

# 2024 Greenwich Leaders: European Large Corporate Trade Finance

Q3 2024

The following tables present the complete list of 2024 Greenwich Share and Quality Leaders across Europe and in individual European countries, and the winners of the 2024 Excellence Awards in several important categories.

## Greenwich Share and Quality Leaders — 2024



### European Large Corporate Trade Finance Market Penetration

Bank	Market Penetration	Statistical Rank
BNP Paribas	48%	1
HSBC	30%	2T
UniCredit	30%	2T
Crédit Agricole CIB	24%	4T
Deutsche Bank	23%	4T
Santander	22%	4T

### European Large Corporate Trade Finance Overall Quality

Bank
BNP Paribas
Crédit Agricole CIB
UniCredit

Note: Based on 479 total respondents. Market penetration refers to the proportion of companies interviewed that consider each bank one of their trade finance providers. Share Leaders are based on top 3 leading banks in Europe, including ties. Quality Leaders are cited in alphabetical order, including ties. Source: Coalition Greenwich Voice of Client – 2024 European Large Corporate Trade Finance Study

## Greenwich Share Leaders — 2024

### By Region



#### European Large Corporate Trade Finance — Belgium/Luxembourg

Bank	Market Penetration	Statistical Rank
BNP Paribas-Fortis	85%	1
KBC Bank	48%	2
Belfius	30%	3T
ING Bank	30%	3T

#### European Large Corporate Trade Finance — France

Bank	Market Penetration	Statistical Rank
BNP Paribas	89%	1
Société Générale	73%	2
Crédit Agricole CIB	60%	3

#### European Large Corporate Trade Finance — Germany

Bank	Market Penetration	Statistical Rank
UniCredit	69%	1T
Commerzbank	67%	1T
HSBC	56%	3T
Deutsche Bank	53%	3T

#### European Large Corporate Trade Finance — Iberia

Bank	Market Penetration	Statistical Rank
Santander	88%	1
BBVA	77%	2T
CaixaBank	75%	2T

#### European Large Corporate Trade Finance — Italy

Bank	Market Penetration	Statistical Rank
Intesa Sanpaolo	94%	1
UniCredit	83%	2
BNP Paribas	70%	3

#### European Large Corporate Trade Finance — The Netherlands

Bank	Market Penetration	Statistical Rank
Rabobank	49%	1T
ING Bank	47%	1T
ABN AMRO	36%	3

#### European Large Corporate Trade Finance — Nordics

Bank	Market Penetration	Statistical Rank
Nordea	71%	1
SEB	63%	2
Danske Bank	55%	3

#### European Large Corporate Trade Finance — Switzerland

Bank	Market Penetration	Statistical Rank
UBS	61%	1
BNP Paribas	39%	2T
Deutsche Bank	39%	2T
ING Bank	39%	2T

#### European Large Corporate Trade Finance — United Kingdom

Bank	Market Penetration	Statistical Rank
HSBC	63%	1
Barclays	37%	2T
BNP Paribas	34%	2T

Note: Based on 479 total respondents (including 27 in Belgium/Luxembourg, 45 in France, 45 in Germany, 48 in Iberia, 87 in Italy, 55 in The Netherlands, 73 in Nordics, 23 in Switzerland, and 62 in the United Kingdom). Market penetration refers to the proportion of companies interviewed that consider each bank one of their trade finance providers. Share Leaders are based on top 3 leading banks, including ties.

Source: Coalition Greenwich Voice of Client – 2024 European Large Corporate Trade Finance Study

**Greenwich Quality Leaders — 2024**  
By Region



**European Large Corporate Trade Finance — Belgium/Luxembourg**

**Bank**

BNP Paribas-Fortis  
KBC Bank

**European Large Corporate Trade Finance — France**

**Bank**

Crédit Agricole CIB

**European Large Corporate Trade Finance — Germany**

**Bank**

Deutsche Bank

**European Large Corporate Trade Finance — Iberia**

**Bank**

Santander

**European Large Corporate Trade Finance — Italy**

**Bank**

Intesa Sanpaolo

**European Large Corporate Trade Finance — The Netherlands**

**Bank**

ABN AMRO

**European Large Corporate Trade Finance — Nordics**

**Bank**

SEB

**European Large Corporate Trade Finance — Switzerland**

**Bank**

*Quality evaluations did not yield statistically differentiated banks for this country.*

**European Large Corporate Trade Finance — United Kingdom**

**Bank**

HSBC

Note: Based on 479 total respondents (including 27 in Belgium/Luxembourg, 45 in France, 45 in Germany, 48 in Iberia, 87 in Italy, 55 in The Netherlands, 73 in Nordics, 23 in Switzerland, and 62 in the United Kingdom). Quality Leaders are cited in alphabetical order, including ties.  
Source: Coalition Greenwich Voice of Client – 2024 European Large Corporate Trade Finance Study

## GREENWICH EXCELLENCE AWARDS

The 2024 Greenwich Excellence Awards identify the top-ranked banks in a series of product and service categories. Winners are determined by receiving a statistically significant portion of “Excellent” ratings from their large corporate trade finance clients in Europe.



### **2024 Greenwich Excellence Awards for European Large Corporate Trade Finance** Among More Than 110 Banks Evaluated, 4 Have Distinctive Quality

**Frequency of Contact**  
Santander

**Timely Follow-Up**  
Santander

**Quality of Advice**  
BNP Paribas

**Ability to Match Products and Services to Client Needs**  
\*

**Ease of Doing Business**  
\*

**International Network Breadth**  
Citi  
HSBC

**Effectiveness at Reducing Paperwork**  
\*

**Turnaround Time**  
Santander

**Speed of Error Correction**  
Santander

**International Product Capabilities**  
Citi  
HSBC  
Santander

**Error-Free Execution**  
\*

#### ***Digital***

**Platform Capabilities for Trade Finance**  
Citi

#### ***Supply Chain***

**Supply Chain Finance**  
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Note: \*Quality evaluations did not yield statistically differentiated banks for the excellence factor.

Based on interviews with 479 European corporates actively using trade finance.

*The findings reported in this document reflect solely the views reported to us by the research participants and do not represent opinions or endorsements by Coalition Greenwich or its staff.*

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## METHODOLOGY

Between March and August 2024, Coalition Greenwich conducted 479 interviews with corporates with annual revenues of €500 million or more across Austria, Belgium, France, Germany, Ireland, Italy, Luxembourg, the Netherlands, Nordic countries, Portugal, Spain, and the United Kingdom. Interview topics included product demand, quality of coverage and capabilities specific to trade finance.

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