

# 2025 Coalition Greenwich Leaders: Middle Market Banking in the U.S.

Q1 2025

The following tables present the complete list of 2025 Coalition Greenwich Share Leaders and Best Banks in Middle Market Banking in the U.S.

## Coalition Greenwich Share Leaders — 2025



### Share Leader – Middle Market Banking Market Share in the U.S.

Bank	Market Share	Statistical Rank
Wells Fargo	6.8%	1T
Chase	6.6%	1T
Bank of America	6.6%	1T
PNC Bank	4.5%	4T
Truist	4.0%	4T

Note: Based on 4,146 interviews with businesses with sales of \$10–500 million across the country. Comparisons are based on all banks covered across the United States.

Source: Coalition Greenwich Voice of Client - 2024 U.S. Commercial Banking Study; Coalition Greenwich Money in Motion: Explorer

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## Coalition Greenwich Best Banks — 2025

### Middle Market Banking in the U.S. – National winners



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#### Best Bank – Ease of Doing Business for Middle Market Banking in the U.S.

FNB Corporation  
Frost Bank  
Huntington National Bank  
KeyBank  
Pinnacle Financial  
Regions Bank  
Synovus Financial  
Wintrust Financial Corporation

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#### Best Bank – Values Long-Term Relationships for Middle Market Banking in the U.S.

First Citizens Bank  
First Horizon  
Frost Bank  
Fulton Bank  
Huntington National Bank  
KeyBank  
M&T Bank  
Pinnacle Financial  
Regions Bank  
South State Bank  
Synovus Financial  
Wintrust Financial Corporation  
Zions Bancorporation

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#### Best Bank – Trust for Middle Market Banking in the U.S.

Citizens Bank  
First Citizens Bank  
First Horizon  
Frost Bank  
Fulton Bank  
Huntington National Bank  
KeyBank  
M&T Bank  
Pinnacle Financial  
Regions Bank  
South State Bank  
Synovus Financial  
Wintrust Financial Corporation  
Zions Bancorporation

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#### Best Bank – Customer Service for Middle Market Banking in the U.S.

First Citizens Bank  
FNB Corporation  
Frost Bank  
Huntington National Bank  
KeyBank  
Pinnacle Financial  
Regions Bank  
South State Bank  
Wintrust Financial Corporation  
Zions Bancorporation

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Note: Based on nearly 12,000 interviews with businesses with sales of \$10–500 million across the country. Comparisons are based on all banks covered across the United States.

Source: Coalition Greenwich Voice of Client – 2024 U.S. Commercial Banking Study

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## Coalition Greenwich Best Banks — 2025

Middle Market Banking in the U.S. – National winners *(continued)*



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### Best Bank – Overall Satisfaction for Middle Market Banking in the U.S.

Ally Bank  
Cadence Bank  
Commerce Bank (MO)  
First Horizon  
Frost Bank  
Hancock Whitney  
Pinnacle Financial  
Synovus Financial  
United Community Bank  
Wintrust Financial Corporation  
Zions Bancorporation

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### Best Bank – Product Capabilities for Middle Market Banking in the U.S.

Citizens Bank  
Frost Bank  
Huntington National Bank  
Pinnacle Financial  
Regions Bank  
South State Bank  
Wintrust Financial Corporation  
Zions Bancorporation

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### Best Bank – Ease of Making Payments for Middle Market Banking in the U.S.

Fulton Bank  
Huntington National Bank  
Pinnacle Financial  
South State Bank  
Synovus Financial  
Wintrust Financial Corporation

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### Best Bank – Satisfaction in Cash Management for Middle Market Banking in the U.S.

Frost Bank  
Hancock Whitney  
Pinnacle Financial  
Wintrust Financial Corporation  
Zions Bancorporation

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Note: Based on nearly 12,000 interviews with businesses with sales of \$10–500 million across the country. Comparisons are based on all banks covered across the United States.

Source: Coalition Greenwich Voice of Client – 2024 U.S. Commercial Banking Study

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## Coalition Greenwich Best Banks — 2025

Middle Market Banking in the U.S. – National winners *(continued)*



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### Best Bank – Satisfaction with Cash Management Sales Specialist for Middle Market Banking in the U.S.

Fifth Third Bank  
KeyBank  
TD Bank

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### Best Bank – Satisfaction with RM for Middle Market Banking in the U.S.

Comerica Bank  
First Citizens Bank  
First Horizon  
FNB Corporation  
Frost Bank  
Fulton Bank  
Huntington National Bank  
KeyBank  
M&T Bank  
Pinnacle Financial  
Regions Bank  
South State Bank  
Synovus Financial  
Wintrust Financial Corporation  
Zions Bancorporation

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### Best Bank – Likelihood to Recommend for Middle Market Banking in the U.S.

Ally Bank  
Pinnacle Financial  
U.S. Bank  
Wintrust Financial Corporation

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### Best Bank – Advisory Capabilities of RM for Middle Market Banking in the U.S.

Ally Bank  
FNB Corporation  
Frost Bank  
KeyBank  
Pinnacle Financial  
Regions Bank  
South State Bank  
Zions Bancorporation

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Note: Based on nearly 12,000 interviews with businesses with sales of \$10–500 million across the country. Comparisons are based on all banks covered across the United States.

Source: Coalition Greenwich Voice of Client – 2024 U.S. Commercial Banking Study

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## Coalition Greenwich Best Banks — 2025

### Middle Market Banking in the U.S. – Regional winners



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#### Best Bank – Satisfaction in Cash Management for Middle Market Banking in the U.S. (Midwest)

Commerce Bank (MO)  
Wintrust Financial Corporation

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#### Best Bank – Satisfaction in Cash Management for Middle Market Banking in the U.S. (South)

Ameris Bank  
Pinnacle Financial  
United Community Bank

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#### Best Bank – Likelihood to Recommend for Middle Market Banking in the U.S. (Midwest)

Commerce Bank (MO)  
U.S. Bank  
Wintrust Financial Corporation

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#### Best Bank – Likelihood to Recommend for Middle Market Banking in the U.S. (South)

Citizens Bank  
Pinnacle Financial

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#### Best Bank – Satisfaction in Cash Management for Middle Market Banking in the U.S. (Northeast)

PNC Bank

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#### Best Bank – Satisfaction in Cash Management for Middle Market Banking in the U.S. (West)

Frost Bank  
Zions Bancorporation

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#### Best Bank – Likelihood to Recommend for Middle Market Banking in the U.S. (Northeast)

PNC Bank  
Rockland Trust  
U.S. Bank

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#### Best Bank – Likelihood to Recommend for Middle Market Banking in the U.S. (West)

Zions Bancorporation

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Note: Based on nearly 12,000 interviews with businesses with sales of \$10–500 million across the country. Comparisons are based on only those banks operating in each region.  
Source: Coalition Greenwich Voice of Client – 2024 U.S. Commercial Banking Study

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## Coalition Greenwich Best Banks — 2025

### Middle Market Banking in the U.S. – Regional winners *(continued)*



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#### Best Bank – Overall Satisfaction for Middle Market Banking in the U.S. (Midwest)

Wintrust Financial Corporation

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#### Best Bank – Overall Satisfaction for Middle Market Banking in the U.S. (South)

Ally Bank  
First Bank (NC)  
First Horizon  
Hancock Whitney  
Pinnacle Financial  
United Community Bank

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#### Best Bank – Satisfaction with RM for Middle Market Banking in the U.S. (Midwest)

Huntington National Bank  
Wintrust Financial Corporation

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#### Best Bank – Satisfaction with RM for Middle Market Banking in the U.S. (South)

First Citizens Bank  
First Horizon  
Hancock Whitney  
Pinnacle Financial  
Regions Bank  
South State Bank  
Synovus Financial  
United Community Bank

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#### Best Bank – Overall Satisfaction for Middle Market Banking in the U.S. (Northeast)

PNC Bank  
Rockland Trust

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#### Best Bank – Overall Satisfaction for Middle Market Banking in the U.S. (West)

Frost Bank  
Zions Bancorporation

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#### Best Bank – Satisfaction with RM for Middle Market Banking in the U.S. (Northeast)

FNB Corporation  
Fulton Bank  
KeyBank  
M&T Bank

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#### Best Bank – Satisfaction with RM for Middle Market Banking in the U.S. (West)

Citizens Business Bank (CA)  
Comerica Bank  
Frost Bank  
KeyBank  
Zions Bancorporation

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Note: Based on nearly 12,000 interviews with businesses with sales of \$10–500 million across the country. Comparisons are based on only those banks operating in each region.  
Source: Coalition Greenwich Voice of Client – 2024 U.S. Commercial Banking Study

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## METHODOLOGY

Based on nearly 12,000 interviews with businesses with sales of \$10–500 million across the United States. Share leaders are based on the proportion of the dollars available that is earned by the bank. Market Share is derived via: The total dollars available (Market Size), the proportion of companies that use the bank (Penetration), the proportion of the total Market Size those companies represent (Dollar-Weighted Penetration), and the proportion of those clients' total spend/balances that is earned by the bank (Share of Wallet).

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