Retail Banking in Hong Kong
OVERVIEW

The Hong Kong Retail Banking report provides an independent, comprehensive and in-depth analysis of the retail banking market in Hong Kong today. Banks have to adapt to the demands of current and prospective retail banking customers who have more choice and services available to them than ever more. Furthermore, domestic banks have to compete with foreign banks and Non-Bank Institutions that bring their technology and expertise to the market. Together this makes the retail banking segment one of the most fiercely contested markets in the world.

This report through surveying over 1000 retail banking customers is able to provide a detailed analysis on the psychological makeup of these individuals and the products, services and banks they are using thus providing invaluable intelligence to those companies who wish to capitalize on this information.

This report also surveyed and interviewed over 20 banks in Hong Kong to learn about the current nature of competition in the market and the challenges they are facing. This allows us to provide an in-depth analysis on the banks that provide retail banking services in Hong Kong.

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Contact No.: +852 9792 1958
Email Id: info@singfin.com
WHY INVEST IN THIS REPORT?

SINGFIN’s retail banking reports are an unrivaled resource and an indispensable aid for decision makers in the industry, compiled by widely respected industry experts and a talented team of research analysts.

The reports are composed in numerous ways. Firstly, by interviewing a wide range of retail banking experts such as Heads/Senior Professionals in Retail Banking within the banks along with interviewing regulators and other esteemed specialists. Secondly, SINGFIN works closely with regulatory bodies, electricity providers, luxury retailers, legal firms, automobile companies and real estate firms to gain a more accurate picture on retail banking customers within the country. Finally, SINGFIN interviews at least 1000 retail banking customers within the country to get a better understanding of the products, services and banks they use along with gaining a deeper understanding of their preferences. Together this allows SINGFIN to compile an in-depth report on the retail banking sector in Hong Kong.

WHO SHOULD INVEST IN THIS REPORT?

- Domestic banks and Foreign banks that are evaluating entering, expanding or offering a service in the country
- Vendors considering the market potential for technology investments in the country
- Investors, hedge funds, private equity players etc. assessing the investment potential
- Non-Banking Financial Institutions evaluating the wealth management market.
- Insurance companies
- Researchers in financial institutions, regulatory bodies, government agencies and investment companies.