Greenwich Market Pulse: Emerging Industry Trends & Evolving Executive Perceptions

2022 Greenwich Market Pulse

January 26, 2022
Executive Summary:

After a surge of bank firings by companies disappointed by a perceived lack of support during the early days of the COVID-19 crisis, conditions are normalizing in the commercial banking market. However, bankers cannot afford to rest on their laurels.

Learn about a wide array of topics, including: Economic Outlook, Digital Transformation, Commercial Payments, Considering Adding or Switching Providers, Prospecting, and Sustainability.

Methodology:

Greenwich Market Pulse: An ongoing research series that addresses the most important and timely issues facing small and mid-sized ($1- 500MM) company executives and their banking relationships. Our access to thousands of financial decision-makers in the United States allows for constant contact with the market. Greenwich Market Pulse reports deliver the unbiased perspectives of these individuals in concise and actionable charts, complemented by insights and analysis from our industry experts. Greenwich Market Pulse studies are conducted four times per year and are often used in tandem with other annual research.

255 companies were interviewed online in October and December 2021, representing 127 small businesses ($1-10 million) and 128 mid-sized companies ($10-$500 million).

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drivers, and industry evolution.

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