



# Greenwich Market Pulse: Economic Outlook, Rate Cuts, Fintech, Digital Banking, Data and Analytics, Data Security, and Digital Credit Process

2024 Greenwich Market Pulse 98

January 28, 2025

Executive Summary:

Executives' positive sentiment is driven by new administration and rate cuts; however, there remains concern regarding national debt, tariffs, and a potential recession. A number of companies have already started to partner with fintech providers.

Methodology:

695 companies were interviewed online in September 2024, representing 285 small businesses (\$1-10 million) and 410 mid-sized companies (\$10-\$500 million).



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