

Fintech Adoption Index 2017

Switzerland

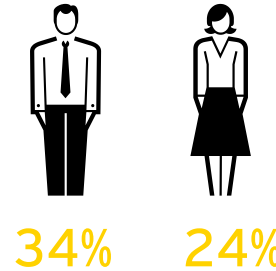


Switzerland: Demographics

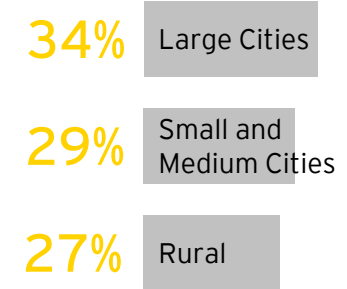
Lower adoption of FinTech services particularly among the younger adults has resulted in a lower adoption rate in Switzerland compared to global average

30% **33%**
Switzerland Global

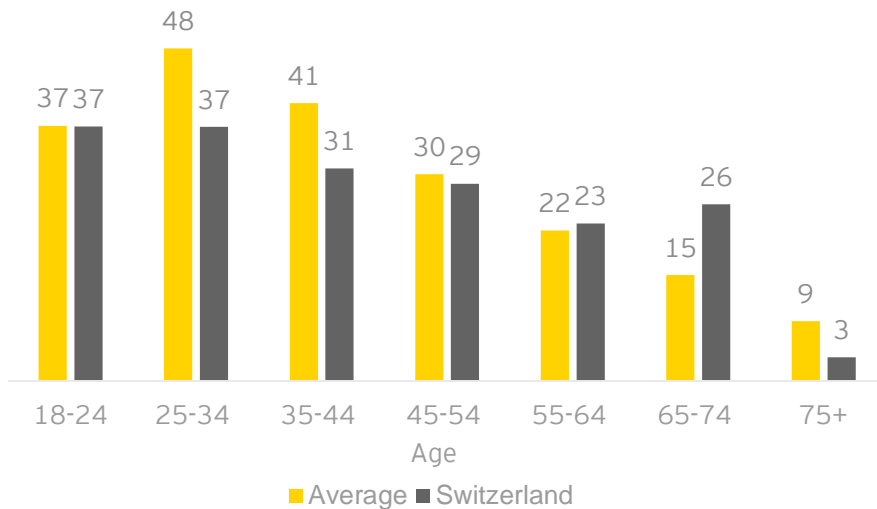
Adoption by gender



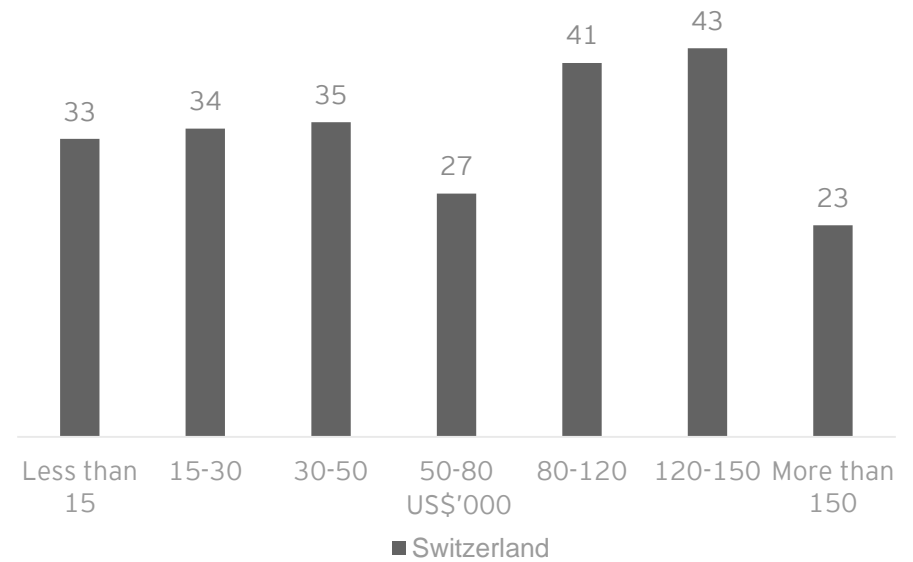
Adoption by region



FinTech adoption across age brackets (%)



FinTech adoption across income brackets (%)



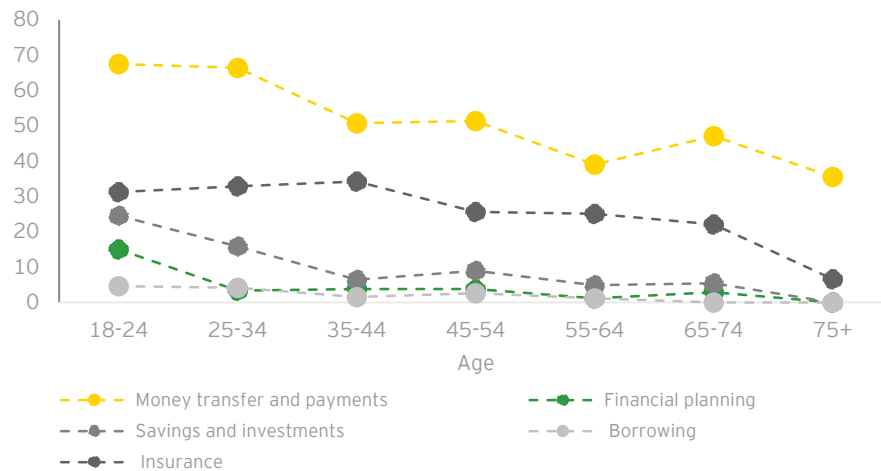


Switzerland: FinTech categories

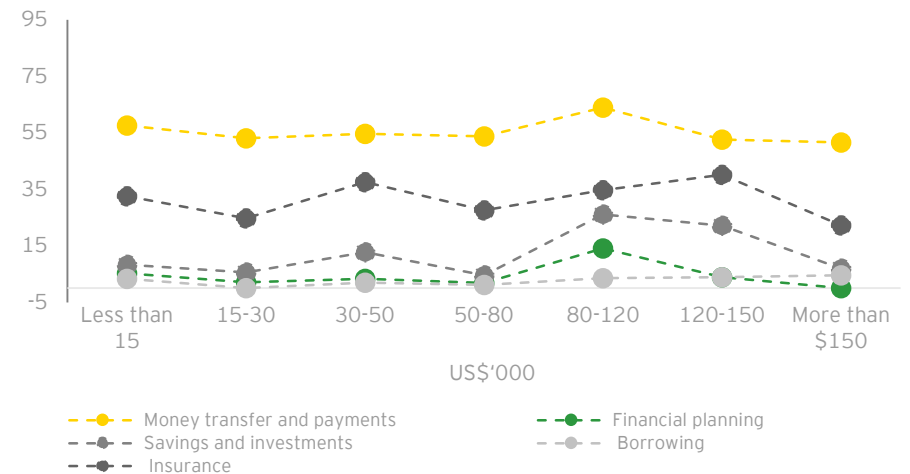
FinTech adoption is driven primarily by greater use of money transfer and payments, and insurance, services in Switzerland

	Money transfer and payments	Financial planning	Savings and investments	Borrowing	Insurance
Switzerland	52%	4%	10%	2%	28%
Global	50%	10%	20%	10%	24%

Adoption across age brackets and categories (%)



Adoption across income and categories (%)



- Adoption of money transfer and payments services is quite low in Switzerland for consumers aged 35+, presenting an opportunity for FinTech providers to penetrate this market
- Adoption of insurance services is relatively high across age groups

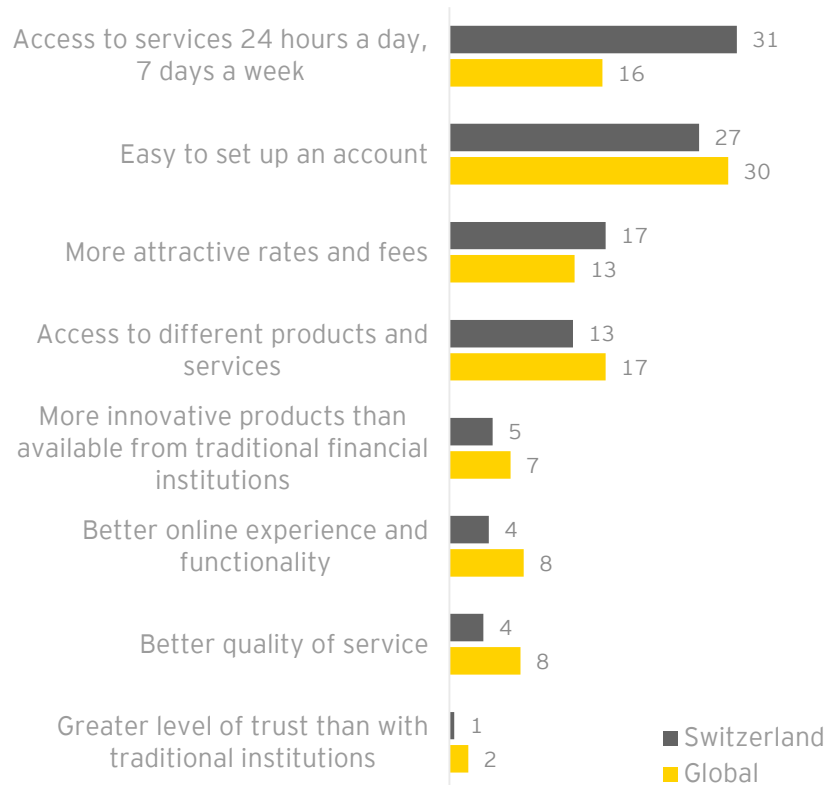
- Adoption of financial planning services is higher for those earning US\$80-120,000. However, it is lower for higher income groups, demonstrating that customers in higher income groups still prefer traditional wealth management methods
- Borrowing services are not yet able to make a mark in the Swiss market



Switzerland: Drivers and Barriers

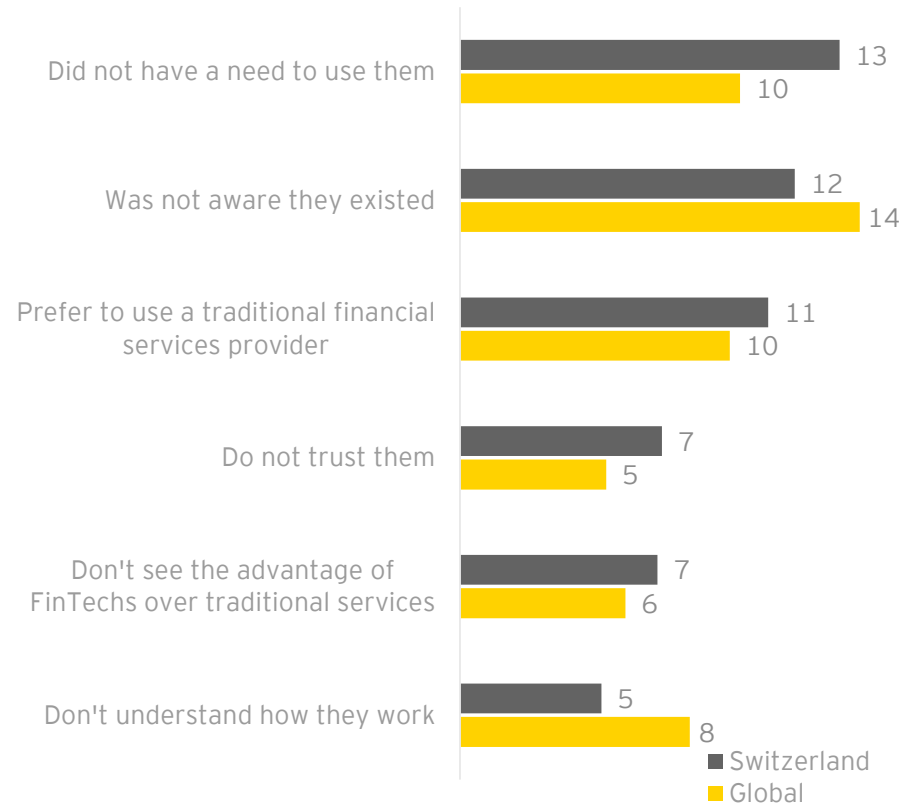
Access to services 24 hours of the day, 7 days of the week, is the major driving factor to use FinTech services in Switzerland. However, lower need to use FinTech services is biggest barrier to adoption

Switzerland and Global drivers of adoption (%)



- Attractive rates, ease of setting account, and access of services anytime, anywhere are biggest drivers for adoption of FinTech services in Switzerland
- FinTechs need to focus more on providing a wide-range of high quality of products, and generate trust among the consumers

Switzerland and Global barriers to adoption (%)



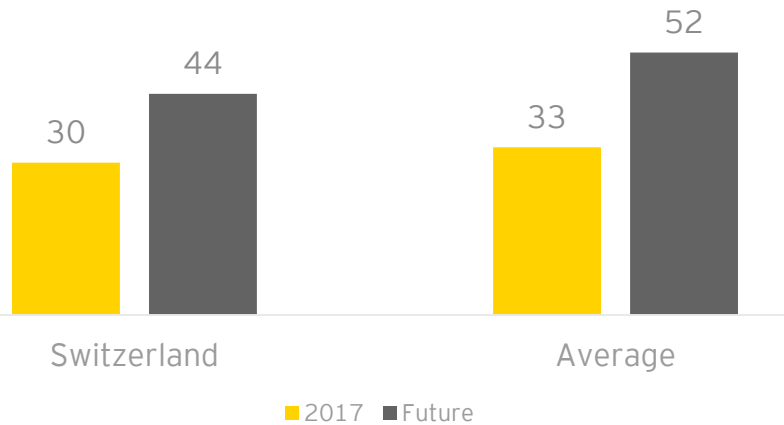
- Swiss respondents have better awareness of FinTech products compared to global respondents
- FinTechs in Switzerland should build innovative products and services to differentiate themselves from traditional players



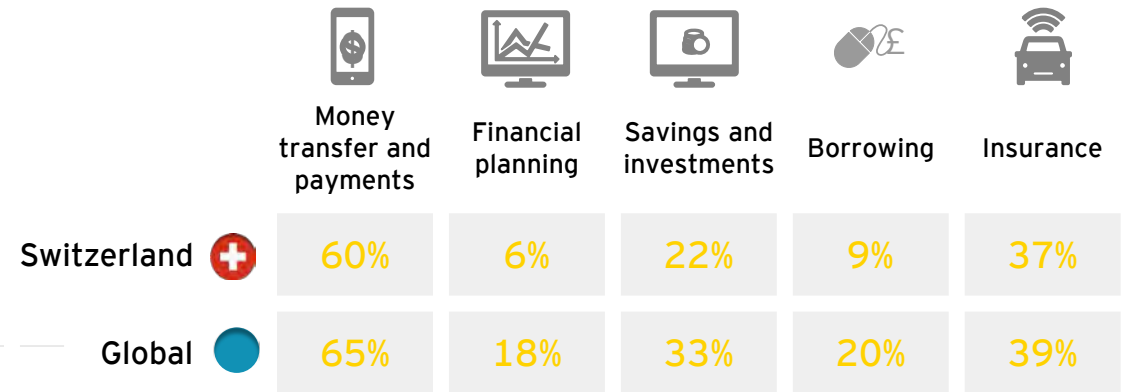
Switzerland: Future adoption

FinTech penetration is expected to improve across all categories

Past, current and future adoption rates (%)



Future adoption by categories



- FinTech adoption in Switzerland is expected to increase to 44%, but at a lower growth rate than the global average. This is primary due to strong presence of traditional institutions in the country
- Looking ahead, savings and investments, and insurance services, are expected to see highest adoption
- While adoption will continue to increase amongst young adults, usage is expected to increase significantly amongst older generations in the 55-74 age bracket

Future adoption by Swiss users across age groups (%)

