

Consumers and Retail Banking - China - April 2019

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This report looks at the following areas:

- Fintech is not the answer to everything
- Private banking is more than retail upgrades
- Where the opportunities for foreign banks lie

This Report analyses the growth prospects and innovations of the market leaders, and dives into the usage behaviours, satisfaction and attitudes of Chinese consumers towards the industry. It explores how wealth management and investment products are pain points and identifies future opportunities in the retail banking industry.



“The number of accounts held by consumers has been steadily rising, with nearly every internet user in China maintaining a deposit account. By contrast, the credit card market still has plenty of room to grow as consumers are becoming more open-minded towards spending. The development of new technologies and the online channel has given banks a much wider reach.”

– Summer Xia, Research

Analyst

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