

# STATE OF THE BANKING INDUSTRY

Research and outlook for 2025



**WIPFLI**





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# Executive summary

The economic environment was more favorable for financial institutions in 2024. Liquidity concerns eased, and interest rates became more manageable. Consequently, credit losses were lower than anticipated by most institutions, and loan portfolios remained relatively stable.

Our annual state of banking report investigates how financial institution leaders are experiencing and responding to industry dynamics such as these.

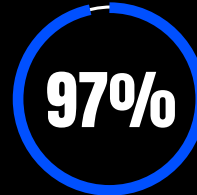
We surveyed 345 C-level executives at small (less than \$1B in assets), midsize (\$1B-\$5B) and large (\$5B+) financial institutions to understand their growth strategies, priorities and concerns leading into 2025.

Digital transformation, banking as a service (BaaS) and artificial intelligence (AI) were key themes. Most financial institutions dipped their toes into AI in 2024. Now it's time to navigate deeper waters.

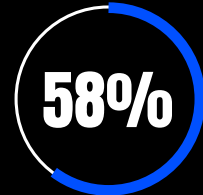
Facts are one thing.  
Perception is another.

**345** C-level executives surveyed

## Key findings



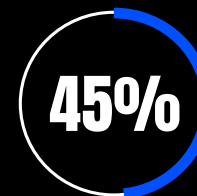
of financial institutions expect to grow in the next 12 months.



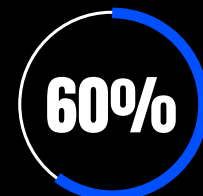
of financial institutions expect to grow 5% or more.



Fraud surged since our last report.



added BaaS/embedded banking in the last three years.



increased their investment in cybersecurity technology.

Improving digital engagement is the top strategic priority in 2025.

Cybersecurity/fraud is the top concern in 2025.

## Financial institutions are feeling bullish this year.

Ninety-seven percent of those we surveyed expect growth in the next 12 months, with 58% anticipating asset growth of 5% or more. That's a significant boost compared to last year, when only 36% of financial institutions expected to grow 5% or more.

In this year's survey, large financial institutions reported higher confidence than smaller ones. Forty-four percent of executives at large financial institutions projected annual asset growth of 9% or more, compared to only 11% of mid-sized and 18% of small financial institutions.



Over the past three years, survey respondents said they added new products and services. Banking as a service (BaaS)/embedded banking was the most-added service. Sixty-six percent of the financial institutions we surveyed are participating in BaaS/embedded banking now or plan to within the next 12 months. Financial well-being products, instant payments services and wealth advisory services topped the list of recently added services.

### Services added in the last 3 years

- 1 Banking as a service/  
embedded banking
- 2 Financial well-being products
- 3 Instant payments
- 4 Wealth advisory services



### Will the BaaS trend continue? Future research will tell.

Across the industry, BaaS has been viewed as an opportunity to create new revenue streams and fight interest margin compression, but future growth could be curbed by impending regulations. Regulators are pressing for more controls, and the additional compliance burden could negate any cost benefits.

We're also watching the financial education space. Gen Z stands to inherit enormous generational wealth – some would argue, unprepared. Gen Z consumers engage with financial institutions differently than prior generations, and they often lack basic knowledge about financial matters and products. In the coming years, financial institutions will need to design products and services to match younger consumers' banking habits and risk tolerances.

Heading into 2025, the financial institution executives we surveyed said their top strategic priorities are improving digital engagement, talent management and data analytics/AI.

### Top strategies for financial institutions in 2025

- 1 Improving digital engagement
- 2 Data analytics/AI
- 3 Talent management

## What factors affect your ability to achieve strategic priorities?

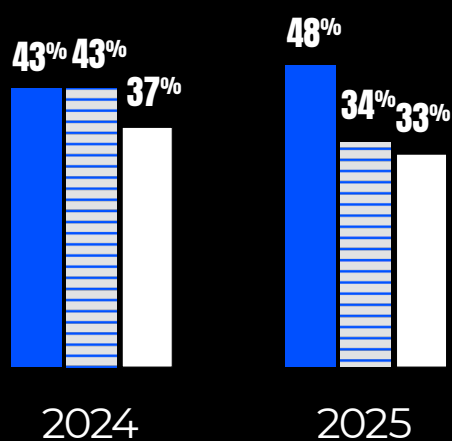
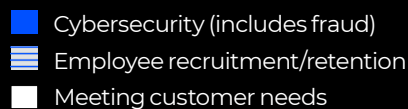


Respondents said external factors are most likely to get in the way. They said net interest margin compression, core deposit growth and the economy/regulatory environment have the biggest impact on their strategic priorities.

Financial institution executives also shared their concerns. Cybersecurity, employee recruitment/retention and meeting customer needs have been persistent challenges since 2022. Cybersecurity (including fraud) topped the list for the second year in a row, and it was the top concern for financial institutions of every asset size.

Employee recruitment/retention came in second. The third top concern was a tie between meeting customer needs and maintaining regulatory compliance.

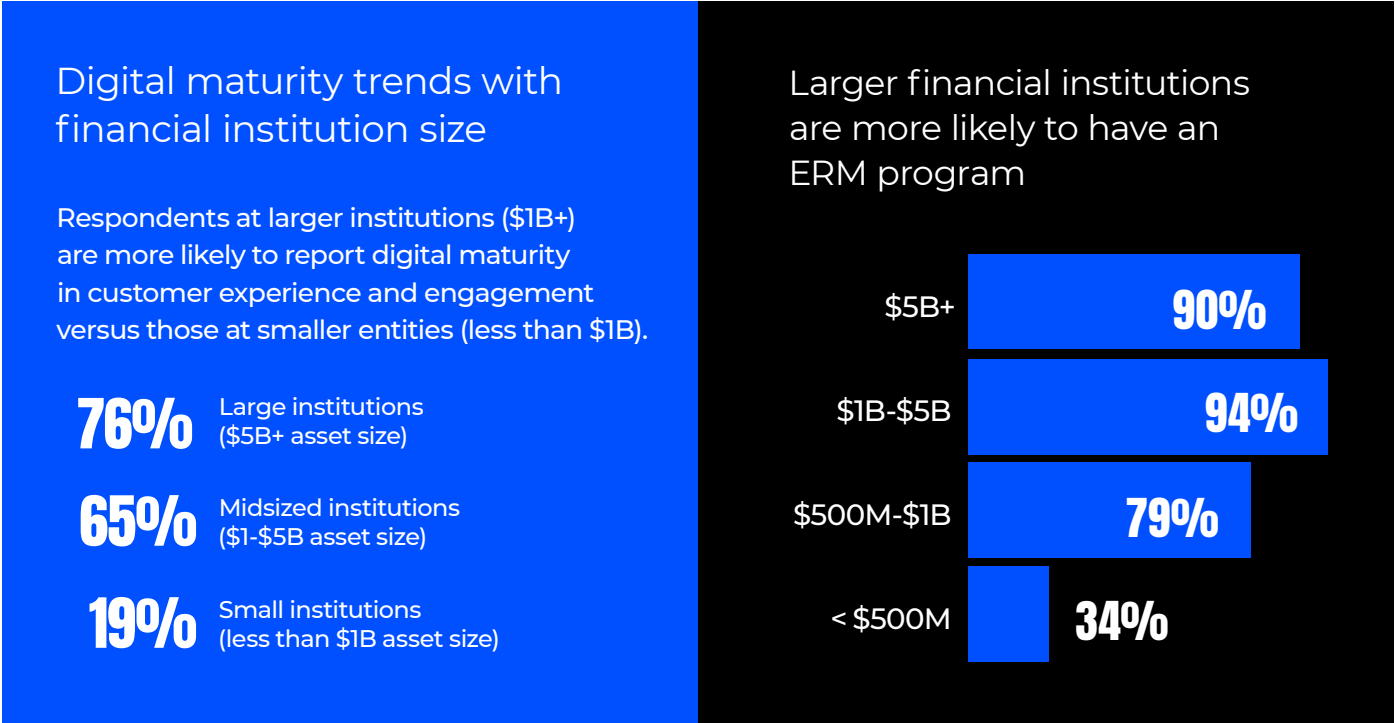
For the past two years, financial institutions have had three main concerns





On average, less than half (48%) of the institutions we surveyed feel they've reached a mature state of digital transformation related to customer experience and customer engagement. And there was a distinct maturity gap based on institution size. Seventy-six percent of the executives we surveyed at financial institutions with over \$5 billion in assets reported feeling mature in digital customer experience and customer engagement, compared to only 19% at institutions under \$1 billion.

Seventy-six percent of the financial institutions we surveyed use an enterprise risk management (ERM) program to help them manage risk. Larger financial institutions were almost three times more likely to have an ERM than financial institutions with less than \$500 million in assets.



# Cybersecurity

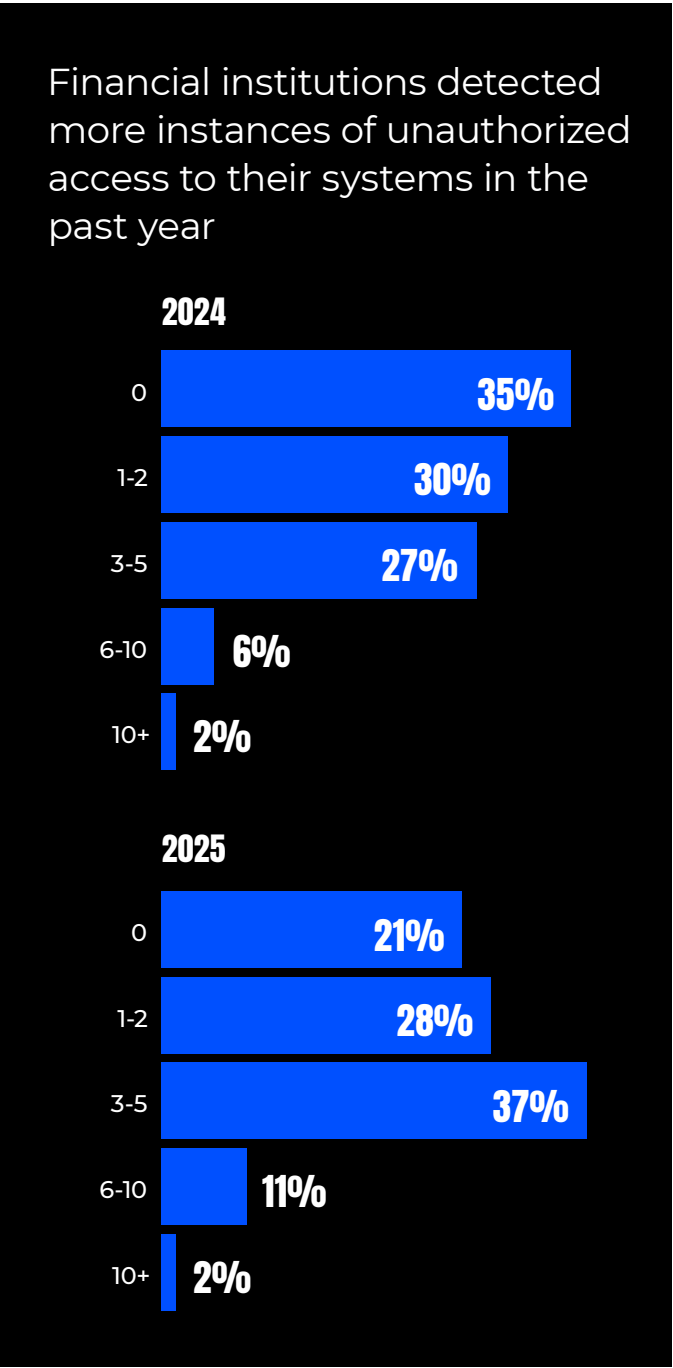
In our survey, cybersecurity (including fraud) was the number one concern for financial institutions.

Executives' cyber concerns increased by 5 percentage points since last year — and for valid reasons:

- 61% of respondents said fraud is increasing at their institutions, up from 36% last year.
- 45% reported an increase in cyberattacks.
- 79% detected unauthorized access to their networks and data in the last year — another increase over the prior year.



Sixty percent of the financial institutions we surveyed increased their investment in cybersecurity technology, up from 51% last year. Smaller institutions were the most likely to increase their cybersecurity investment; 67% of small institutions increased cybersecurity spending compared to 54% of bigger banks.





Sixty percent of survey respondents also implemented safeguards to better protect their networks and data. Just over half developed or revised a cyber risk management policy in the past 12 months. Half conducted a cyber risk assessment, and nearly as many conducted penetration testing or improved systems to more rapidly identify cybersecurity events.

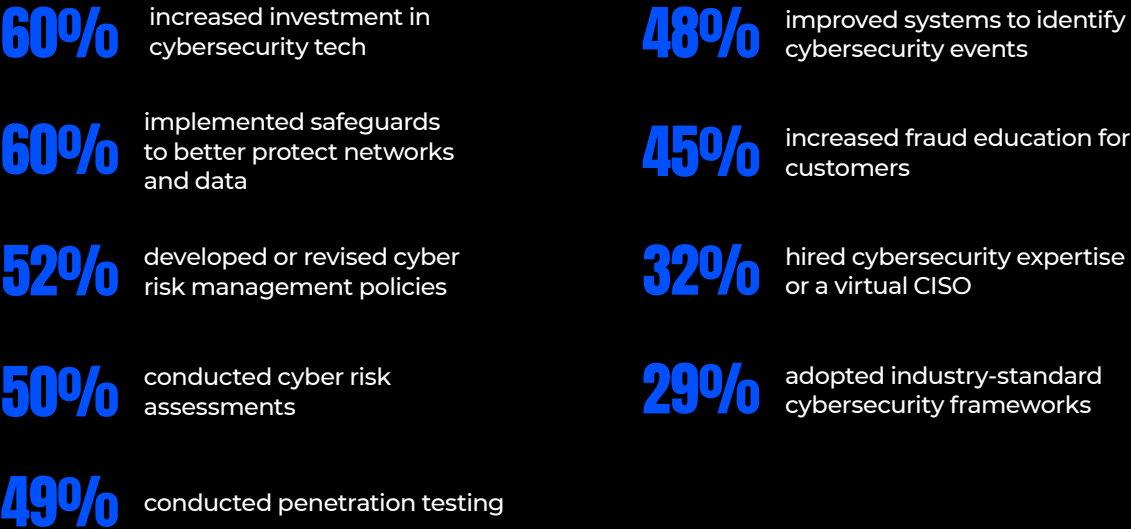
In recent banking and credit union breaches reported in the news, months have passed between incidents, detection and the response. Threat detection is made

challenging, in part, by the number of access points, tools and vendors that financial institutions have to monitor and secure.

Cybersecurity is likely to stay a top concern for some time since the financial and reputational risks are high and the attack methods so varied. Thousands of accountholders can be affected by a single breach, and financial institutions often extend identity theft protection services to affected households to help retain their trust.

## Most financial institutions increased their cybersecurity investment and implemented protective measures

What cybersecurity measures have you implemented in the past 12 months?



# Artificial intelligence

Eighty-three percent of the financial institutions we surveyed currently use AI-based tools or plan to adopt them in the next 12 months.

About half of respondents said data analytics/AI is an important strategy in the coming year.

Among those institutions, fraud and financial crime detection was the leading use case for AI. Those respondents also plan to leverage AI for risk analytics and regulatory and financial reporting.

Only 17% of the financial institution executives we surveyed are resisting AI-based tools. Among those, most are concerned about data-readiness and cybersecurity. They also cited fraud risk and liability concerns.

Roughly half of financial institutions said data analytics/AI is an important strategy in the coming year

The top ways they plan to use AI:

**61%** Fraud and financial crimes

**43%** Credit decisioning

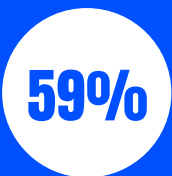
**49%** Risk analytics and regulations

**42%** Operations

**47%** Financial reporting

**42%** Sales/growth

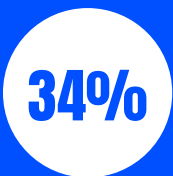
Barriers to implementing AI-based tools



Data readiness/  
quality/governance



Cybersecurity concerns



Fraud risk



Liability

# Talent and labor

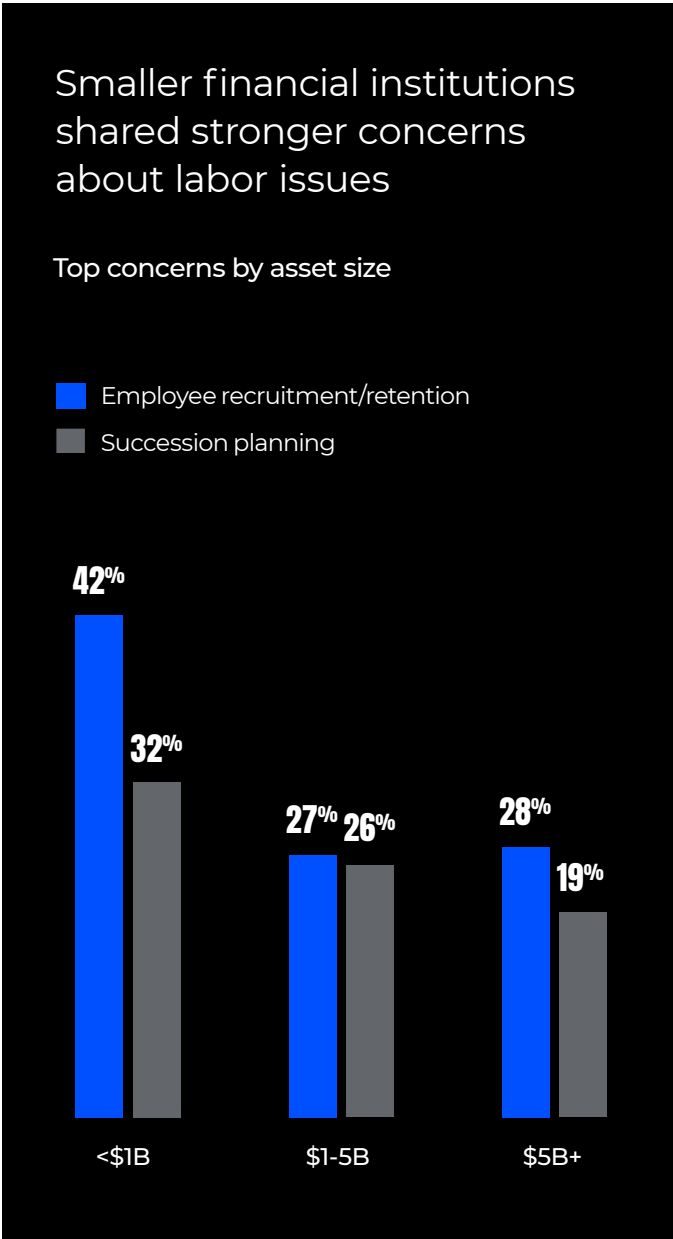
## Labor issues were among the top three concerns and the top three strategies for financial institutions.

About one-third of respondents said employee recruitment and retention is a top concern.

In general, smaller financial institutions (less than \$1B in asset size) reported stronger concerns about labor issues than bigger financial institutions (\$1B+ in asset size).

Institutions that said recruitment/retention is a top priority have been focusing on workplace culture and increasing wages to address the issue — which were the same top responses last year. However, a higher percentage of financial institutions reported wage increases this year, 46% compared to 41%.

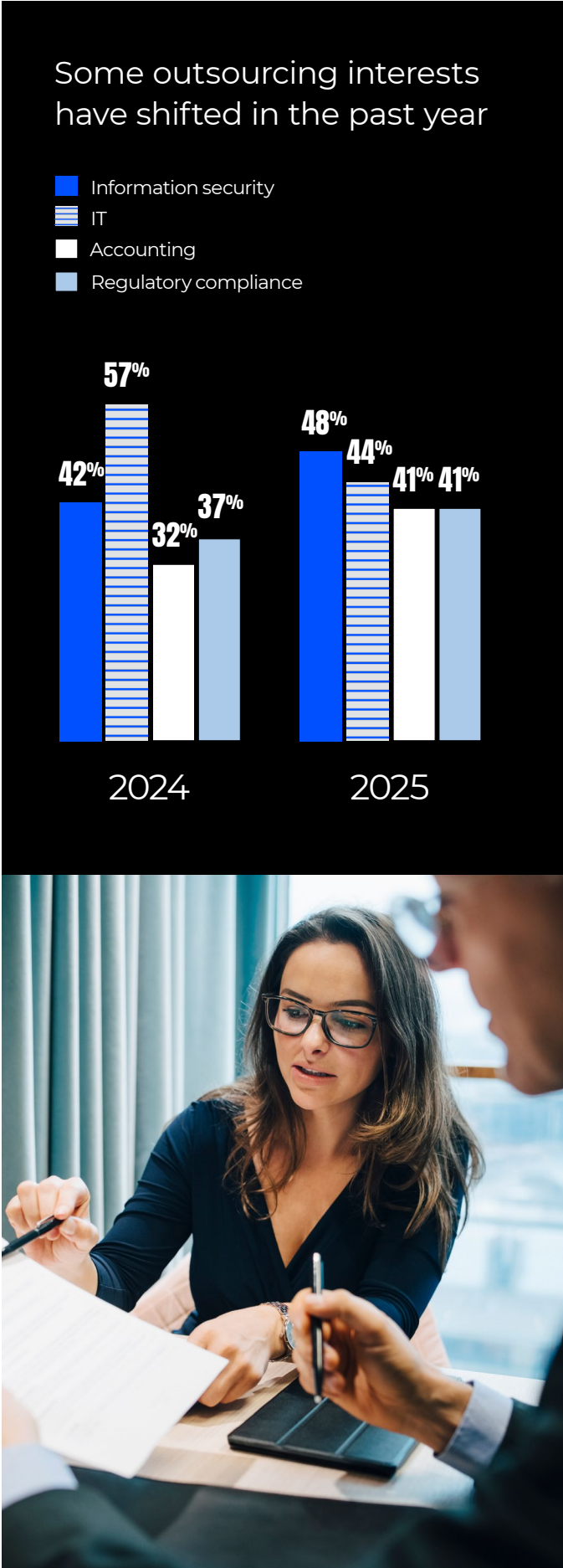
Compared to last year, more financial institutions are allowing flexible work locations, such as working from home.





About half of the executives we surveyed said talent gaps/shortages are affecting their strategic priorities. Those respondents said information security, IT, accounting and regulatory compliance are the functions they are most likely to consider outsourcing to close the gaps. Compared to prior years, there was stronger interest in outsourcing information security, accounting and compliance.

Roughly one-quarter of respondents said succession planning is a top concern. Among those respondents, 77% said their institution offers leadership or executive training, up from 71% in 2023.



# Thoughts on the future

Financial institutions of every size are being forced to compete on a national scale, pressured by fintechs and nontraditional lenders.

Online banking has become table stakes, and “best-in-class” digital experiences are often being defined outside of banking by digital interactions that account holders experience in other industries.

Open banking is likely to add additional pressure on banks’ abilities to meet customer needs. Meanwhile, financial institutions are being squeezed and scrutinized over every fee they collect.

Financial institutions need to go to market right, both strategically and from a compliance standpoint.

**And they already have the playbook. In their data.**

In the next phase of digital transformation, financial institutions need to bring all their data and tools together in intentional ways. AI needs to become a central part of strategic plans, rather than a set of disconnected tools. Institutions need to pursue AI and digital transformations in ways that add value across the organization, from the front counter to the back office.

There’s no room for mistakes in this competitive landscape.

To achieve this:

- **Establish clear objectives — and stick to them:** AI adoption should start with clear objectives that are tied to overall business goals, whether that’s customer satisfaction, efficiency or fraud detection. As new tools and capabilities become available, financial institutions need to evaluate them against strategic objectives and stay committed to the bigger picture.
- **Build an AI-centric data strategy:** Effective AI relies on high-quality, connected data. Invest in a singular and secure infrastructure that can support AI-driven analysis.
- **Implement AI governance and ethical frameworks:** AI can introduce new risks in an already heavily regulated industry. Financial institutions need AI guardrails that are firm, but also responsive to changing conditions and threats. Create a framework for data privacy, security and accountability from the start.
- **Use multilayered security:** Cybercriminals and fraudsters are constantly changing their attacks. Again, a comprehensive and connected AI strategy will offer stronger defenses against fraud and security threats. Financial institutions can leverage AI to continuously learn from fraud attempts and analyze data across various layers.
- **Embed AI into core processes, not just surface-level functions:** Financial institutions will gain more benefits by embedding AI in key processes that connect and influence the customer journey than from standalone applications.
- **Invest in scalable architecture:** Build for the future and plan to expand. Make sure technology investments can adapt to changing needs and scale without major disruptions or significant added costs.





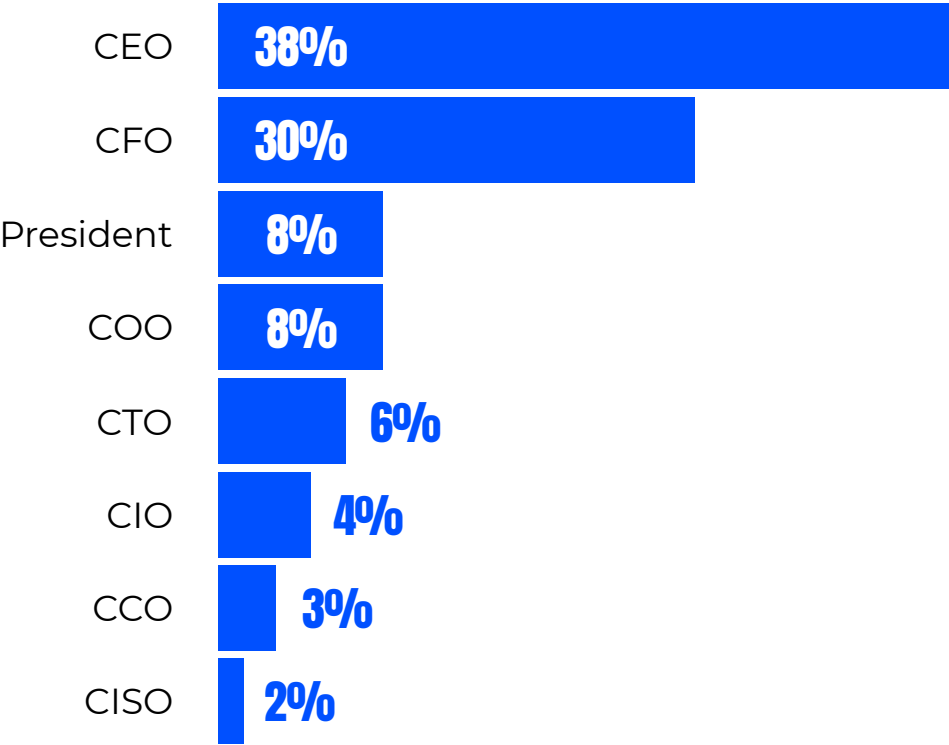
In the next phase of digital transformation, financial institutions need to bring all their data and tools together in intentional ways.



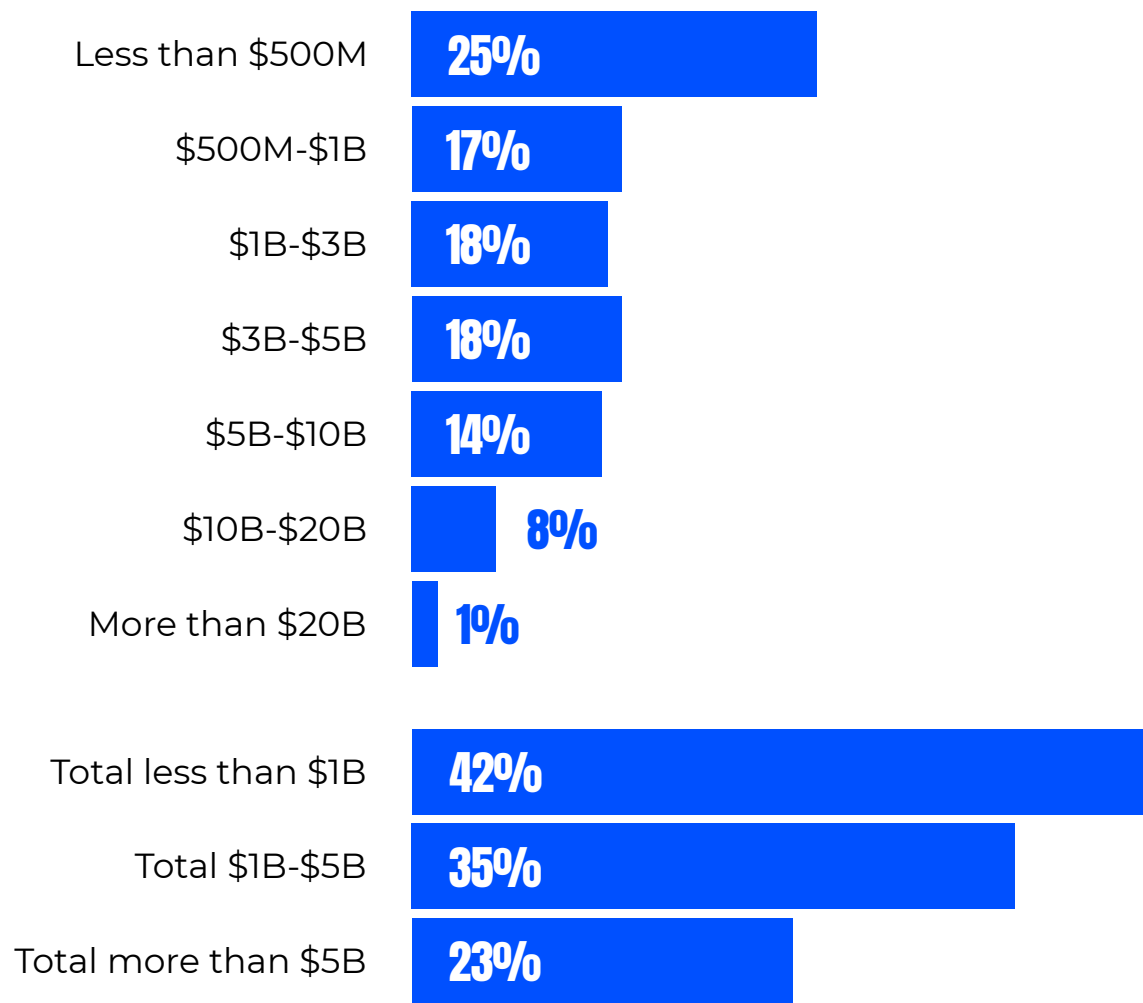
# Appendix: The raw data

Wipfli received survey responses from 345 U.S. financial institution leaders. The online survey responses were collected in September 2024. All responses were confidential and anonymous. Due to rounding, data may not add up to 100 in every instance.

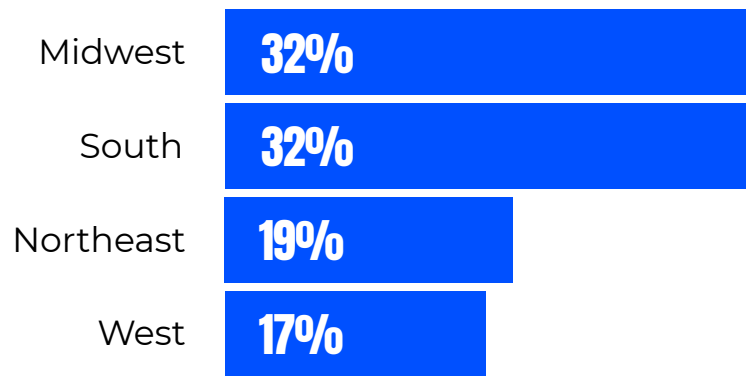
## Which of the following best describes your title?



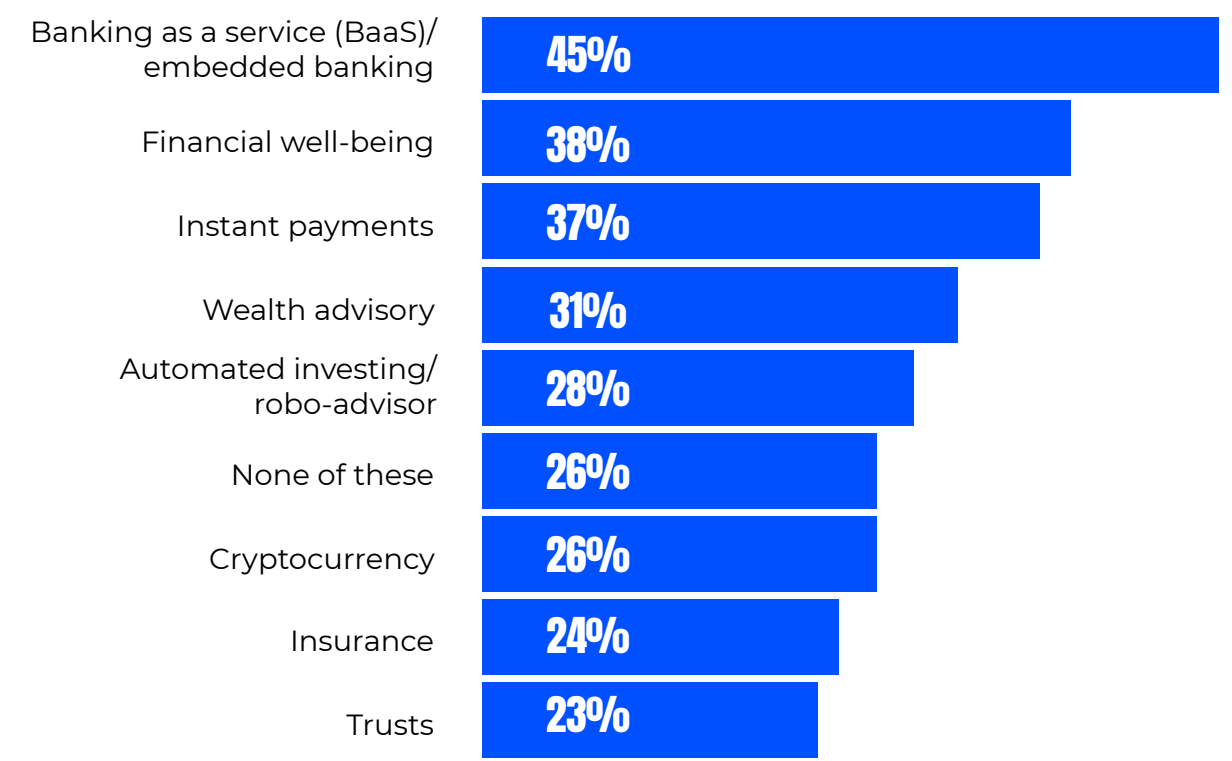
**What is your current asset size?**



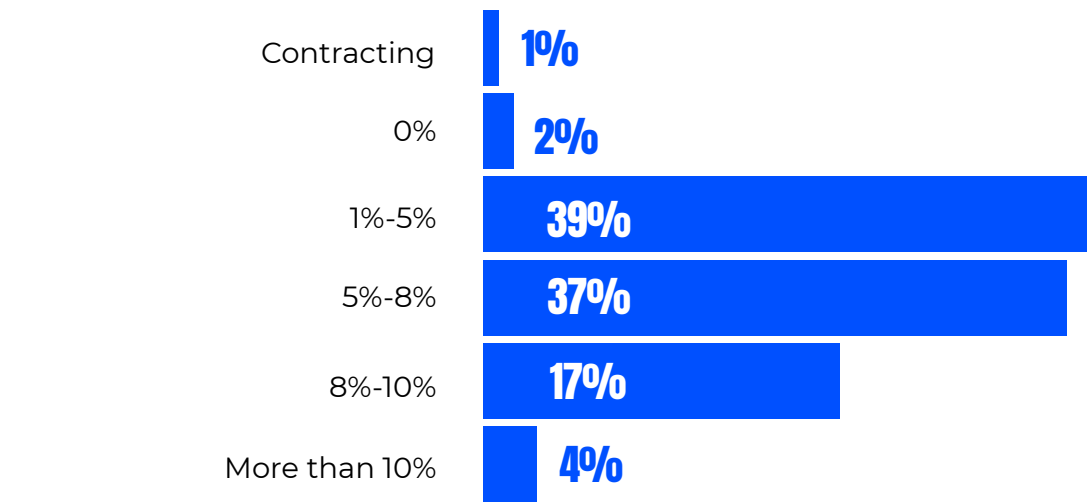
**What is your region?**



**Which, if any, of the following services have you added in the last three years?  
(Check all that apply.)**

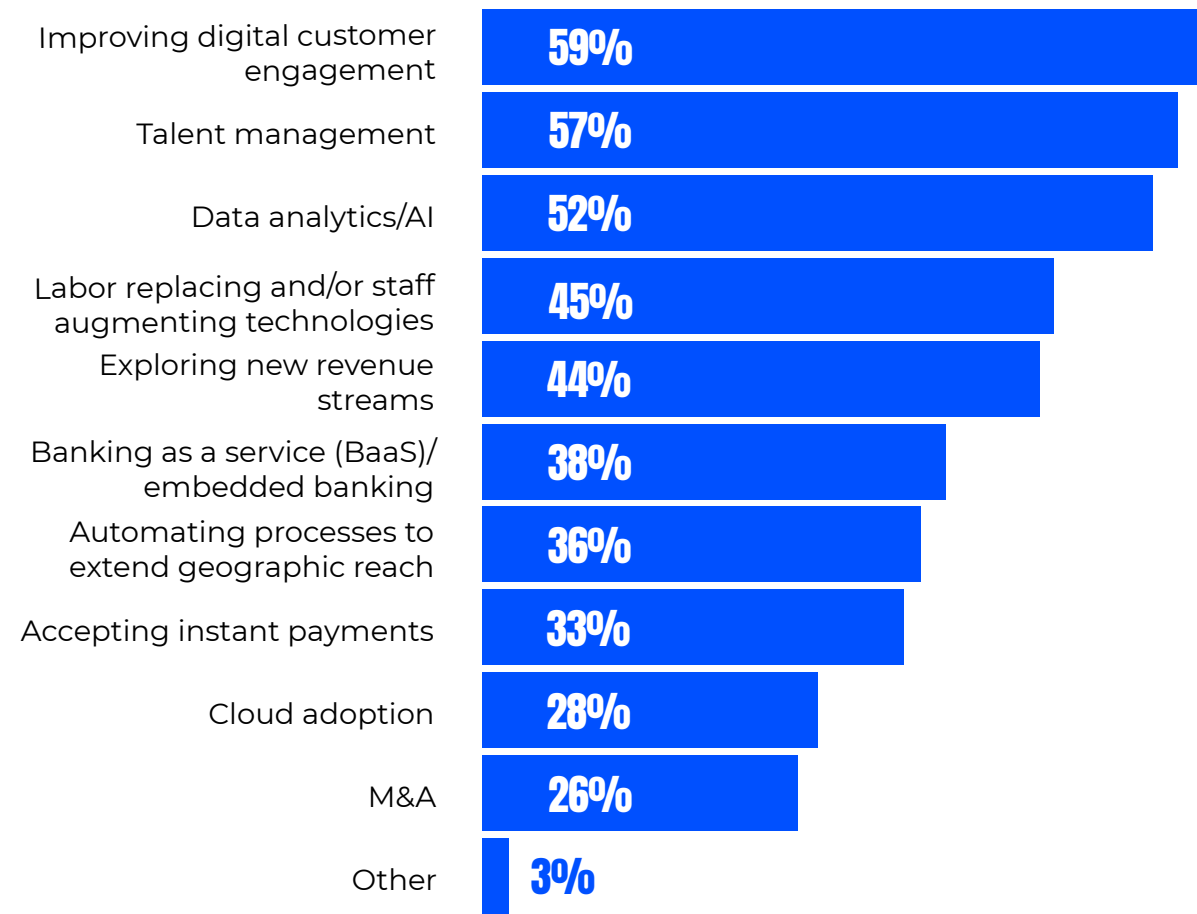


**Which best describes your expected asset growth over the next 12 months?**

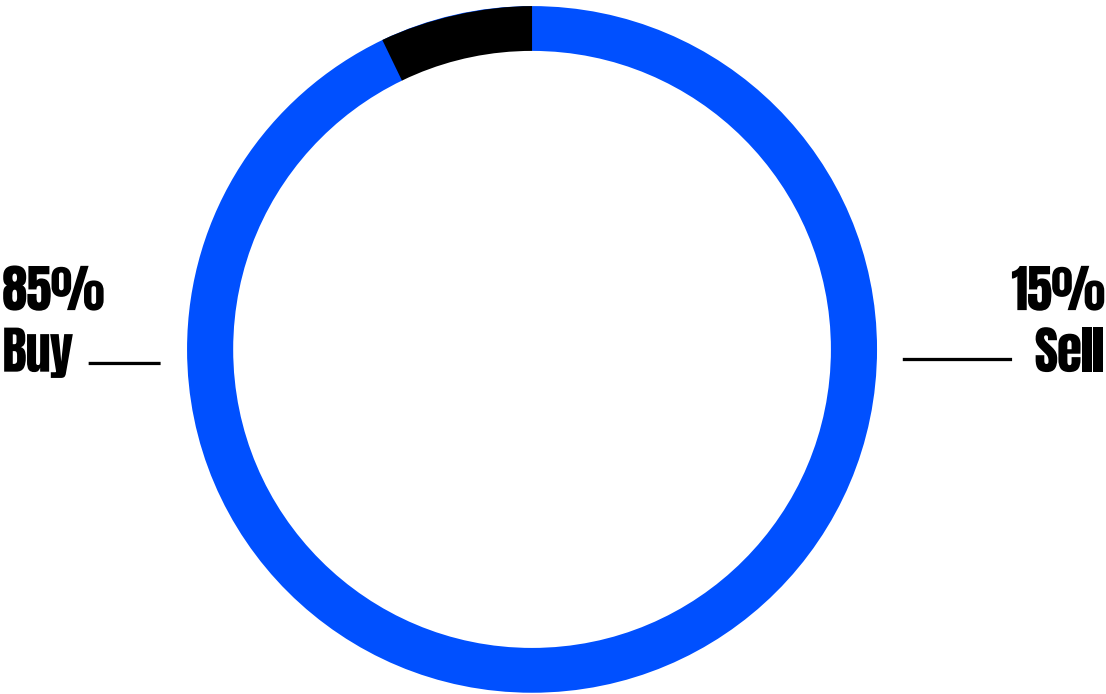




**Of the following, please select the top five strategies most important to your bank over the next 12 months.**



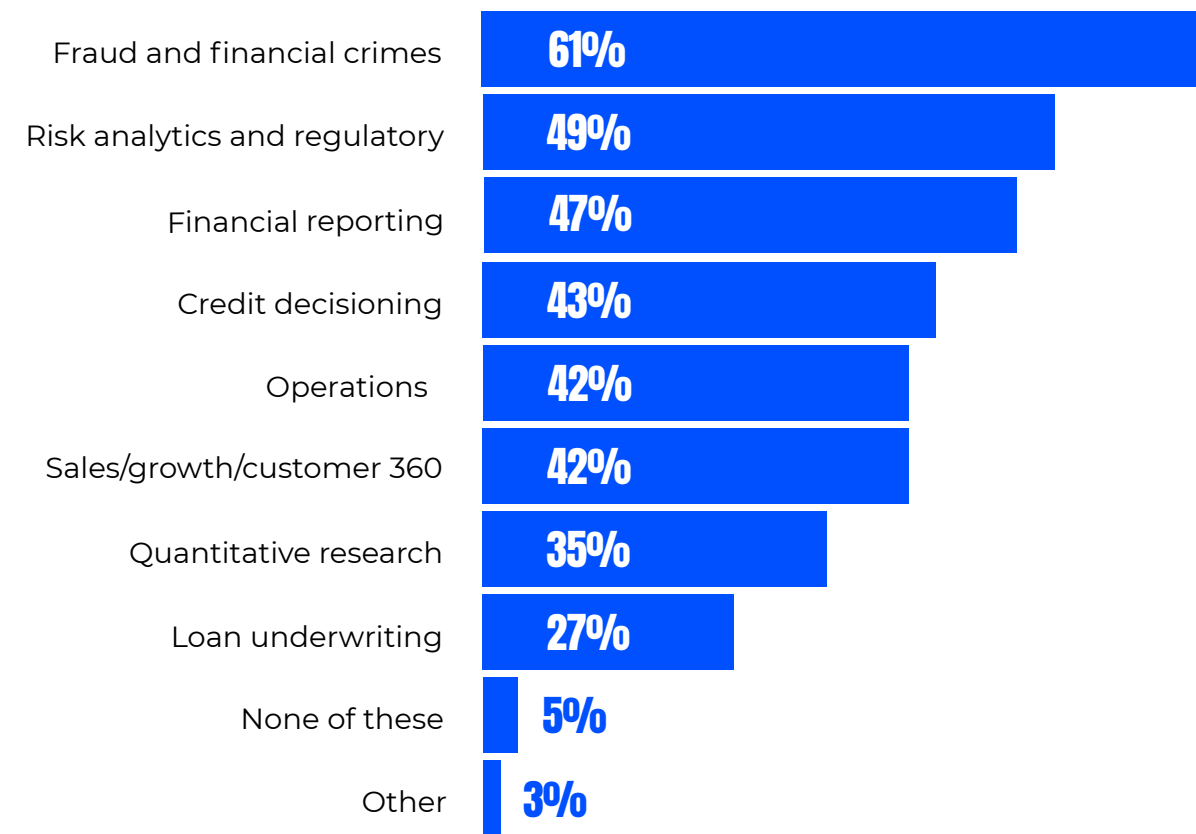
**Are you planning to buy or sell?**



**Does your institution have an enterprise risk management (ERM) program?**



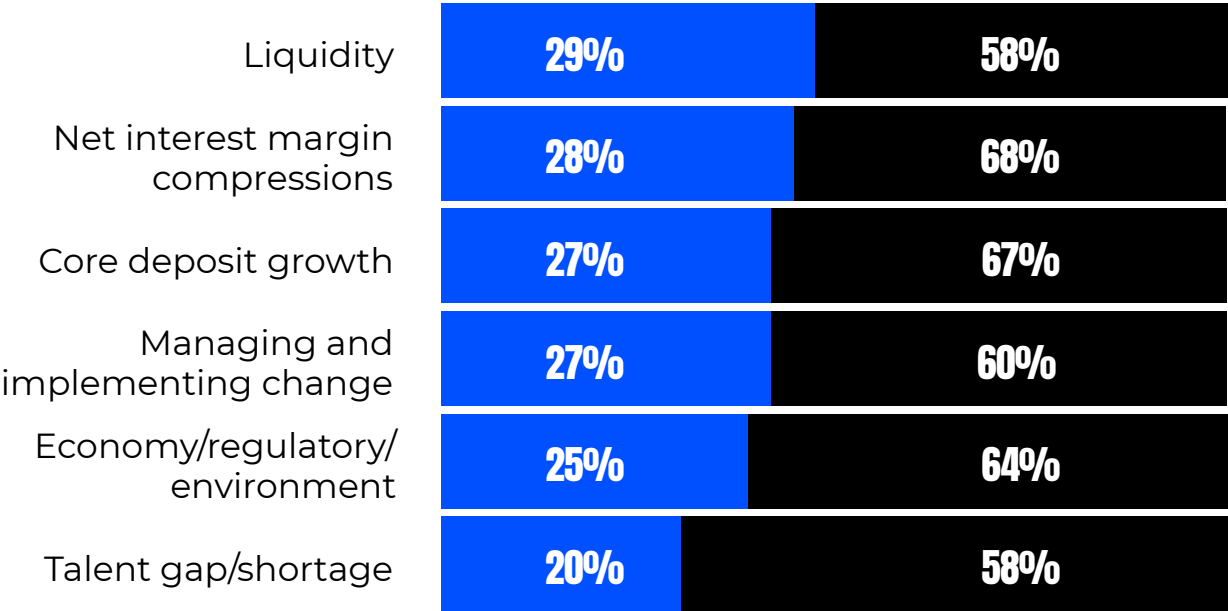
**For which of the following areas does your institution plan to leverage AI over the next 12 months? (Select all that apply.)**



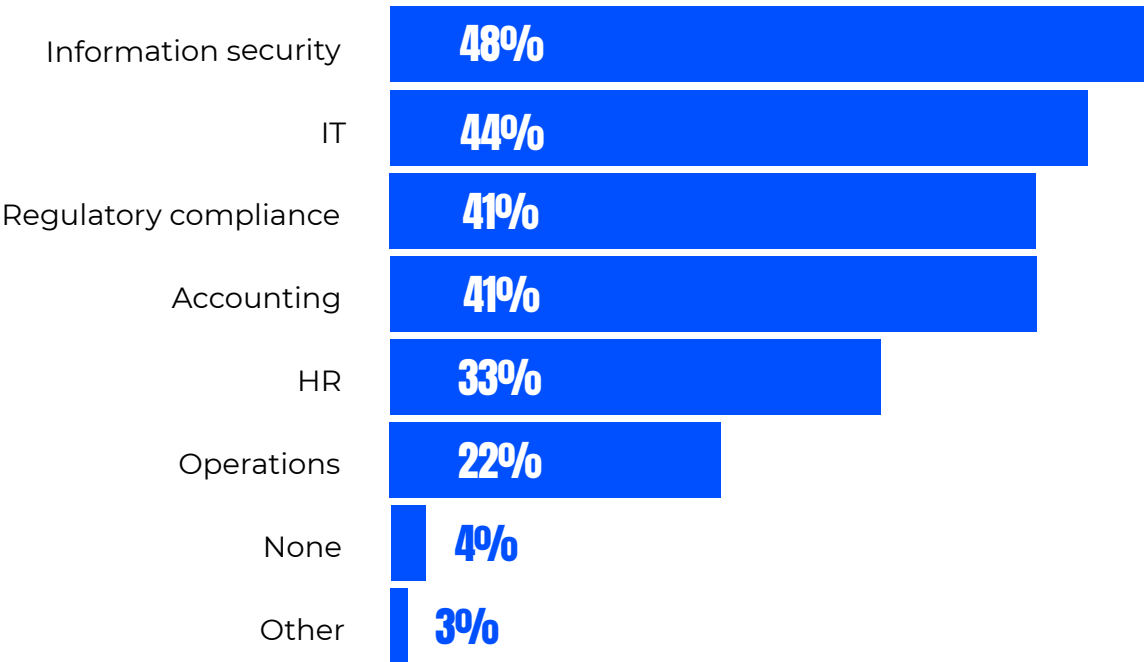


**What effect do the following factors have on achieving your strategic priorities? Please rate, from a scale of 1-7, with 1 being “no effect at all” and 7 being a “major effect.”**

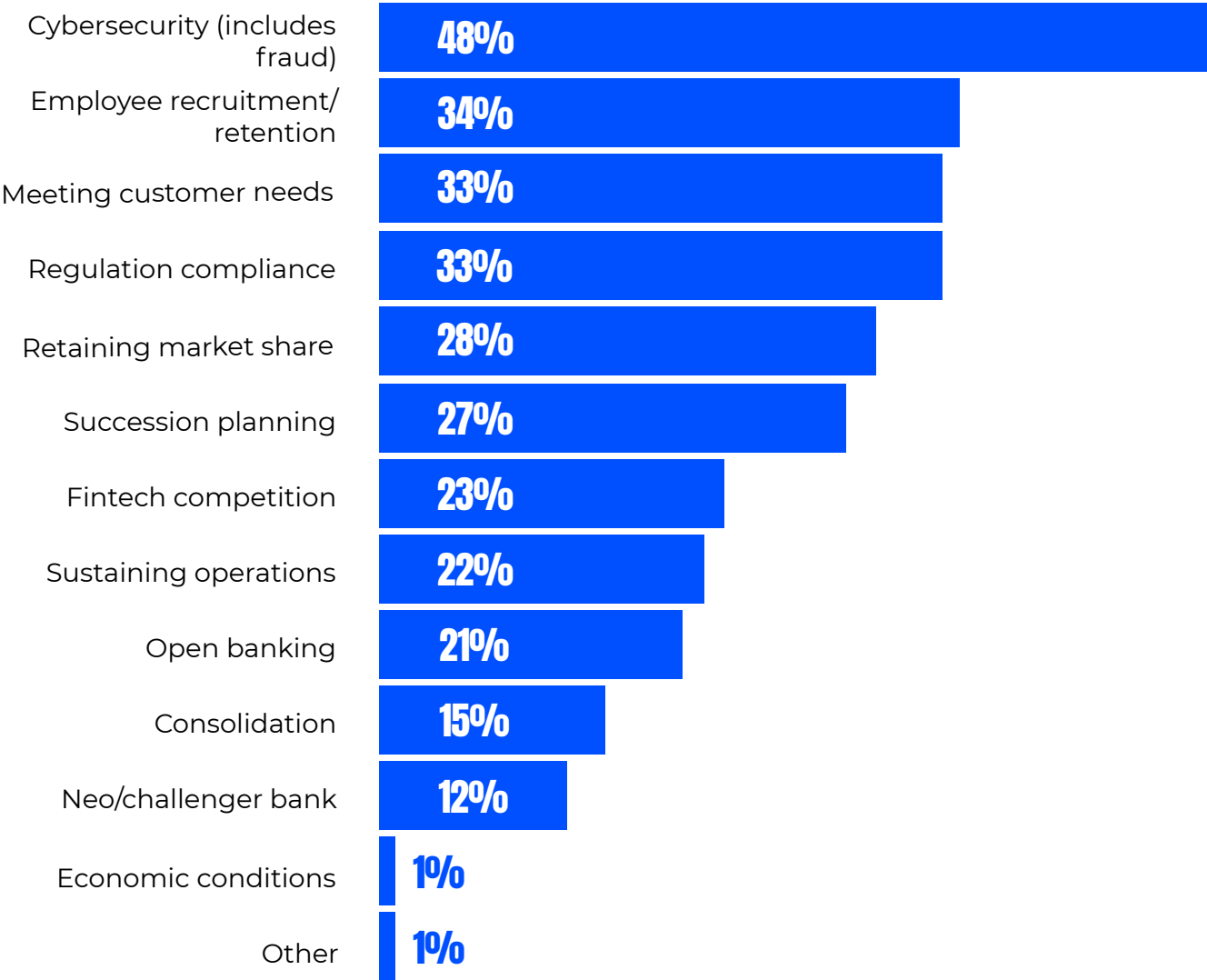
 Major effect     Large effect



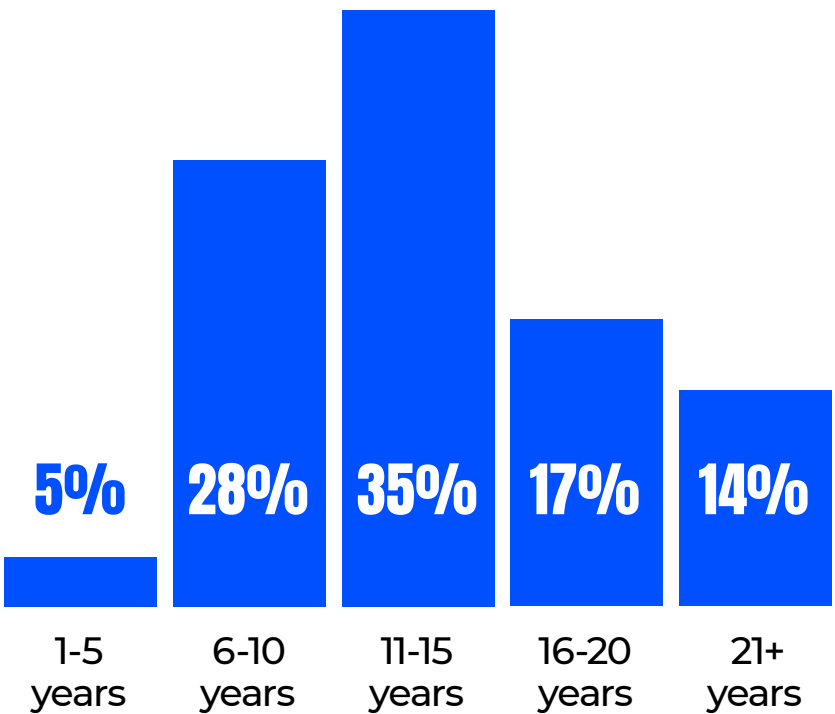
**Which of the following functions have you considered outsourcing?  
(Select all that apply.)**



**Of the following, please select your top three concerns.**



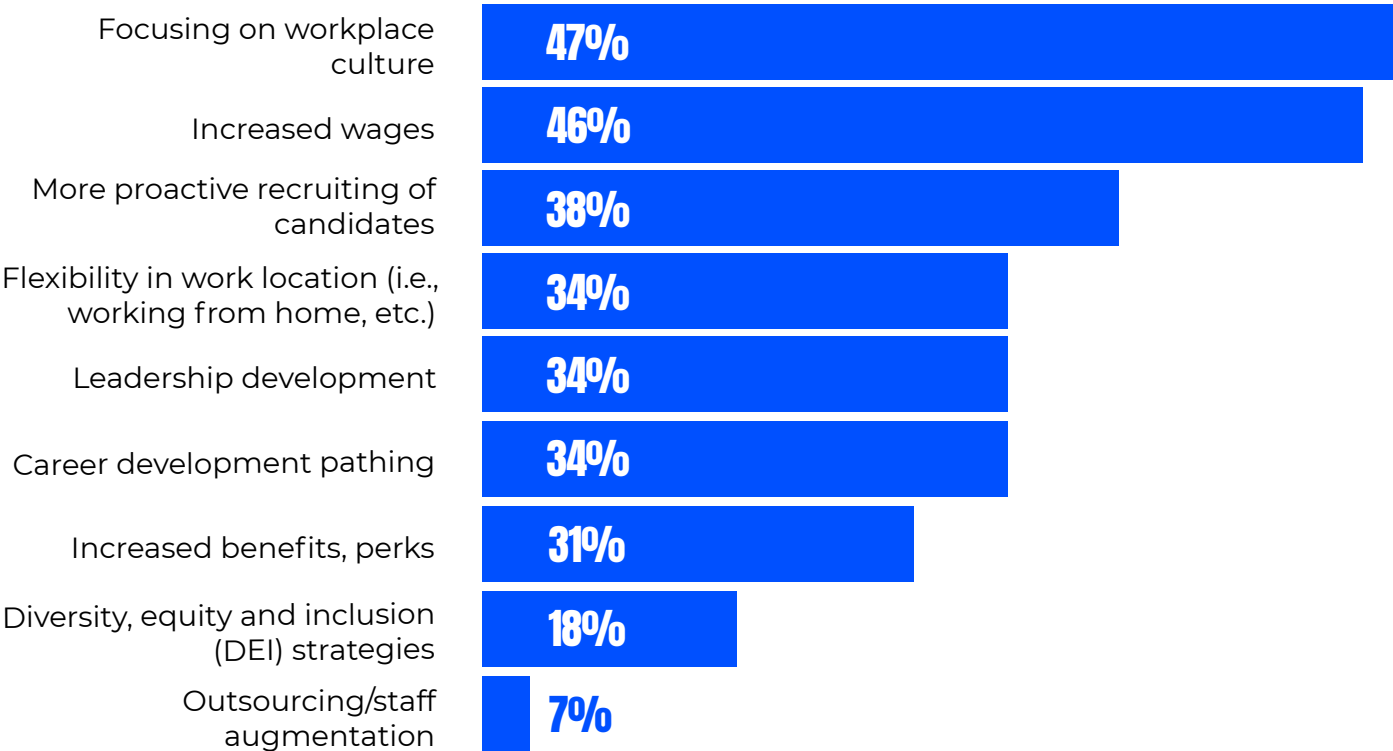
**What are the average years of tenure of your executive team?**



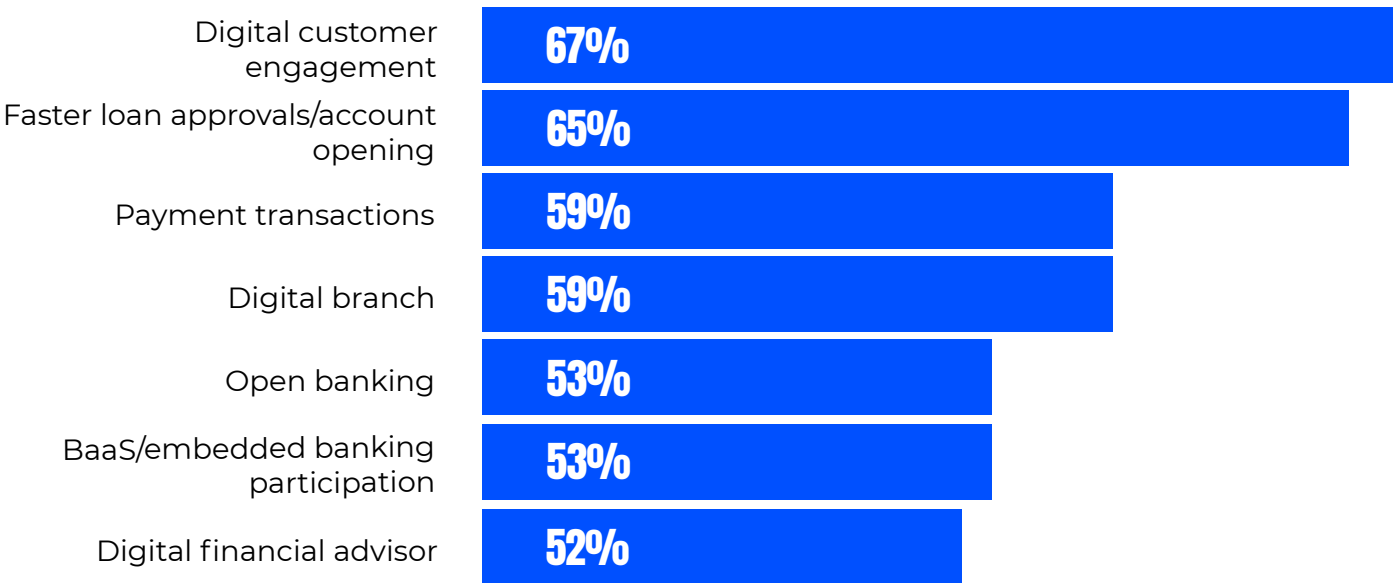
**Does your bank provide leadership/executive training?**



**In the last 12 months, which of the following actions have been most successful in addressing your recruitment/retention efforts? Please select up to three responses.**

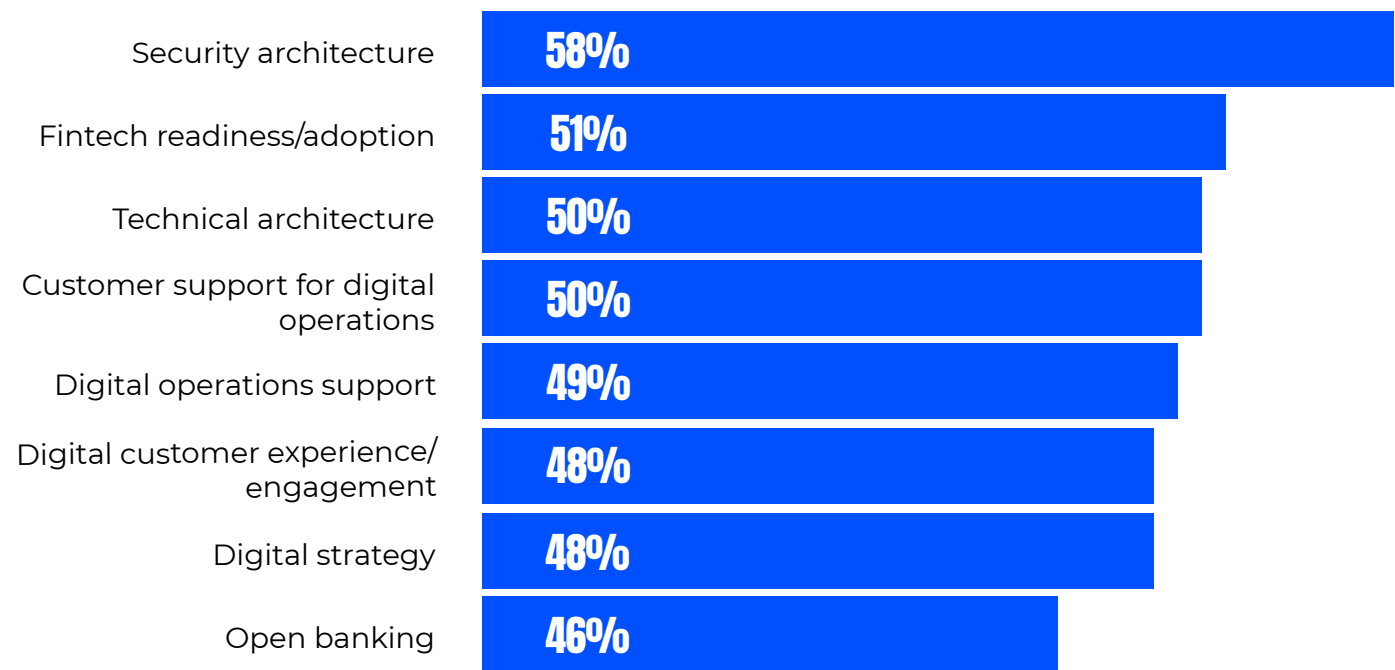


**Of the following, which most closely defines digital transformation to you?**

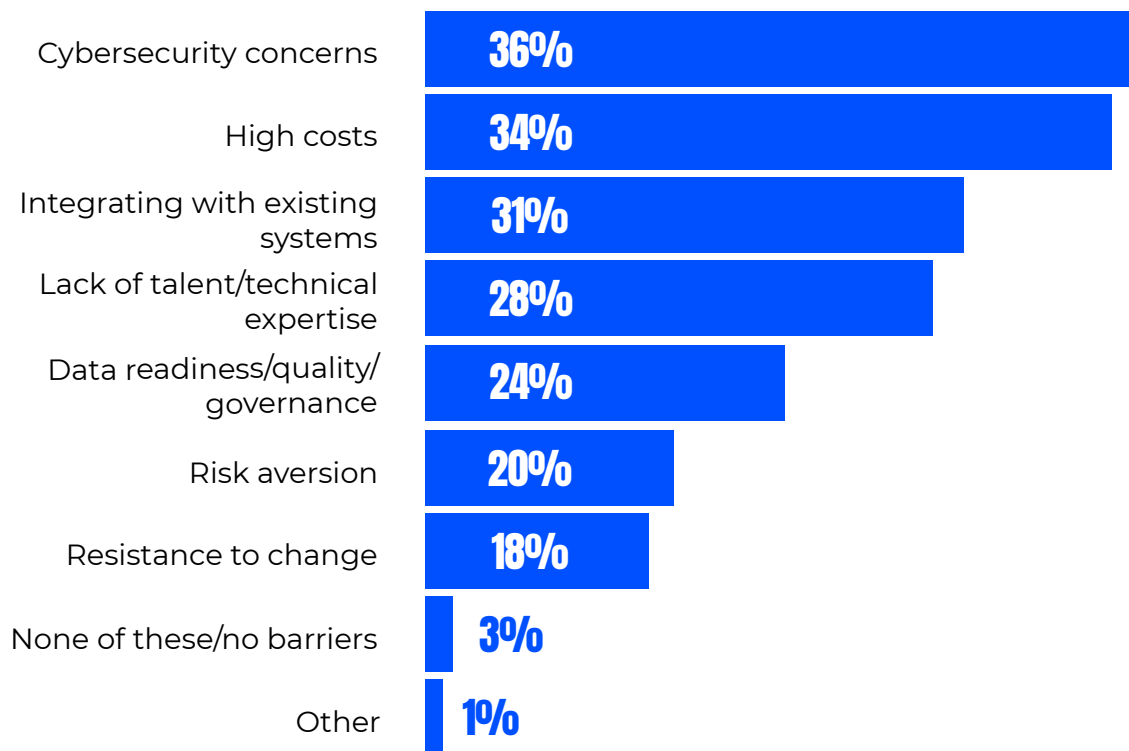




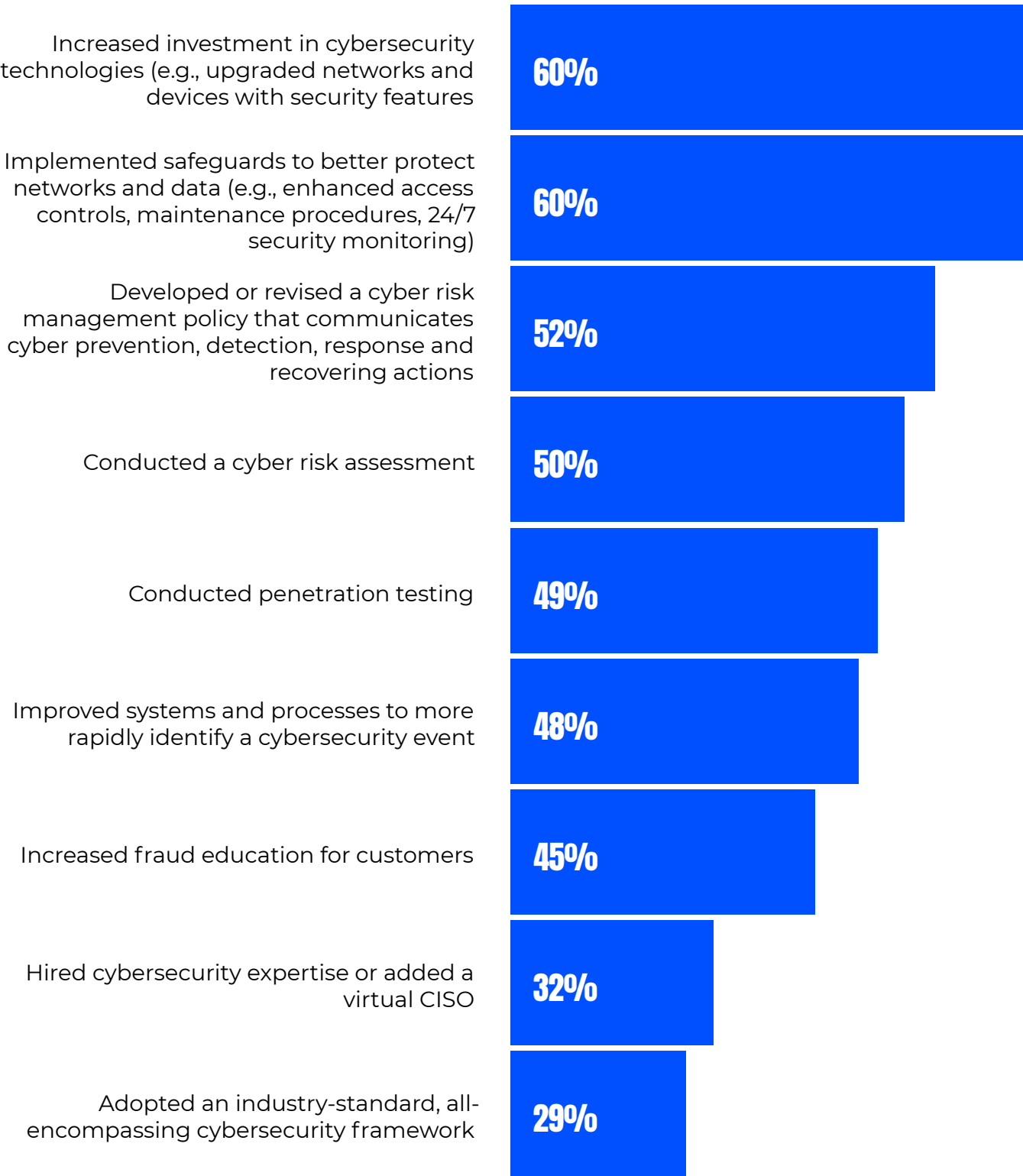
**Please rate your institution’s maturity level in the following digital transformation categories.**



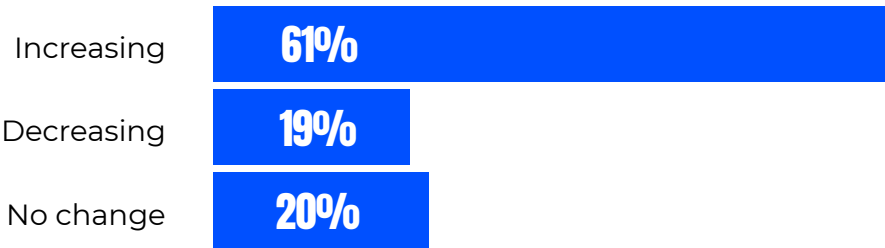
**When it comes to digital transformation, what are the top two barriers (if any) holding you back? (Select up to two.)**



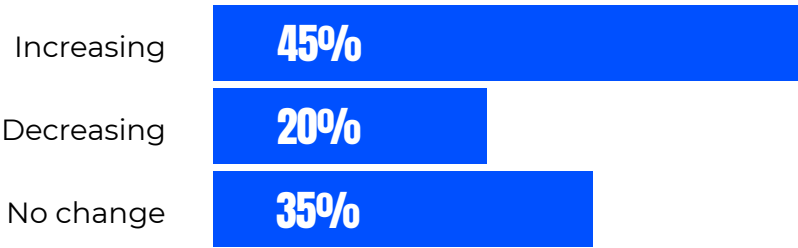
**What actions has your bank taken in the past 12 months to ensure the security of its network and data? (Select all that apply.)**



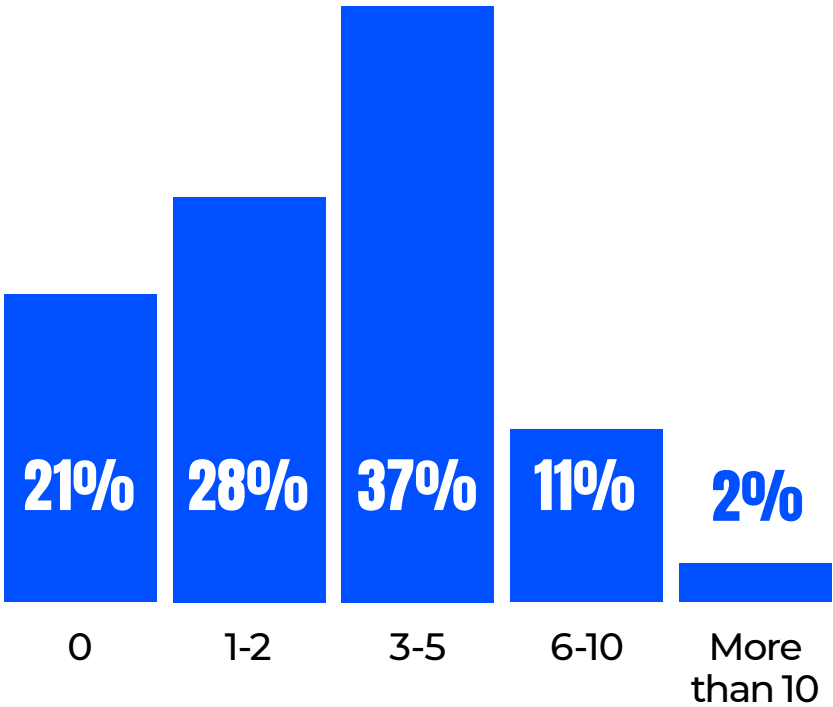
**Which best describes the current level of fraud at your institution?**



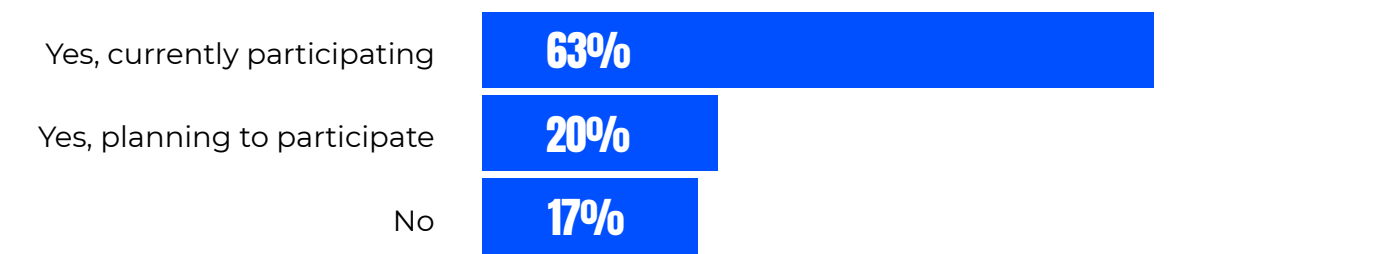
**Which best describes the current level of cyberattacks on your institution?**



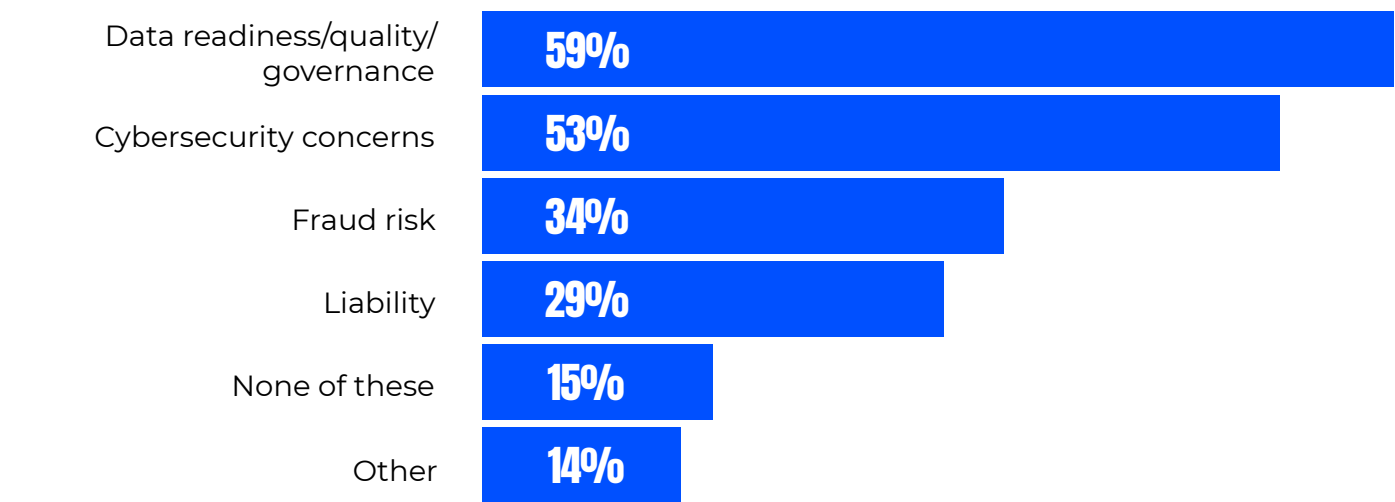
**How many times in the past year has your bank identified unauthorized access to networks and data?**



**Is your institution currently using or planning to use AI-based tools in the next 12 months?**

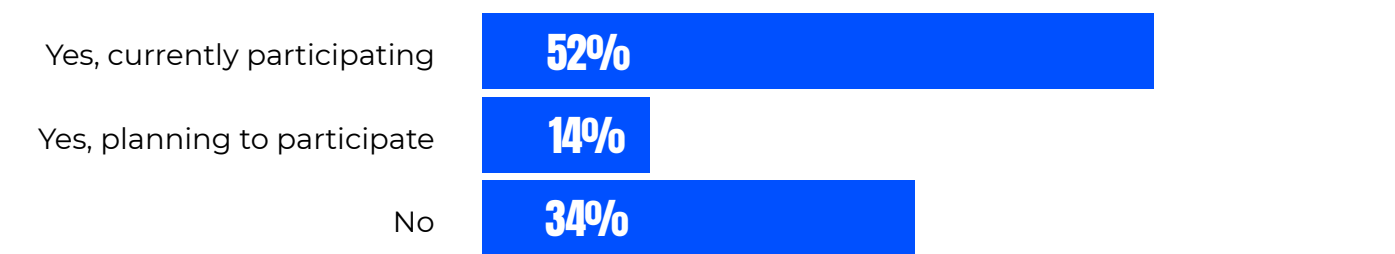


**What are the top barriers (if any) preventing your institution from implementing AI-based tools? (Select all that apply.)**

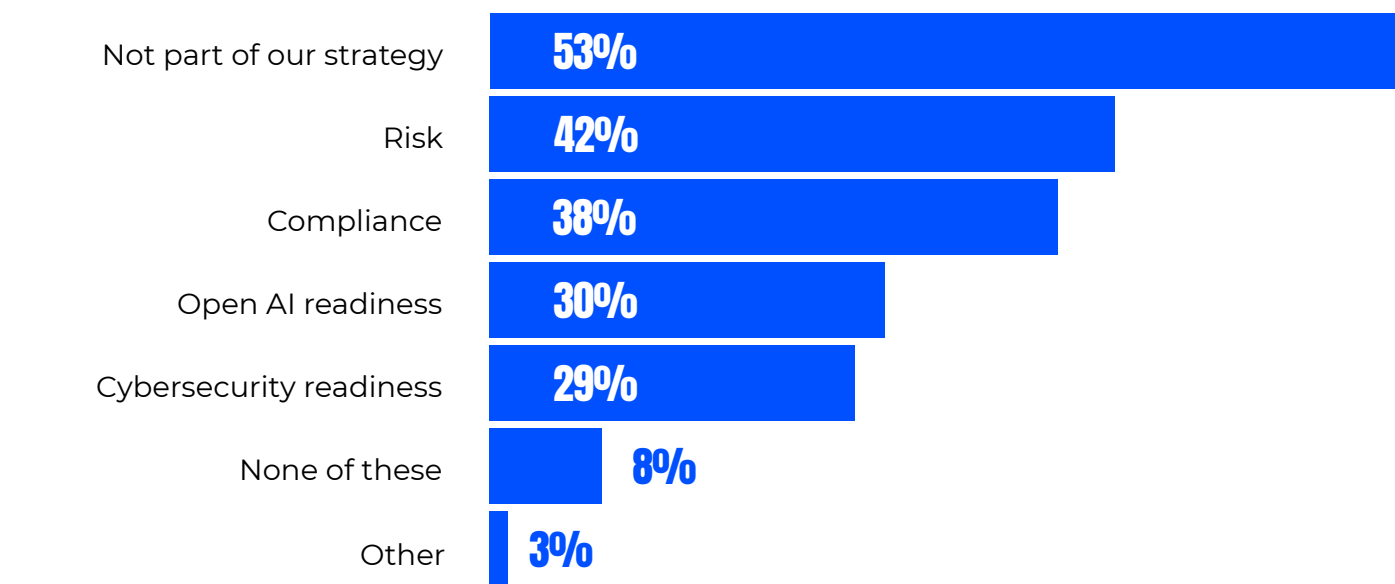




**Is your institution currently participating or planning to participate in banking as a service (BaaS)/embedded banking or open AI services in the next 12 months?**



**What are the top barriers (if any) preventing your institution from participating in banking as a service (BaaS)/embedded banking or open AI services in the next 12 months? (Select all that apply.)**



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