

# BNP Paribas in Consumer Finance (World)

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## Abstracts

BNP Paribas is one of the largest international banks, offering retail, corporate and investment banking services, though it faces challenges as the European economy proves slow to recover. The bank's primary retail markets are in Western Europe and the US, though the bank continues to leverage its strong balance sheet through multiple international acquisitions and the launch of the first fully digital bank in Europe.

Euromonitor International's BNP Paribas 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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