

June 2017

Marketing Financial Services - US

"The financial services industry is changing rapidly, and there are more alternatives to traditional institutions and traditional ways of transacting business than ever before. However, the industry is still struggling with trust, and institutions are searching for ways to overcome those issues and build loyal, long-term relationships with their customers ...

May 2017

Vehicle Financing - US

"New car sales are slowing, driving competition in lending. While interest rates remain the most important consideration for borrowers, lenders – regardless of whether they are financial institutions, dealers, or third parties – have to find ways to differentiate themselves outside of rates. Customer service and convenience are also important ...

April 2017

Consumers and the Economic Outlook: Quarterly Update - US

"With a new administration, a growing economy, and a relatively healthy jobs market, this Report addresses how consumers are feeling about their current financial situation. Through a series of questions that will be asked throughout 2017, Mintel has aggregated consumer opinion on their current finances, how they hope to improve ...

Millennials and Finance - US

"As Millennials continue down their financial journey, reaching this group will require going beyond generational marketing to target these consumers within their specific life stage. Millennials are between the ages of 22 and 39 (turning 40 in 2017) and, as such, represent a mixed group of consumers, experiencing a number ...