U.S. Commercial Banking: Top 5 Trends for 2024

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Executive Summary:



Sparks of optimism regarding a “soft landing” for the economy may brighten the outlook for the U.S. banking sector in 2024. However, even if the U.S. economy avoids recession and reverts to a more favorable environment for business, banks will still face many challenges in the new year. To meet these challenges, leading banks will deploy a host of new tools powered by artificial intelligence (AI) and other technologies that are already starting to transform the industry.

In this report, we identify the Top 5 trends to watch in banking in 2024 and provide our perspective on how each of these trends will impact commercial banks and their clients.

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