

Barclays Plc in Consumer Finance (World)

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Abstracts

Barclays Plc is a leading bank in the UK, and ranks globally among the largest international investment and retail banking institutions. The UK-based bank has operations in 50 countries, with over US\$2 trillion of assets. In 2015, Barclays appointed a new CEO in an effort to repair its damaged image and implement a recovery plan to streamline the business. The bank's main retail operating regions are the UK, US and Africa, where it offers a broad portfolio of financial cards and services.

Euromonitor International's Barclays Plc 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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