

2023 Greenwich Leaders: U.S. Small Business Banking

Q1 2024

The 2023 Greenwich Share Leaders for U.S. Small Business Banking are Chase, Bank of America, Wells Fargo, Truist, and PNC Bank. These providers represent the largest market shares in commercial banking among businesses with sales of \$1–10 million across the United States.

Greenwich Share Leaders — 2023



U.S. Small Business Banking Market Share

Bank	Market Share	Statistical Rank
Chase	9.3%	1
Bank of America	6.8%	2T
Wells Fargo	6.4%	2T
Truist	4.4%	4T
PNC Bank	4.3%	4T

Note: Based on over 12,300 interviews with businesses with sales of \$1–10 million across the country. Comparisons are based on all banks covered across the United States.

Source: Coalition Greenwich Voice of Client - 2023 Commercial Banking Program; Coalition Greenwich Money in Motion: Explorer

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METHODOLOGY

Based on over 12,300 interviews with businesses with sales of \$1–10 million across the United States. Share leaders are based on the proportion of the dollars available that is earned by the bank. Market Share is derived via: The total dollars available (Market Size), the proportion of companies that use the bank (Penetration), the proportion of the total Market Size those companies represent (Dollar-Weighted Penetration), and the proportion of those clients' total spend/balances that is earned by the bank (Share of Wallet).

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