

Charge Cards in Brazil

Market Direction | 2022-12-01 | 27 pages | Euromonitor

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Report description:

The ownership and use of charge cards is limited to affluent consumers in Brazil, as the average consumer is not eligible for this type of financial card in the country. Charge card issuers require applicants to have high minimum incomes and a good credit rating, which restricts the target audience of charge cards to high-income consumers. However, even consumers with high incomes have very low familiarity with charge cards, as the latter face relevant competition from credit cards. Consumers ty...

Euromonitor International's Charge 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 Charge Card Transactions, Personal Charge 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 Charge 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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Affluent consumers are the target audience

Competitive landscape dominated by two giants that appeal to the affluent

Brazilians appreciate revolving credit, which hampers growth

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Corporate clients will remain key to drive growth

Competitive landscape to witness very little dynamism in the coming years

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SOURCES

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