

5 aprile 2022

# Credito al Credito 2022

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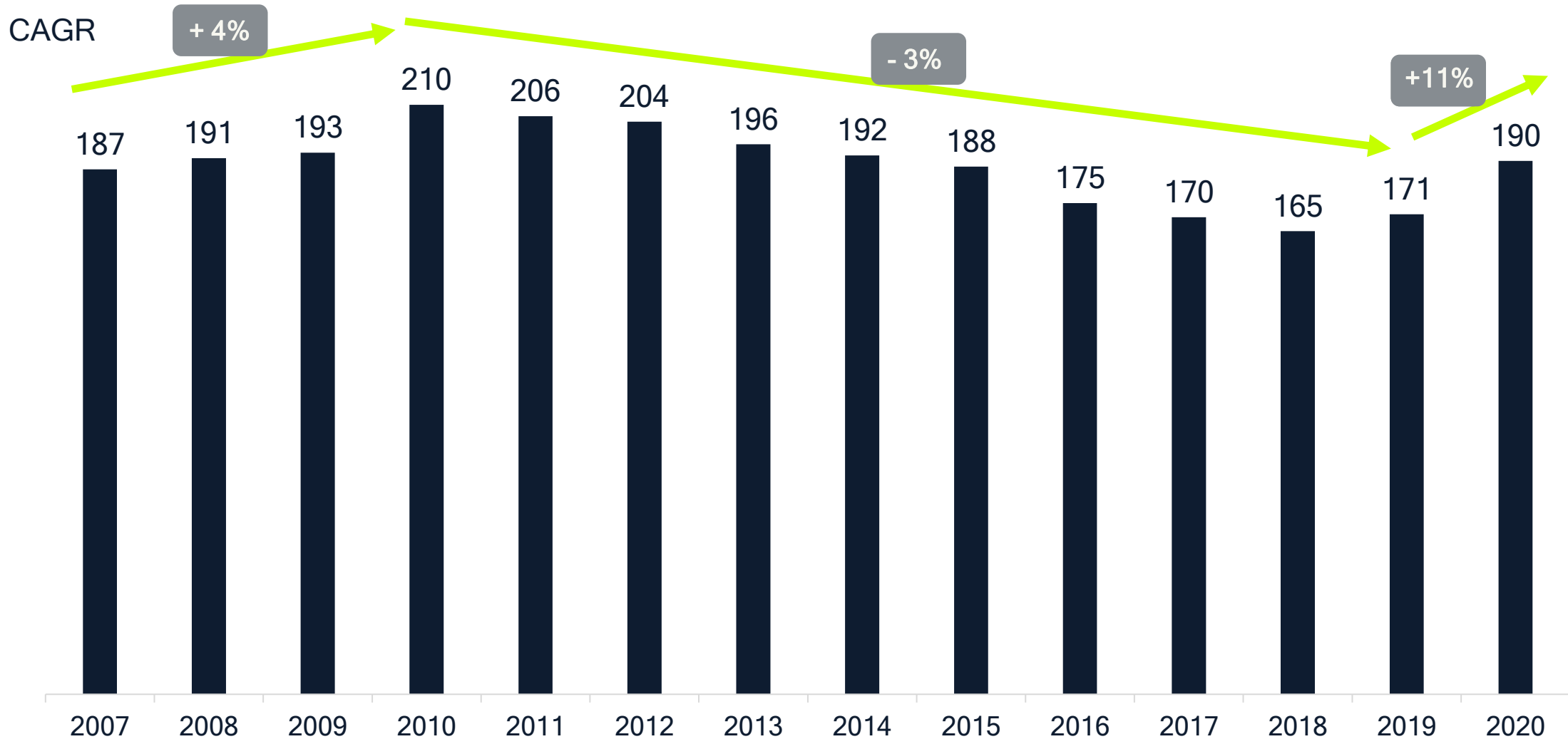
# La dimensione del mercato delle PMI in Italia

## Un segmento che conta 200 mila aziende

	Dimensioni/Fatturato (ML di €)	Numero di Imprese	% sul totale
Corporate	≥ 100	1.241	0,03%
Imprese Medio - Grandi	≥ 50 e < 100	2.400	0,07%
Imprese Medie	≥ 10 e < 50	20.939	0,6%
Imprese Piccole	≥ 2 e < 10	178.110	4,9%
Micro Imprese	≤ 2	3.414.226	94,4%
Totale	-	3.616.916	100%

# In 10 anni il credito alle PMI si è ridotto di 40 MLD

## Inversione di tendenza nel 2020

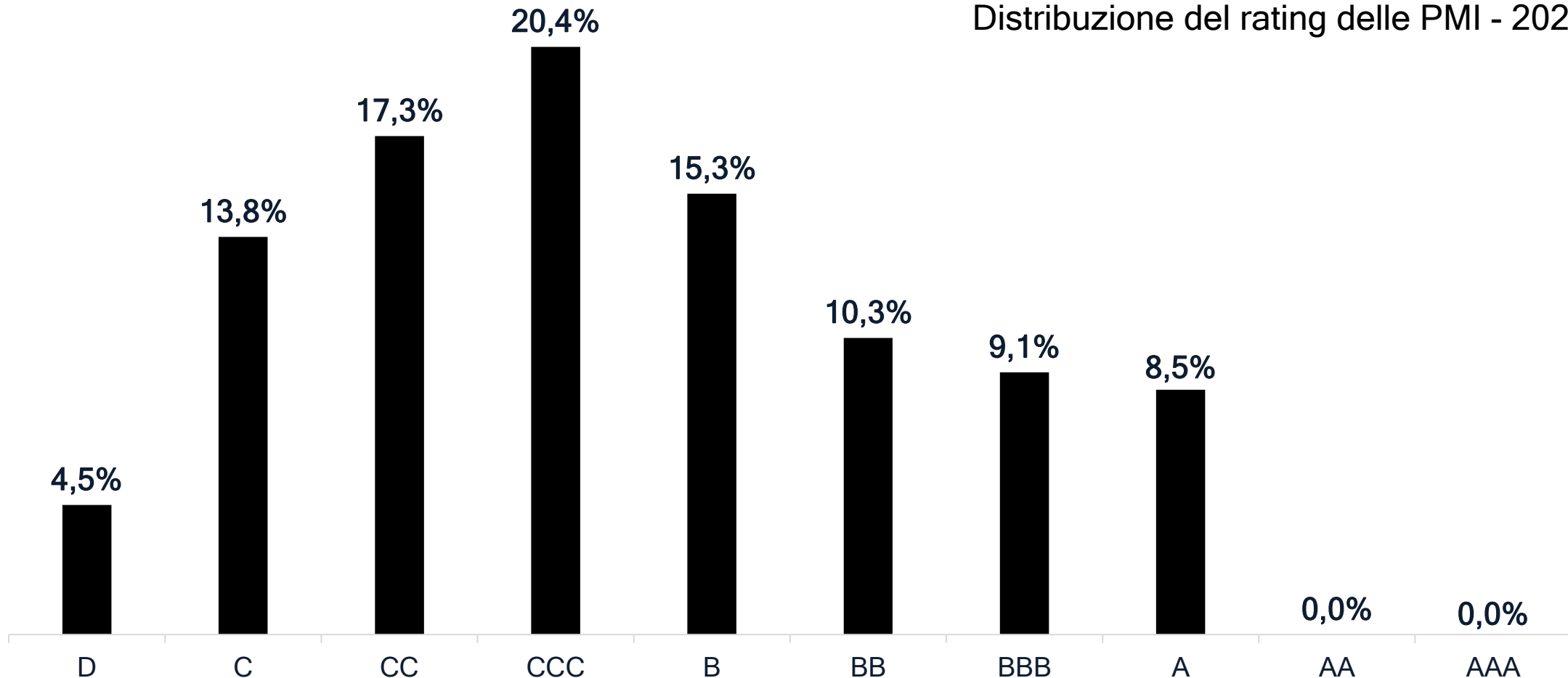


■ Outstanding Business Loans, SME

# PMI italiane con rating compreso tra C e BB

Oltre il 77% del totale

Distribuzione del rating delle PMI - 2020



Based on samples of 90.000 SME's

# Come reperisci informazioni sull'offerta di credito?

## Le fonti informative più rilevanti

30%

Presso le filiali fisiche delle banche

29%

Attraverso mediatori/agenti

22%

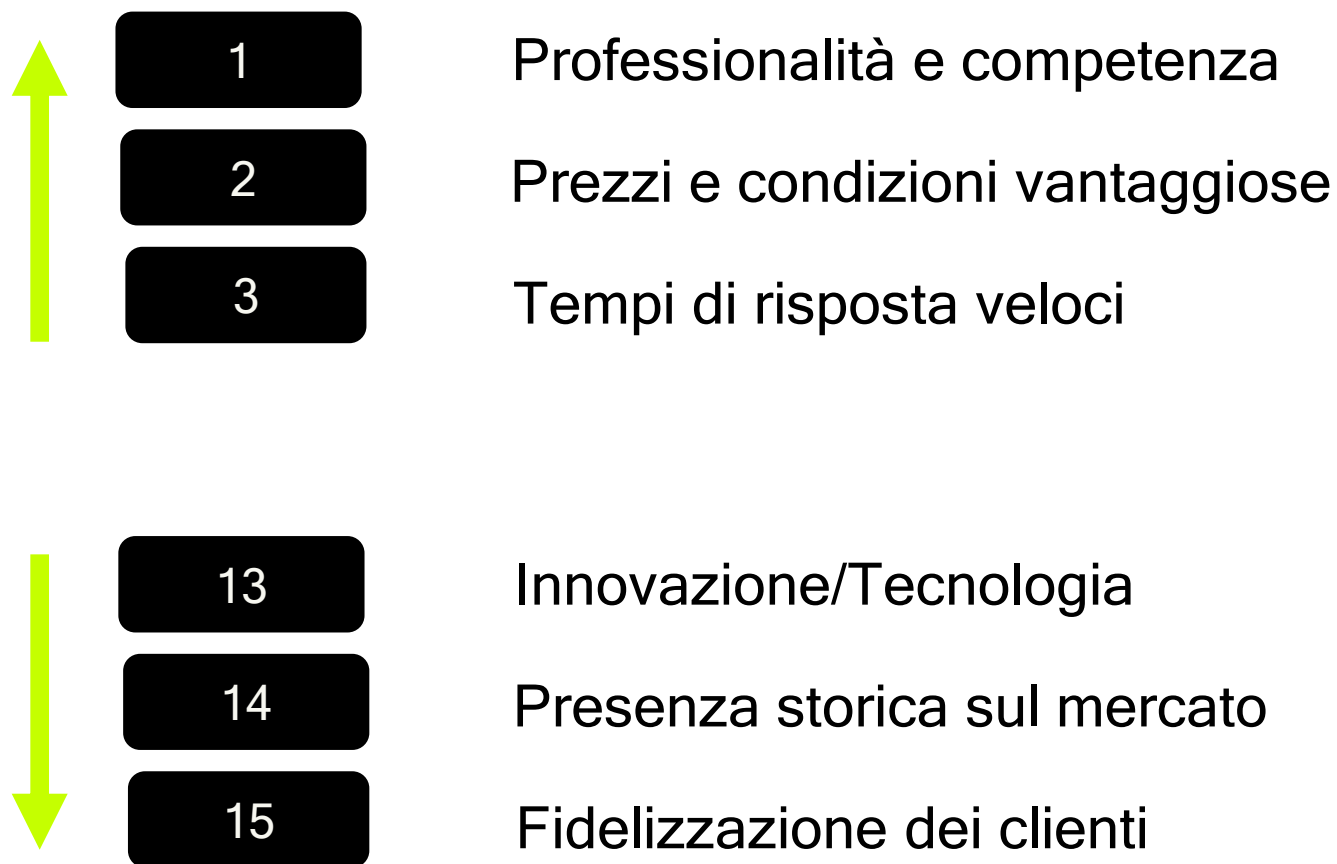
Sui siti delle banche

21%

Sui motori di ricerca (es. Google)

# Come scegli una banca per soddisfare le tue esigenze di finanziamento?

Gli aspetti più rilevanti e quelli meno importanti



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