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# Financial Institutions 2025 Survey Methodology

Part of Euromoney Transaction Banking offering

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# World's Most Comprehensive Transaction Banking Benchmark: Euromoney Financial Institutions 2025 Survey

Participate for a chance to become the **Best Financial Institutions Provider**

- Categories available for ranking at **global, regional, and national level**
- Pathways available to tailor the experience of respondents, dependent on their role: Payments, Liquidity Management, and Trade Finance
- Survey covers financial institutions (bank) and non-banking financial institutions (NBFI)
- Following the methodology of other transaction banking surveys, **number of votes count**, as **qualifiers** for a ranking. You require at minimum number of citations (5%) in each geographic scope to be considered for a ranking

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Financial Institutions Survey in Numbers:

**100+**

Global, Regional and National Ranking Opportunities expected

**2,000+**

Respondents targeted

**6**

Regions

**5.2M+**

Website unique page views

# 2025 FI Survey Detailed Methodology

## List of Rankings

Offered at Country, Regional, and Global level

Data source:

- Each respondent is asked to assess their Top 5 providers a score from 1 to 10 across a series of drivers

Methodology:

- Across all drivers an average is calculated per provider per institution. Averages will determine a ranking for client service, product, technology and an overall ranking in each geographic position for each provider
- For NBFIs only: a segmentation of participating institutions will be done by AUM. Large NBFIs will receive a weight of 10x, medium NBFIs a weight of 5x, while small NBFIs a weight of 1x. Domestic responses will contribute 0.5x for regional rankings, while regional responses will contribute 0.5x for global rankings
- For banks only: no weighting mechanism is applied

Minimum Thresholds:

- For a bank to qualify for the ranking it needs a min. of 5% of total votes in the relevant geographic segmentation
- For a bank to qualify for a regional ranking, it needs to have a significant number of votes (generally 5%) coming from institutions in at least 2 countries in the region. For banks respondents, location is considered the HQ of the institution. For NBFIs location is considered the respondent's location of the office
- For a bank to qualify for a global ranking, it needs to have a significant number of votes (generally 5%) coming from institutions from at least 2 regions. For banks respondents, location is considered the HQ of the institution. For NBFIs location is considered the respondent's location of the office
- Overall rankings at national level for both NBFIs and banks can be offered in the countries or sub-regions (see appendix for geographic split) where a representative sample is collected
- Currency-level rankings will be published for currencies with a representative sample. Regional / sub-regional / country splits will be considered where a representative sample is collected

# 12

Opportunities to be ranked at Global Level

# 72

Opportunities to be ranked at Regional Level

Opportunities to be ranked at National Level

Opportunities to be ranked at Currency Level

# Proposed list of rankings



## Financial Institutions (Banks)

### Global, Regional Rankings

- Rankings for overall Cash Management provider
- Rankings for Cash Management Client Service / Products / Technology (Cash Management considers Payments & Liquidity Management assessment)
- Rankings for overall Trade Finance provider
- Rankings for Trade Finance Client Service / Products / Technology

### Currency-specific Rankings

- Rankings for overall Currency provider, across all G10 currencies
- Subject to sample size\*

### Considerations\*:

- Overall rankings at national level for both NBFIs and banks can be offered in the countries or sub-regions (see appendix for geographic split) where a representative sample is collected
- Currency-level rankings will be published for currencies with a representative sample. Regional / sub-regional / country splits will be considered where a representative sample is collected



## Non-Banking Financial Institutions (NBFIs)

### Global, Regional, National\* Rankings

- Rankings for overall Cash Management provider
- Rankings for Cash Management Client Service / Products / Technology (Cash Management considers Payments & Liquidity Management assessment)

Subject to sample size\*

# List of Drivers



## Product & Technology

### Product Offering Assessment

- Payments: 6 products
- Payments, *banks only*: G10 currencies
- Liquidity management: 4 products
- Trade Finance, *banks only*: 8 products

### Technology Capabilities

- Digital banking functionality (*NBFI only*)
- Digital banking user experience (*NBFI only*)
- Software tools (NBFI only)
- Connectivity (SWIFT, host-to-host, APIs)
- Security
- Financial crime prevention
- Sanctions screening (speed / accuracy)



## Client Service

### Quality of People

- Customer on-boarding
- KYC process
- Issue resolution
- Performance of client service manager
- Advisory services
- Proactive servicing

### Quality of Services

- International capabilities
- Pricing
- Overall relationship
- Reputation
- Advice on market practices and risk
- Compliance and due diligence

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# Questionnaire Overview by Pathway

# Pathways Overview

Section	Question	Payments Pathway	Liquidity Management Pathway	Trade Finance Pathway (banks only)
1. Personal details 2. Company details	Demographic information	✓	✓	✓
3. Your priorities	Product priority	17 products	7 products	9 products
	New product usage / increase volume in the next 12-18 months	17 products	7 products	9 products
	Currency usage	Banks only		
	New currency usage / increase volume in the next 12-18 months	Banks only		
4. Your providers	Selection criteria for a new provider	✓	✓	✓
	Top 5 providers currently used	✓	✓	✓
	Difference between main provider and others	✓	✓	✓
5. Rate your providers	Plans to change number of providers in the future	✓	✓	✓
	Assessment of product offering	6 products G10 CCY (banks only)	4 products	7 products
	Assessment of service	6 drivers	6 drivers	6 drivers
	Assessment of client / service managers	6 drivers	6 drivers	6 drivers
	Assessment of connectivity / technology	4 drivers (banks only) 6 drivers (NBFI only)	4 drivers (banks only) 6 drivers (NBFI only)	4 drivers (banks only) 6 drivers (NBFI only)
6. Market view	Volume changes in the past 12 months	✓		✓
	Expected volume changes in the next 12-18 months	✓		✓
	List of potentially impacted products	✓		✓
	Expected changes in needs 12-18 months		✓	
7. Your main provider	Main provider: strengths and areas of improvement	✓	✓	✓

# Bank – Payments Pathway

Questions specific to this path are highlighted in blue

## Institutions' Priorities

### Product Priorities

Rating from 1 to 10 the importance of **17 payments & receivables products**

Assessment of need for each product in the next 12-18 months

Current and future usage of currencies

### Criteria for Provider Selection

Rating from 1 to 10 the importance of a series of factors

## Providers

### Bank Providers

Number of providers

Name and rank Top 5 providers

Differentiation factor for Main Provider

## Quality Rating

### Top 5 Providers Rating

Rating of Top 5 providers from 1 to 10 on **domestic payments, clearing (G10 currencies), direct debits, alternative payments, merchant services, card issuance, virtual cards**

Assessment of service, **technology / connectivity**, and people

### Main Provider Deep-Dive

Reason for choosing main provider

Areas of improvement

## Market View

### Expected Changes

Expected changes in the next 12-18 months

List of potentially impacted products by these changes



# Non-Banking Financial Institutions – Payments Pathway

Questions specific to this path are highlighted in blue

## Institutions' Priorities

### Product Priorities

Rating from 1 to 10 the importance of 17 payments & receivables products

Assessment of need for each product in the next 12-18 months

### Criteria for Provider Selection

Rating from 1 to 10 the importance of a series of factors

## Providers

### Bank Providers

Number of providers

Name and rank Top 5 providers

Differentiation factor for Main Provider

## Quality Rating

### Top 5 Providers Rating

Rating of Top 5 providers from 1 to 10 on domestic payments, Xborder payments, direct debits, alternative payments, merchant services, card issuance, virtual cards

Assessment of service, technology / connectivity, and people

### Main Provider Deep-Dive

Reason for choosing main provider

Areas of improvement

## Market View

### Expected Changes

Expected changes in the next 12-18 months

List of potentially impacted products by these changes

# Liquidity Management Pathway

Questions specific to this path are highlighted in blue

## Institutions' Priorities

### Product Priorities

Rating from 1 to 10 the importance of 7 liquidity products

Assessment of need for each product in the next 12-18 months

### Criteria for Provider Selection

Rating from 1 to 10 the importance of a series of factors

## Providers

### Bank Providers

Number of providers

Name and rank Top 5 providers

Differentiation factor for Main Provider

## Quality Rating

### Top 5 Providers Rating

Rating of Top 5 providers from 1 to 10 on deposits, cash concentration / pooling, fiduciary services, virtual accounts

Assessment of service, technology / connectivity, and people

### Main Provider Deep-Dive

Reason for choosing main provider

Areas of improvement

## Market View

### Expected Changes

Expected changes in need for next 12-18 months

Note: additional market trends questions per NBF1 industry can be added upon feedback received from participating banks

# Bank - Trade Finance Pathway

Questions specific to this path are highlighted in blue

## Institutions' Priorities

### Product Priorities

Rating from 1 to 10 the importance of 9 trade finance products

Assessment of need for each product in the next 12-18 months

### Criteria for Provider Selection

Rating from 1 to 10 the importance of a series of factors

## Providers

### Bank Providers

Number of providers

Name and rank Top 5 providers

Differentiation factor for Main Provider

## Quality Rating

### Top 5 Providers Rating

Rating of Top 5 providers from 1 to 10 on documentary services, trade loans, supply chain finance, export credit, asset distribution, facilities / deals syndication, receivables financing, factoring

Assessment of service, technology / connectivity, and people

### Main Provider Deep-Dive

Reason for choosing main provider

Areas of improvement

## Market View

### Expected Changes

Expected changes in the next 12-18 months

List of potentially impacted products by these changes

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# Euromoney Geographic Mapping

Updated as of 2025

# Regional Structure

2024 Survey Regions	2025 Survey Regions	2025 Survey Sub-Regions*
Africa	Africa	North Africa Sub-Saharan Africa
Asia	Asia	Central Asia ASEAN Greater Bay
Central & Eastern Europe	Europe	Central & Eastern Europe
Western Europe		Nordics
Latin America	Latin America	Caribbean
Middle East	Middle East	--
North America	North America	--

Note\*: Rankings at sub-regional level available where sample permits

# Country Mapping for Africa

UN Country	Euromoney Region up to 2024	Euromoney Sub-Region from 2025
Algeria	North Africa	North Africa
<b>Egypt</b>	<b>Middle East</b>	<b>North Africa</b>
Morocco	North Africa	North Africa
Tunisia	North Africa	North Africa
Angola	Sub-Saharan Africa	Sub-Saharan Africa
Benin	-	Sub-Saharan Africa
Botswana	Sub-Saharan Africa	Sub-Saharan Africa
Burkina Faso	-	Sub-Saharan Africa
Burundi	-	Sub-Saharan Africa
Cabo Verde [Cape Verde]	Sub-Saharan Africa	Sub-Saharan Africa
Cameroon	-	Sub-Saharan Africa
Chad	-	Sub-Saharan Africa
Comoros	-	Sub-Saharan Africa
Congo [Republic of the Congo]	-	Sub-Saharan Africa
Côte d'Ivoire [Ivory Coast]	-	Sub-Saharan Africa
Djibouti	Sub-Saharan Africa	Sub-Saharan Africa
Equatorial Guinea	-	Sub-Saharan Africa
Eritrea	-	Sub-Saharan Africa
Eswatini [Swaziland]	-	Sub-Saharan Africa
Ethiopia	Sub-Saharan Africa	Sub-Saharan Africa
French Southern Territories	-	Sub-Saharan Africa
Gabon	Sub-Saharan Africa	Sub-Saharan Africa
Gambia	Sub-Saharan Africa	Sub-Saharan Africa
Ghana	Sub-Saharan Africa	Sub-Saharan Africa
Guinea	Sub-Saharan Africa	Sub-Saharan Africa
Guinea-Bissau	-	Sub-Saharan Africa

UN Country	Euromoney Region up to 2024	Euromoney Sub-Region from 2025
Kenya	Sub-Saharan Africa	Sub-Saharan Africa
Lesotho	-	Sub-Saharan Africa
Liberia	-	Sub-Saharan Africa
Madagascar	-	Sub-Saharan Africa
Malawi	Sub-Saharan Africa	Sub-Saharan Africa
Mali	-	Sub-Saharan Africa
Mauritania	-	Sub-Saharan Africa
Mauritius	Sub-Saharan Africa	Sub-Saharan Africa
Mayotte	-	Sub-Saharan Africa
Mozambique	Sub-Saharan Africa	Sub-Saharan Africa
Namibia	-	Sub-Saharan Africa
Niger	-	Sub-Saharan Africa
Nigeria	Sub-Saharan Africa	Sub-Saharan Africa
Réunion	-	Sub-Saharan Africa
Rwanda	Sub-Saharan Africa	Sub-Saharan Africa
Saint Helena [Saint Helena, Ascension and Tristan da Cunha]	-	Sub-Saharan Africa
Sao Tome and Principe	-	Sub-Saharan Africa
Senegal	Sub-Saharan Africa	Sub-Saharan Africa
Seychelles	Sub-Saharan Africa	Sub-Saharan Africa
Sierra Leone	Sub-Saharan Africa	Sub-Saharan Africa
South Africa	Sub-Saharan Africa	Sub-Saharan Africa
Togo	Sub-Saharan Africa	Sub-Saharan Africa
Uganda	Sub-Saharan Africa	Sub-Saharan Africa
United Republic of Tanzania	Sub-Saharan Africa	Sub-Saharan Africa
Western Sahara (disputed)	-	Sub-Saharan Africa
Zambia	Sub-Saharan Africa	Sub-Saharan Africa
Zimbabwe	Sub-Saharan Africa	Sub-Saharan Africa

# Country Mapping for Asia

UN Country	Euromoney Region up to 2024	Euromoney Sub-Region from 2025
American Samoa	-	-
Australia	Australasia	-
Bangladesh	South Asia	-
Bhutan	South Asia	-
China	Northeast Asia	-
Cocos (Keeling) Islands	-	-
Cook Islands	-	-
Fiji	-	-
French Polynesia	-	-
Guam	-	-
Heard Island and McDonald Islands	-	-
India	South Asia	-
Japan	Northeast Asia	-
Kiribati	-	-
Maldives	South Asia	-
Marshall Islands	-	-
Micronesia (Federated States of)	-	-
Nepal	South Asia	-
New Caledonia	-	-
New Zealand	Australasia	-
Niue	-	-
Norfolk Island	-	-
Northern Mariana Islands	-	-
Pakistan	South Asia	-
Palau	-	-
Papua New Guinea	Australasia	-

UN Country	Euromoney Region up to 2024	Euromoney Sub-Region from 2025
Pitcairn [Pitcairn Islands]	-	-
Republic of Korea [South Korea]	Northeast Asia	-
Samoa	-	-
Solomon Islands	-	-
Sri Lanka	South Asia	-
Taiwan	Northeast Asia	-
Timor-Leste [East Timor]	-	-
Tonga	-	-
United States Minor Outlying Islands	-	-
Vanuatu	-	-
Brunei Darussalam	Southeast Asia	ASEAN
Cambodia	Southeast Asia	ASEAN
Indonesia	Southeast Asia	ASEAN
Lao People's Democratic Republic	Southeast Asia	ASEAN
Malaysia	Southeast Asia	ASEAN
Philippines	Southeast Asia	ASEAN
Singapore	Southeast Asia	ASEAN
Thailand	Southeast Asia	ASEAN
Viet Nam	Southeast Asia	ASEAN
<b>Kazakhstan</b>	<b>Central and Eastern Europe</b>	<b>Central Asia</b>
<b>Kyrgyzstan</b>	<b>Central and Eastern Europe</b>	<b>Central Asia</b>
Mongolia	Central Asia	Central Asia
<b>Tajikistan</b>	<b>Central and Eastern Europe</b>	<b>Central Asia</b>
Turkmenistan	-	Central Asia
<b>Uzbekistan</b>	<b>Central and Eastern Europe</b>	<b>Central Asia</b>
China, Hong Kong Special Administrative Region	Northeast Asia	Greater Bay
China, Macao Special Administrative Region	Northeast Asia	Greater Bay

# Country Mapping for Europe

UN Country	Euromoney Region up to 2024	Euromoney Sub-Region from 2025
Åland Islands	-	-
Andorra	-	-
Austria	Western Europe	-
Belgium	Western Europe	-
Cyprus	Western Europe	-
Faroe Islands	-	-
France [French Republic]	Western Europe	-
Germany	Western Europe	-
Gibraltar	-	-
Greece	Western Europe	-
Guernsey	-	-
Iceland	Western Europe	-
Ireland	Western Europe	-
Isle of Man	-	-
Italy	Western Europe	-
Jersey	-	-
Liechtenstein	-	-
Luxembourg	Western Europe	-
Malta	-	-
Monaco	-	-
Netherlands	Western Europe	-
Portugal	Western Europe	-
San Marino	-	-
Spain	Western Europe	-
Switzerland	Western Europe	-
United Kingdom of Great Britain and Northern Ireland	Western Europe	-

UN Country	Euromoney Region up to 2024	Euromoney Sub-Region from 2025
Albania	Central and Eastern Europe	Central and Eastern Europe
Armenia	Central and Eastern Europe	Central and Eastern Europe
Azerbaijan	Central and Eastern Europe	Central and Eastern Europe
Bosnia and Herzegovina	Central and Eastern Europe	Central and Eastern Europe
Bulgaria	Central and Eastern Europe	Central and Eastern Europe
Croatia	Central and Eastern Europe	Central and Eastern Europe
Czechia [Czech Republic]	Central and Eastern Europe	Central and Eastern Europe
Georgia	Central and Eastern Europe	Central and Eastern Europe
Hungary	Central and Eastern Europe	Central and Eastern Europe
Montenegro	Central and Eastern Europe	Central and Eastern Europe
North Macedonia	Central and Eastern Europe	Central and Eastern Europe
Poland	Central and Eastern Europe	Central and Eastern Europe
Republic of Moldova	Central and Eastern Europe	Central and Eastern Europe
Romania	Central and Eastern Europe	Central and Eastern Europe
Serbia	Central and Eastern Europe	Central and Eastern Europe
Slovakia	Central and Eastern Europe	Central and Eastern Europe
Slovenia	Central and Eastern Europe	Central and Eastern Europe
Türkiye	Central and Eastern Europe	Central and Eastern Europe
Ukraine	Central and Eastern Europe	Central and Eastern Europe
Denmark	Western Europe	Nordics
Estonia	Central and Eastern Europe	Nordics
Finland	Western Europe	Nordics
Latvia	Central and Eastern Europe	Nordics
Lithuania	Central and Eastern Europe	Nordics
Norway	Western Europe	Nordics
Sweden	Western Europe	Nordics



# Country Mapping for Latin America

UN Country	Euromoney Region up to 2024	Euromoney Sub-Region from 2025
Argentina	Latin America	-
Bolivia (Plurinational State of)	Latin America	-
Brazil	Latin America	-
Chile	Latin America	-
Colombia	Latin America	-
Ecuador	Latin America	-
El Salvador	Central America and Caribbean	-
Falkland Islands (Malvinas)	-	-
Guatemala	Central America and Caribbean	-
Honduras	Central America and Caribbean	-
Mexico	Latin America	-
Nicaragua	Central America and Caribbean	-
Paraguay	Latin America	-
Peru	Latin America	-
South Georgia and the South Sandwich Islands	-	-
Uruguay	Latin America	-
Anguilla	-	Caribbean
Antigua and Barbuda	-	Caribbean
Aruba	-	Caribbean
Bahamas	Central America and Caribbean	Caribbean
Barbados	Central America and Caribbean	Caribbean
Belize	-	Caribbean
Bermuda	-	Caribbean
Bonaire, Sint Eustatius and Saba [Caribbean Netherlands]	-	Caribbean
British Virgin Islands	-	Caribbean

UN Country	Euromoney Region up to 2024	Euromoney Sub-Region from 2025
Cayman Islands	-	Caribbean
Costa Rica	Central America and Caribbean	Caribbean
Cuba	Central America and Caribbean	Caribbean
Curaçao	-	Caribbean
Dominica	-	Caribbean
Dominican Republic	Central America and Caribbean	Caribbean
French Guiana	-	Caribbean
Grenada	-	Caribbean
Guadeloupe	-	Caribbean
Guyana	-	Caribbean
Haiti	-	Caribbean
Jamaica	Central America and Caribbean	Caribbean
Martinique	-	Caribbean
Montserrat	-	Caribbean
Panama	Central America and Caribbean	Caribbean
Puerto Rico	-	Caribbean
Saint Barthélemy	-	Caribbean
Saint Kitts and Nevis	-	Caribbean
Saint Lucia	-	Caribbean
Saint Martin (French part)	-	Caribbean
Saint Vincent and the Grenadines	-	Caribbean
Sint Maarten (Dutch part)	-	Caribbean
Suriname	-	Caribbean
Trinidad and Tobago	Central America and Caribbean	Caribbean
Turks and Caicos Islands	-	Caribbean
United States Virgin Islands	-	Caribbean

# Country Mapping for Middle East

UN Country	Euromoney Region up to 2024	Euromoney Sub-Region from 2025
Bahrain	Middle East	-
Israel	Middle East	-
Jordan	Middle East	-
Kuwait	Middle East	-
Lebanon	Middle East	-
Oman	Middle East	-
Qatar	Middle East	-
Saudi Arabia	Middle East	-
State of Palestine	Middle East	-
United Arab Emirates	Middle East	-

# Country Mapping for North America

UN Country	Euromoney Region up to 2024	Euromoney Sub-Region from 2025
Canada	North America	-
Greenland	-	-
Saint Pierre and Miquelon	-	-
United States of America	North America	-