

Leading Players of the European Banking Industry

Overview of Groups – SWOTs – Benchmarking - Company Profiles and Financials

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Exclusive extracts from this 79-page-long report:

- Who are the key players?

The European retail banking industry is fairly fragmented, with banking groups usually operating in a limited number of countries. The prime economies in Europe—the UK, France, Germany, Italy and Spain—have the largest banking sectors. Leading retail banks in the region originate from these countries. However, they vary in size, portfolio mix and geographical scope. [...]

Groups analysed in this report include: **HSBC, BNP Paribas, Barclays, Deutsche Bank, Société Générale, Banco Santander, Intesa Sanpaolo, ING Groep, The Royal Bank of Scotland, Commerzbank.**

- What are the players' strategies?

HSBC continues to downsize its international businesses as it remains focused on its strategy to reduce costs and improve efficiency on a consolidated basis. While completing a series of disposals, including its entire operations in Brazil in the second half of 2016, the group has taken further measures to raise cost efficiency in other lower-return markets such as Turkey, Mexico and North America. Since 2011, HSBC has reduced its presence to 71 countries and territories, from 88 in 2011. [...]

- What are the players' key growth and profitability drivers?

Over the last five years, Barclays saw a slight increase in total income year-on-year, primarily led by 5% higher net interest income. The growth engines were Barclaycard and partly improved consumer deposit margins. However, compared to FY11, the group registered a 5.8% fall in total income, mainly as a result of the deconsolidation of numerous activities. [...]

To find out more on the sector and its leading corporations, please find enclosed the order form to obtain this exclusive report by Xerfi Global.

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