

Direct Banking Market Analysis

Client Background

A global leader in commercial banking wants to analyze the direct banking market in a set of European countries. The client has access to traditional secondary market research and some “on the ground” assets in the respective countries. Still, the client wants to get a deeper and more structured understanding of the market with regard to product offerings, service quality, and potential future market development and thus contacted 10EQS to quickly give an overview of best practice direct banks in selected European countries.

10EQS Approach

10EQS activates swiftly upon receiving the client request and provides a detailed proposal containing the engagement structure, cost, and delivery timeline. 10EQS identifies an Engagement Manager (EM) with relevant experience within the industry and countries in question. Upon client approval of the proposed project scope and budget, research begins immediately.

Key Engagement Stats

Project Type: Market overview and fact finding

Delivery: 4 weeks

Delivery Team: 1 EM, a large number of Senior and Junior Experts



Summary of Results

Utilizing its powerful platform, 10EQS summarily delivers a focused study containing detailed analyses of:

- Key trends in the direct banking market for the relevant region and each respective country.
- The direct banking market’s current status in each of the countries analyzed. This analysis includes a thorough description of the overall market structure and market shares, a detailed examination of the largest player’s product and service offerings, as well as their quality of service. In addition, the team identifies a set of potential “white spots” in current service offerings and possible acquisitions.
- Recommendation of firms to be targeted for acquisitions and partnerships based on performance indicators and expert insights

How to Get Started Today

To find out more about how 10EQS can benefit your business, please contact us at clients@10EQS.com