Greenwich Market Pulse: Channels, Capital Expenditure, Data & Analytics, Digital Channel, Switching Providers, and Economic Outlook

2023 Greenwich Market Pulse

April 18, 2023

Executive Summary:

About one in five companies plans to reduce capital expenditures below expected levels for 2023 and almost 90% of those companies plan to reduce borrowing, including 15% of businesses planning to suspend borrowing altogether.

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.

576 companies were interviewed online in March 2023, representing 246 small businesses ($1-10 million) and 330 mid-sized companies ($10-$500 million).

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