



Greenwich Market Pulse 101: Economic Outlook, Strategic Priorities, Bank Switching, Trust, Non-Bank Providers

2025 Greenwich Market Pulse 101

December 2, 2025

Executive Summary:

Executives are continuing to express concerns over tariff policies, high inflation, and decreased consumer spending. Moving into 2026, executives are looking for banks to help them identify new markets, develop innovative products and services, and improve operational efficiency.

Methodology:

766 companies were interviewed online in October 2025, representing 335 small businesses (\$1-10 million) and 431 mid-sized companies (\$10-\$500 million).



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