

Debit Cards in Brazil

Market Direction | 2022-12-01 | 22 pages | Euromonitor

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Report description:

Debit cards has continued to benefit from Brazilians gradually abandoning the use of paper payment methods such as cash and cheque (the latter is virtually falling in disuse in the country), as digitalisation and the banked population advance. Banks have been contributing to pushing consumers to other payment methods, including cards and digital payments, by reducing the number of ATMs in the country.

Euromonitor International's Debit Card Transactions in Brazil report establishes the size and structure of the market for ATMs cards, smart cards, credit cards, debit cards, charge cards, pre-paid cards and store cards. It looks at key players in the market (issuers and operators), number of cards in circulation, numbers transactions and value of transactions. It offers strategic analysis of sector forecasts and trends to watch.

Product coverage: Commercial Debit Card Transactions, Personal Debit Card Transactions.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Debit Card Transactions market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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