

# Bank of America Corp in Consumer Finance (World)

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Date: November 2015

Pages: 41

Price: US\$ 572.00 (Single User License)

ID: BB7B46C2FFDEN

## Abstracts

Bank of America continues to embark on its long-term strategy to improve operating leverage through building capital and liquidity, while improving the quality of debt. Despite lower interest rates, resulting in moderate declines in consumer debt-based income and reduced valuation for older debt-based securities, the company posted gains in its Q3 2015 results. The increase in non-interest income noted in the company's most recent reporting is attributed to gains in mortgage and card revenue...

Euromonitor International's Bank of America Corp 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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Get a detailed picture of the Consumer Finance market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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