

# **The Future of Kenya Banking Markets to 2020- Trends, Outlook, Economic and Profitability Analysis, Key Ratios, Market Structure**

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## **Abstracts**

Kenya banking market outlook report from OGANALYSIS provides comprehensive analysis, trends, drivers and challenges of operating or expanding into the market.

The uniqueness of the report lies in profitability analysis and comparison with peer markets among others. Profitability analysis is made along 4 key pillars including key metrics, risk factors, productivity and asset usage efficiency. More than 20 key ratios are analyzed and incorporated in the premium research work. Further, interviews with industry experts strengthen the research and analysis on Kenya commercial banking report. Incorporating buyers' suggestions and feedback, the 2016 Q3 version is more improved and user friendly.

Banking industry in Kenya witnessed a (surge) in total assets at 2,953 Kenya Shilling in Billions as of 2015, with a large portion of this coming from deposits. Over the forecast period, policy changes initiated by central bank of Kenya, NPA handling, Base norms (CRAR) and growth in other financial markets will be the key factors for profitability and future strategies of banks including overseas expansion of banks. Further, financial inclusion, economic growth (GDP and GDP Per Capita) will also play a key role in shaping the future of Kenya commercial banking sector.

The research work also provides detailed market structure based on size, profitability, deposits and loans of leading banks in the country. In addition, detailed SWOT and financial analysis of five leading banks is included. Recent developments and transactions in the industry are also analyzed in the Kenya report.

## **Scope**

Analysis through 20+ key Ratios

Period- from 2005 to 2020

Profitability Analysis of Kenya and peer markets

Trends, drivers and challenges

Credit analysis

Economic analysis and outlook of Kenya and Region

Analysis of leading five players in the industry

## **"Reasons To Purchase**

To get detailed analysis of Kenya banking industry based on key financial metrics and ratios

Identify trends and developments across the country's banking sector

Make strategic decisions based on evaluation and outlook of Kenya banking sector

Get a critical analysis of competitors based on performance metrics

Identify most profitable markets in the current economic conditions

Get insights into best practices of top performers in the country and worldwide

"

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