Competition Remains Fierce for U.S. Retail Structured Products Business

2016 Greenwich Leaders: U.S. Retail Structured Products

October 26, 2016

Executive Summary:

Total notional volumes for retail structured products distributed by U.S. firms held steady (on a matched set of accounts) at nearly $60 billion annually.

Methodology:

Between April and June 2016, Greenwich Associates conducted telephone interviews with 64 distributors of retail structured products in the United States to better understand product demand, distributor preferences and the competitive landscape.

Respondents were asked to name the firms they used for retail structured products and to rate those providers in a series of product and service quality categories. Quality Leaders have distinguished themselves from their competitors by receiving service quality ratings that exceed those of competitors by a statistically significant margin.

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