Personal Banking 2015

Description: This report identifies the size of key components of the personal banking market, the current structure of the industry and the competitive environment in which banks operate. It also discusses new and upcoming regulatory and legislative developments that have been imposed on the industry in the wake of the financial crisis.

The UK personal banking market delivers a wide range of banking products and services to individuals. Such products and services include:

- personal current accounts and services relating to them distributed online, over the telephone, in branch or via mobile services
- methods of accessing current accounts, such as debit cards, automated teller machine (ATM) cards and cheque books
- various savings accounts
- certain investment products
- credit in various forms, including unsecured personal loans, mortgages and credit cards
- risk management, for example insurance products.

The personal banking market in the UK changed irrevocably with the onset of the credit crunch and financial crisis. Although it is still home to two of the top ten largest banks in the world by assets in 2014 according to the website relbanks.com (HSBC Holdings and Barclays PLC), this is down from three in the top ten in 2011. The sector is also a notable employer, providing work for 1.1 million people in 2013; this put 3.5% of UK workers in the finance and insurance sector. As well as being a contributor to economic growth and an employer of note, the UK banking sector is also vital to the everyday workings of commerce and the wider economy. Technological expansion has meant that electronic payments - such as direct debits, standing orders and plastic cards - are used by the average individual and company every day. Without the ability to do this via banks and personal banking, the economy would grind to a halt.

It is against the background of the economic crisis that the personal banking sector in the UK operates: it must deal with the legacy of the financial crisis, including nationalisations, high levels of debt and new, more stringent regulation with regard to lending rules and capital buffers. This report will examine the ways in which these factors, and others, are affecting the provision of banking services to UK consumers.

MARKET SECTORS

The personal banking market is divided into three core elements for the purposes of this report: borrowing; deposits and investments; and risk management. A separate chapter discusses the distribution of these services.

Borrowing

This covers the provision of mortgages (loans secured on dwellings either for house purchase, the improvement of property, equity withdrawal, etc.) and consumer/unsecured credit (such as card credit, overdrafts and unsecured personal loans).

 Deposits and Investments

This covers deposits (concerned with the provision of current, instant access and short-term savings accounts) and investments, which is concerned with the management and provision of various savings and investment products outside accounts.

Risk Management

There are two main types of insurance sold to individuals under the personal banking umbrella (i.e. sold by or through banks): long-term insurance and general insurance.

Long-term insurance mostly consists of life protection (either whole-of-life assurance that pays out on the policyholder’s death, or term insurance, which only pays out if the insured dies within a specific period).
However, it also includes critical illness insurance, which is designed to provide a tax-free lump sum if the insured is diagnosed with one of the serious illnesses covered by the policy. Policies are designed to pay off mortgages and other debts if a critical illness prevents the insured from working, and are thus cross-sold by MFIs with mortgage products. Long-term care insurance is included within this subsector.

General insurance sold by MFIs covers a wide range of insurance policies, with most areas of the general insurance market covered to at least some extent. It includes motor insurance (including motorbike and motorhome insurance as subsets); buildings and contents insurance (with buildings insurance generally heavily cross-sold with mortgages); travel insurance; pet insurance; and health insurance.
17. THE FUTURE
Further Delay to Interest Rate Rise Means More Pain for Savers
Risk Management

18. MARKET SIZE
Life Protection
Personal Lines

19. THE FUTURE
Distribution of Personal Banking Services

20. BRANCHES
Banks
Building Societies
Credit Unions

21. AUTOMATED TELLER MACHINES
Usage and Services of ATMs

22. INTERNET AND TELEPHONE BANKING
Internet and Telephone Banking Services Accessed

23. MOBILE BANKING

24. CARDS AND CHEQUES
Plastic Cards
Cheques

25. SUPERMARKETS

26. POST OFFICES

27. PEER-TO-PEER SERVICES

28. TRENDS FOR THE FUTURE
More Competition
Technological Innovations
The End of Free Banking?
Simple Financial Products to Complement Basic Bank Accounts and Improve Account Penetration
An International Perspective

29. WORLDWIDE NON-CASH TRANSACTIONS

30. WORLD'S LARGEST BANKS
EUROPE
Largest Banks
Banks in Europe
European Central Bank Begins Quantitative Easing
New Payment Services Directive: PSD2
Swiss Franc Mortgages in Central and Eastern Europe
THE US
Largest Banks
Banks in the US

31. EMERGING MARKETS
Largest Banks
Concerns Grow for Chinese Banking System
Mobile and Electronic Banking: Much of the Developing World Further Ahead Than Developed Countries
Competitor Analysis

32. MARKET LEADERS
Banks and Building Societies
Supermarkets
Post Office Ltd
Credit Unions
Other Companies

33. NUMBER OF COMPANIES
By Turnover
By Employment
By Region

34. MARKETING ACTIVITY
Plastic Cards
Brand Building, Generic and Miscellaneous Services
Current Accounts and Added-Value Accounts
Mortgages
Insurance
Online and Mobile Services
Savings Accounts
Unsecured Loans
Wealth Management and Private Banking
Bonds
Credit Unions
Buying Behaviour

35. CONSUMER PENETRATION
Borrowing
Deposits and Investments

36. CONSUMER DYNAMICS
Summary of Responses
Attitudes Towards Financial Institutions and the Banking System
Attitudes Towards Consumers’ Own Banks
Behaviour Regarding Competition in the Sector
General Consumer Behaviour
Strengths, Weaknesses, Opportunities & Threats

37. STRENGTHS

38. WEAKNESSES

39. OPPORTUNITIES

40. THREATS

41. PESTEL

42. POLITICAL
UK Financial Investments Ltd
New ISA Rules
Initiatives to Encourage Lending
Homeownership, House Building and Help to Buy
Credit Unions

43. ECONOMIC
Move into Other Investments: An Asset Price Bubble?
Interest Rates
The Low Inflation Threat

44. SOCIAL
Older Adults Catching Up with Technological Innovation
Basic Bank Accounts and Financial Inclusion
Household Debt and Return to Unsecured Lending Following Recession
45. TECHNOLOGICAL
Contactless Payments
Peer-to-Peer Platforms: A Bank Alternative for Both Borrowers and Savers?
Internet Access and Online and Mobile Banking: The Decline of Branch-Based Services?

46. ENVIRONMENTAL

47. LEGISLATIVE
Financial Services Act 2012
Banking Reform Act 2013
Sergeant Review
The End of Too Big to Fail
FCA Cash Savings Market Study
Ring-fencing
Retail Distribution Review
European Banks Undergo Stress Testing
Further Sources
Associations
Publications
General Sources
Government Publications
Other Sources
Understanding Consumer Survey Data
Number, Profile, Penetration
Social Grade
Standard Region

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3268444/

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit
http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

Product Name: Personal Banking 2015
Web Address: http://www.researchandmarkets.com/reports/3268444/
Office Code: SCPL9Z7I

Product Format
Please select the product format and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td>Single User:</td>
<td>USD 781</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr ☐ Mrs ☐ Dr ☐ Miss ☐ Ms ☐ Prof ☐</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td>______________________</td>
</tr>
<tr>
<td>Email Address: *</td>
<td>_____________________________</td>
</tr>
<tr>
<td>Job Title:</td>
<td>____________________________</td>
</tr>
<tr>
<td>Organisation:</td>
<td>____________________________</td>
</tr>
<tr>
<td>Address:</td>
<td>____________________________</td>
</tr>
<tr>
<td>City:</td>
<td>____________________________</td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td>____________________________</td>
</tr>
<tr>
<td>Country:</td>
<td>____________________________</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>____________________________</td>
</tr>
<tr>
<td>Fax Number:</td>
<td>____________________________</td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information
Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp