

Banco Santander SA in Consumer Finance (World)

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Abstracts

Banco Santander is one of the largest banks by total assets based in Europe and has retail operations throughout East and West Europe, Latin America and the US. The bank transitioned from a local lender to an international institution through a series of acquisitions started in the 1980's. Ana Patricia Botín replaced her father as Chairman of the bank in 2014. With a recovery in several of its core markets, the bank is well positioned to continue to increase global share of lending.

Euromonitor International's Banco Santander SA in Consumer Finance (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Consumer Finance industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Consumer Lending, Financial Cards and Payments.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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