“Despite growth from the challenger banks, the incumbents continue to dominate and are investing heavily to neuter the appeal of the newcomers. It’s now so easy to set up a new bank account that consumers find they don’t need to commit to fully switching to get the advantages of using different providers.”
– Thomas Slide, Senior Financial Services Analyst

This report looks at the following areas:

- Are banks placing too much focus on digital?
- Challenger banks face a struggle to become the ‘main bank’
- Is it time for more targeted banking brands?

Remarking it appears that just as banks are breaking down silos in retail banking, savvy consumers are deliberately rebuilding them to suit their needs.

**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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