

Pre-Paid Cards in Brazil

Market Direction | 2022-12-01 | 26 pages | Euromonitor

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Report description:

Pre-paid cards are perceived as a payment method that competes with debit cards in terms of how they work, since the deduction is carried out instantly from the user's balance. Also, along with store cards, they are seen as a means to improve financial inclusion amongst those with little access to credit and financial services. Historically, government-funded benefits for underprivileged families were distributed via closed loop pre-paid cards. However, over the last decade these cards have been...

Euromonitor International's Pre-Paid 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: Closed Loop Pre-Paid Card Transactions, Open Loop Pre-Paid 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 Pre-Paid 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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Employee benefits witness a surge of new players targeting flexibility

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FINANCIAL CARDS AND PAYMENTS IN BRAZIL

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