Abstract: Nowadays, banking system is one of the most dynamic sectors in terms of digitization and the launch of alternative service delivery channels, which are based on innovative processes. In the present study, the SWOT method is used to evaluate the opportunities and threats of innovation in the market of banking products, as well as the strengths and weaknesses of the innovation process in the banking system. Following the analysis, are identified the perspectives of the innovative process on the market of banking products.

Keywords: innovation process, SWOT analysis, banking innovations

JEL Classification: G10, G21, O31