

New Product Development: The Rush To Innovate the Next Finance Star

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Date: December 2014

Pages: 42

Price: US\$ 1,200.00 (Single User License)

ID: ND2192F9A57EN

Abstracts

While investments into other industry start-ups have declined in recent years, venture capitalists continue to invest heavily within the financial services industry. The innovations can be categorised into three overriding themes: reaching the markets not served by traditional finance services companies; the rise of greater personalisation; and the shift toward complete financial mobility.

Euromonitor International's New Product Development: The Rush To Innovate the Next Finance Star global briefing offers insight into the size and shape of the Consumer Finance market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and offers strategic analysis of key factors influencing the market. Forecasts provide an invaluable perspective on market evolution and the criteria for success. The briefing leverages Euromonitor International's 360-degree coverage of the global payments' landscape including insight on consumer debt.

Product coverage: Consumer Lending, Financial Cards and Payments.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

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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Contents

New Product Development: The Rush To Innovate the Next Finance Star

December 2014

Introduction

Tapping into the Untapped Market

Hyper Personalisation Emerges

Emergence of Full Financial Mobility

Report Definitions

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