

January 2023

Switching in Financial Services - US

“Volatility in the economy has caused a number of downstream effects for consumers, from the increase in debt totals to the rise of interest rates, worsening the penalty for revolving credit. Consumers have responded to this jarring shift in environment by reassessing the effectiveness of their basic financial products, with ...

Neobanks - US

“Neobanks have a tough road to navigate going into next year. Recessionary fears only loom larger, which will have adverse effects on the profitability and survivability of many neobanks. Growing competitive threats from industry behemoths such as Apple and Amazon continue to loom as well, as these incumbents continue to ...

November 2022

Consumer Attitudes toward Fintech - US

“Fintech has continued to elevate the financial services industry, providing value for consumers in a wide array of areas such as ecommerce, payments and safer digital experiences, as well as greater inclusivity into the credit system. Fintech’s customer-centric approach will have especially resonated with many during the current economic climate ...

October 2022

Innovations in Insurance - US

“Interest in innovative insurance offerings such as telematics and virtual health care, has gained significant traction since the pandemic, and has risen even further amid the current economic climate. Consumers have become much more comfortable sharing their data for a policy discount, as inflationary pressures and premium hikes continue to ...

Personal Loans - US

“The personal loan market is on the precipice of burgeoning consumer consideration with rising inflation and interest rates driving debt levels higher and necessitating solutions to managing regular expenses and existing debt.”

- Patrick Rahlfs, Senior Research Analyst

This Report looks at the following areas

September 2022

Credit Card Benefits - US

“Although credit card rewards often hold the prime real estate of top billing in acquisition marketing, the past couple of years have seen a great deal of innovation in the benefits space, where lifestyle perks are bringing

new sources of everyday utility to card products. This influx of credit-based benefits ...

August 2022

Consumers and the Economic Outlook - US

“Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...

July 2022

Marketing Financial Products - US

“Financial services marketing requires an understanding of both how consumers are absorbing their financial information and the manner in which economic factors are affecting their attitudes toward product features and advertising themes. One silver lining of recent economic volatility is that responsiveness to financial marketing has risen alongside consumption of ...

Consumers and Investing - US

“The retail investment industry continued to experience strong growth in 2021, as an influx of first-time investors made their way into the market. While some may lose interest in investing because of current economic factors, such as rising inflation, there are still opportunities for brands to attract new-to-market investors. Fractional ...

June 2022

Medicare - US

“As Medicare has adapted to a global health crisis and hurtles toward an uncertain future with trust fund depletion approaching, beneficiary attitudes have responded in kind, with mixed attitudes toward the present and future of the system characterizing a state of flux. Medicare Advantage plans continue to gain popularity while ...

May 2022

Digital Banking - US

“The pandemic tested FIs’ resilience with regards to adapting to heightened consumer demand for digital banking services. Providers emerged stronger on the other side, with adoption surging and satisfaction sitting at healthy levels. While adoption has accelerated, mobile

banking is still perceived to be the less secure and inferior channel ...

April 2022

Lifestages in Financial Services - US

“Financial goals constantly evolve as consumers face complex personal decisions and the need to weigh financial implications of major life pursuits. The youngest group of consumers are learning about personal finance through numerous digital channels, yet their priorities remain diverse as they focus on education and career. Financial concerns proliferate ...

Property and Casualty Insurance - US

“P&C insurers have been able to pull away from the apex of the pandemic relatively unscathed, but the current economic climate is shaping up a challenging 2022 for providers. For auto, inflationary pressures amid supply chain issues have ramped up the costs of replacement parts, repairs and rental cars. Homeowners ...

March 2022

Buy Now, Pay Later Financing - US

“The appeal of BNPL is here to stay, although competition will only keep heating up as established companies continue coming to the market with their BNPL offerings. Brands like Amex, PayPal and Goldman Sachs are just some of the new entrants in recent years. Even tech giants like Apple are ...

Financial Wellness - US

“Financial wellness lies at the intersection between consumers’ current financial state and their forward-looking goals and concerns. The rooting of financial wellness in education and financial literacy empowers consumers to gain a fuller understanding of their individual financial situations and confidently set personal targets for their futures. With the pandemic ...

January 2022

Financial Services in 2022 - US

“The financial services space is a ubiquitous industry that is constantly evolving alongside macroeconomic trends and their effects on consumer behaviors. The current climate of record inflation rates and escalating COVID-19 case figures accompanying the spread of the Omicron variant complicates forecasts of a year of further recovery toward a ...

Consumers and the Economic Outlook - US

“Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains, consumers’ financial situations also continued to improve, with most remaining optimistic about their finances going into 2022. As the ...