

Greenwich Market Pulse: Economic Outlook, Tariff Impact, Data & Analytics, Emerging Technologies, Strategic Priorities, Customer Experience & Service Expectations

2025 Greenwich Market Pulse 100

August 12, 2025

Executive Summary:

Only **20%** of executives have discussed the impact of tariff policies with their bank or relationship manager



Executives expressing mixed views on recent tariff policies and concerns over strained trade relationships, labor shortages, and market volatility. Commercial businesses are focused on workforce development, cost optimization, and expansion, with digital banking and faster transactions expected to shape future banking relationship expectations.

Methodology:

In March 2025, 815 companies were interviewed, representing 336 small businesses (\$1-10 million) and 479 mid-sized companies (\$10-\$500 million).

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greenwich.com
ContactUs@greenwich.com
Ph +1203.625.5038