

BNP Paribas Groupe in Consumer Finance (Global)

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Abstracts

BNP Paribas is one of the largest international financial institutions operating in every region in the Global. The bank expanded aggressively prior to the financial crisis and had accumulated over US\$3 trillion in assets through acquisitions. After the crisis, the bank has moved to consolidate operations and subsequently reduced its assets by a sixth in 2011. The bank is heavily exposed to the European debt crisis, but with new leadership in 2011, has been effectively deleveraging risk.

Euromonitor International's BNP Paribas Groupe in Consumer Finance (Global) 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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Use five-year forecasts to assess how the market is predicted to develop.

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