

The financial landscape in the new normal

Finance state of play

With increased digitalization across the globe, people are changing their ways of interacting with their bank, making payments, managing their investments, and insuring themselves and their loved ones. The COVID-19 outbreak has further accelerated this transformation of behavior and mindset.

This report provides Banking, Insurance, Investment & Fintech companies with a 360° view of the current financial state of play to strategize, innovate, & grow their business both locally and globally.

3-MODULE INFORMATION COVERAGE AREAS

Banking Landscape

- Penetration of banking products
- Ownership of banking products
- Reasons for selecting a bank as key banking partner
- Frequency & Reasons for interacting with banks via branch, Mobile banking, internet banking
- Reasons for selecting a bank for providing loan
- Reasons for selecting a bank for investments
- NPS for main bank*

**For brands with sufficient sample size*

Insurance Landscape

- Penetration of Insurance products
- Deep-dive on Life, Health & Motor Insurance on below parameters -
- Brand of insurance owned
- Subtypes of insurance owned
- Triggers & Barriers for purchasing insurance
- Channel of purchasing insurance
- Barriers to purchase insurance online
- Reasons for buying Insurance from a particular brand
- NPS for most recent life, health and motor insurance*

Payments Landscape

- Penetration of key payment modes
- Occasions & Frequency at which payments modes such as Cash, Debit / Credit cards, Mobile Wallets, Mobile Banking, Internet Banking, Wallet cards etc. are used
- Currently / Most used Mobile wallets
- Reasons for using a particular mobile wallet most often
- Triggers & Barriers of using selected payment modes
- NPS for most used mobile wallet*

OTHER INFORMATION AREAS

Global Finance State of Play

- Penetration of Banking, Insurance, and Payments products across markets
- Financial literacy across markets
- Technological readiness (openness to up and coming digital financial products)

COVID Impact

- Differences between Impacted vs. Insulated Consumers
- 2021 Outlook
- Impact of COVID on Income, Employment & Health of self & household members

RESEARCH DESIGN

Target Respondent:

Adults between 18-55 years (55+ for selected markets), earning income & are decision makers for financial products, Nationwide / Large Cities

Methodology: Online Self-Completion

Sample Size: 400 - 1,500

Confirmed Markets: Australia, China, India, Indonesia, Malaysia, Philippines, Saudi Arabia, Singapore, Thailand, Turkey, UAE, USA

To-be Confirmed Markets -

Egypt, Hong Kong, Kenya, Romania, South Africa, Taiwan, UK, Vietnam

Subject to Expressions of Interest

Investment (Early Bird Pricing Available):

USD2000 - USD6,000

Standalone modular pricing also available

FOR MORE INFORMATION

Please contact your local Nielsen Consumer Insights representative or connie.lee@nielseniq.com