

Overview

This comprehensive report examines the competitive state of the structured products manufacturing sector in Europe and provides investment banks active in the structured products space with:

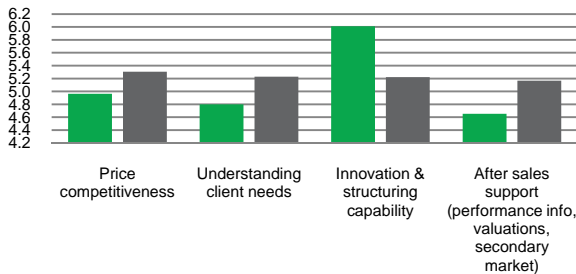
- Expectations for market growth and key challenges for the year ahead
- The results of a survey which identifies the use of, and attitudes towards, manufacturing banks - based on responses from over 235 distributors across Europe (representing annual sales volumes of over €80bn)
- Feedback from in-depth interviews with 60 European distributors
- An analysis of competitive positions for 21 major investment banks in absolute terms and relative to the market for: pricing, service, structuring and innovation, and after-sales support plus market shares by country
- A description of the 'perfect' investment banking proposition, compiled through interview aggregation

Report Structure

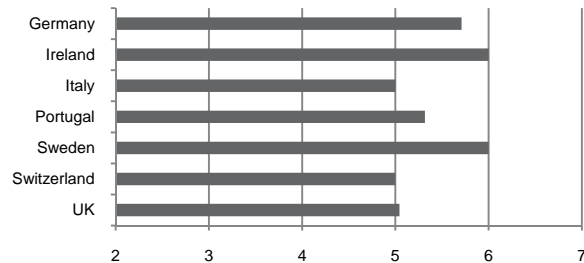
Preliminaries: Scope; Methodology; Management Summary; European Overview; The Determinants of Success.

Chapters By Bank: Bank of America Merrill Lynch; Barclays Capital; BBVA; BNP Paribas; Citi; Commerzbank; Crédit Agricole; Credit Suisse; Deutsche Bank; Goldman Sachs; HSBC; ING; JPMorgan; Morgan Stanley; Natixis; Nomura; RBS; Santander; Société Générale; UBS; Unicredit.

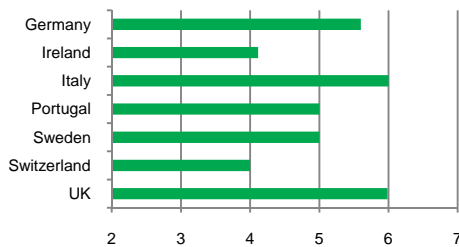
Strengths & weaknesses



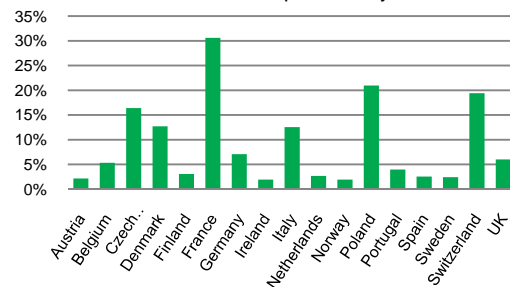
Innovation & structuring capability



Price competitiveness



Market share per country



➤ **Sell Side** | A key report for manufacturers looking to benchmark their perceived performance; gain a better understanding of client/distributor perception; pin-point areas of weakness/weak messaging; identify action for improvement and leverage areas of strength to drive commercial opportunities.

➤ **Buy Side** | This report is essential reading for distributors looking to carry out due diligence and gain insight into individual manufacturers' propositions and performance.

Methodology

Over three weeks in June 2011, StructuredRetailProducts.com and *Euromoney Magazine* conducted a survey of 400 participants in the European structured products industry. Each distributor was asked to provide its total sales volume for a particular asset class and then to distribute that volume between up to five investment banks used as manufacturers. The respondents were also asked to rank the investment banks they dealt with according to a set of four criteria (price competitiveness; understanding client needs; innovation and structuring capability; after-sales support).

Smaller private banks or wealth managers were excluded, leaving 235 respondents active in the structured products sphere. Charts and tables in the report are derived from this broad sample, weighted by the size of the distributing output of each distributor/respondent.

Interviews were carried out with a representative sample of 60 of these respondents, who were asked to explain their voting patterns and their views of the banks' strengths and weaknesses.

About the Publisher

StructuredRetailProducts.com is the leading provider of independent intelligence for the global structured products markets. StructuredRetailProducts.com specialises in publishing expert thematic reports and bespoke research on the key issues impacting the structured products market.

Past reports include: The Structured Products Performance Review; An Asset Manager's guide to Structured Investment Products; The Distribution of Financial Products via IFAs in Europe and yearly regional Market Reviews for Europe, Asia Pacific and the Americas.

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