

## Current Accounts - UK - July 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“Regulatory measures aim to increase competition in the market, ensuring established providers will have to work harder to attract and retain customers. Open Banking should make it easier for people to compare and identify products that are better suited to their needs. However, the biggest challenge will be encouraging people to review their arrangements in the first place.”  
**– Jessica Galletley, Financial Services Analyst**

This report looks at the following areas:

- Changes to current account terms prompt people to review their arrangements
- Consumers most likely to share data with their main bank
- Open Banking will put pressure on providers to offer competitive overdraft charges

The current account market is experiencing a period of significant change. New regulation is driving product innovation and encouraging the launch of new providers, as regulators aim to create a more competitive market environment. The implementation of Open Banking by early 2018 will make it easier for consumers to share their data with banks and other authorised third parties, allowing them to compare their existing accounts with the rest of the market, and identify opportunities for switching to better deals.

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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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Nielsen Ad Intel coverage

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