

Greenwich Market Pulse: Tariffs, Ease of Doing Business, Banking Experience, Business Momentum, Credit, RM, New Business Development, Non-Traditional Providers, Private Lending, & Economic Outlook

2024 Greenwich Market Pulse 99

April 15, 2025

Executive Summary:

Executives expressed mixed sentiments on the new administration, but are largely concerned with new tariff policies, inflation and unemployment. Executives' state that ease of doing business is the most important factor in determining whether banks earn a greater share of their business.

Methodology:

786 companies were interviewed online in February 2025, representing 304 small businesses (\$1-10 million) and 482 mid-sized companies (\$10-\$500 million).



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