the internet finance sector, has seen the meaning of this often mentioned term become broader gradually.

This Report tries to answer this question by looking into the usage behaviours and attitudes of Chinese consumers, especially those who are responsible for the management of household disposable incomes. The total market situation and the product/service innovations of market leaders are also discussed.

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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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Table of Contents

Overview

- What you need to know
- Covered in this Report
- Definitions
- Excluded

Executive Summary

The market

- Figure 1: Best- and worst-case forecast of China retail bank market value, 2011-21
- Figure 2: Interest income of retail banks and its proportion in the total revenue, 2011-16 (est)

Companies and brands

- Figure 3: Retail banks' market shares, 2016 (est)
- Figure 4: Retail banking revenue proportion and YOY growth rate of leading banks, 2016 (est)

The consumer

Who are the main decision makers?

- Figure 5: Wealth management responsibility, by gender and age, November 2016

Which banks' services are more widely used?

- Figure 6: Average bank accounts owned and top three banks, by account type, November 2016
- Figure 7: The most often used bank accounts, November 2016
- Figure 8: Overall satisfaction rates of banks, percentage of frequent users who rate 'very satisfied', November 2016

What are the key satisfaction influencing factors?

- Figure 9: Key drivers of overall satisfaction with Bank of China, November 2016

What kind of information can interest Chinese consumers?

What are the wealth management preferences of Chinese consumers?

- Figure 10: Wealth management preferences, by MinTs and Non-MinTs, November 2016

What we think

Issues and Insights

What are the key aspects retail banks should consider to differentiate?

The facts

The implications

How to attract affluent customers?

The facts

The implications

What would be the next generation of retail banks?

The facts

The implications

The Market – What You Need to Know

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Retail banking market size to exceed RMB 3.5 trillion in 2021

Changing revenue structure of retail banks

Competition leads to efficiency

Market Size and Forecast

A RMB 2 trillion market in 2016

Figure 11: Best- and worst-case forecast of China retail bank market value, 2011-21

The revenue structure of retail banks is changing

Figure 12: Interest income of retail banks and its proportion in the total revenue, 2011-16 (est)

Market Factors

Increasing mortgages

Figure 13: Year-end outstanding mortgages and growth rate, 2011-16 (est)

Better controlled interest-rate spread

Figure 14: One-year base loans and savings rates and interest-rate spread, 2010-16

Threats from internet finance sector

Changing wealth management attitudes of consumers

Key Players – What You Need to Know

The Big Four are losing share to other commercial banks

Competing at different stages

Technology as the key innovation power of retail banks

Market Share

More than half of the market in hands of the top ten

Figure 15: Retail banks' market shares, 2016 (est)

BOC has the best performance among the Big Four

Figure 16: Changes of leading retail banks in market share, in percentage points, 2015-16 (est)

Retail banking business at different development stages

Figure 17: Retail banking revenue proportion and YOY growth rate of leading banks, 2016 (est)

Competitive Strategies

Targeting young adults

Figure 18: The Palace Museum themed luggage tags introduced by CMB and Gugong Taobao

Valuing overseas market

Developing together with rural areas

Figure 19: An opening ceremony of a PSBC branch in Baqing County, Tibet

Screening high-end customers

Figure 20: Credit card series introduced by HSBC, 'Living Platinum', 'Traveling Platinum' and 'Premier Investment', 2016

Who's Innovating?

Leveraging the power of big data in credit verification

Device-centred community branches

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Figure 21: A self-serving terminal in one ICBC branch

Extended opening time

Figure 22: 'Night of Finance' event by one ICBC Shanghai branch

AI-assisted banking service

The Consumer – What You Need to Know

Females take more responsibilities in household wealth management

Investment account ownership is under cultivation

BOC enjoys the top satisfaction rate

Affluent consumers are more confident in investment with a broader vision

Wealth Management Responsibility

Females taking more wealth management responsibilities

Figure 23: Wealth management responsibility, by gender and age, November 2016

Full-time employees and high earners take more wealth management responsibility

Figure 24: Wealth management responsibility, by income, working status and company type, November 2016

More of a family decision in North and Mid-west regions

Figure 25: Wealth management responsibility, by city tiers and regions, November 2016

Types of Bank Accounts Owned

Consumers have savings accounts in more than three banks

CMB and BOC are more successful at targeting affluent consumers

Figure 26: Types of bank accounts owned, savings account/debit card, November 2016

Consumers have loan accounts in two banks on average

Young consumers prefer CMB for loans

Figure 27: Types of bank accounts owned, loan account/credit card, November 2016

One in four consumers does not have any investment account yet

Figure 28: Types of bank accounts owned, investment account, November 2016

Joint-equity commercial bank investment account holders are more likely to switch

Figure 29: Ownership of investment accounts, by savings account/debit card ownership, November 2016

Most Used Bank Accounts

ICBC and CCB are the most welcomed banks

Figure 30: The most often used bank accounts, November 2016

High usage frequency requires a balanced performance

Figure 31: The most often used bank accounts, by accounts type, November 2016

Satisfaction Influencing Factors

Penetration does not speak for satisfaction

Figure 32: Overall satisfaction rates of banks, November 2016

Common unsatisfactory factors of retail banks

Professionalism leads to perfection

Figure 33: Key drivers of overall satisfaction with Bank of China, November 2016

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Transaction efficiency should be improved

Figure 34: Key drivers of overall satisfaction with Agricultural Bank of China, November 2016

CMB stands out in online banking

Figure 35: Key drivers of overall satisfaction with China Merchants Bank, November 2016

Interested Information

Investors prefer practical information

Affluent consumers have a wider range of needs

Figure 36: Interested information, November 2016

Rising attention on wealth inheritance service

Males and females have different emphases

Interested Mobile Banking Services

Diversified needs of different consumer groups

Figure 37: Interest in mobile banking services, November 2016

The linkages between different mobile banking services

Wealth Management Preference

The majority are risk-averse investors

Figure 38: risk management preference, November 2016

Lack of trust in financial advisors

Figure 39: Investment product selection criteria, November 2016

Figure 40: The most often used investment accounts, by preference on advisors, November 2016

Internet financial institutions are gaining ground

Figure 41: Investment channels preference, November 2016

Investors with higher education still value the professionalism of banks

Figure 42: Investment channels preference, by risk management preference and preference on advisors, November 2016

Most people prefer not 'putting all their eggs in one basket'

Figure 43: Investment diversification preference, November 2016

Meet the Mintropolitans

MinTs takes up more wealth management responsibly

Figure 44: Wealth management responsibility, by MinTs and Non-MinTs, November 2016

BOC's overseas services make it more popular among MinTs

Figure 45: Differences between MinTs and Non-MinTs in account ownerships and usage frequencies of banks, November 2016

MinTs have broader investment vision, especially overseas investments and high-end medical insurance

Figure 46: Interested information, MinTs versus Non-MinTs, November 2016

MinTs show more confidence in investment

Figure 47: Wealth management preferences, by MinTs and Non-MinTs, November 2016

Appendix – Market Size and Forecast

Figure 48: Market value of retail banks and forecast, 2011-21

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Appendix – Methodology and Abbreviations

Methodology

Key driver analysis methodology

Key driver analysis results

Figure 49: Key drivers of overall satisfaction with Bank of Communications, November 2016

Figure 50: Key drivers of overall satisfaction with Industrial and Commercial Bank of China, November 2016

Figure 51: Key drivers of overall satisfaction with China Construction Bank, November 2016

Fan chart forecast

Abbreviations

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