

Financial Services and Small Businesses - US - October 2015

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"The small business segment is changing rapidly, as an increasing percentage of small businesses are owned by women and minorities."

This report looks at the following areas:

- Mobile banking still not heavily used
- Disruption in the lending arena

They have a different perspective when it comes to banking and their banking needs, and banks will have to adapt to these needs if they expect to get and retain the business. Millennials, too, are more likely than ever to own small businesses and, as on the consumer banking side, are driving changes in business banking.

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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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