

Bank of America Corp in Consumer Finance (World)

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Abstracts

Bank of America is the second largest bank in the US by total assets and card payment value. The bank has been plagued by litigation surrounding its consumer lending practices and acquired companies during the financial crisis. In 2011, the bank returned to profitability, but only through the sale of valuable overseas assets. In 2012 and 2013, the bank has continued moves to consolidate its business segments and its geographic focus.

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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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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