

Credit Cards in Brazil

Market Direction | 2022-12-01 | 31 pages | Euromonitor

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Report description:

While there are still more debit cards in circulation in Brazil, the number of credit cards is seeing faster growth, favoured by growing digitisation and the rise in the banked population in recent years. Personal credit card is already one of the preferred payment methods in Brazil, consolidated after the strong growth in online purchases during the pandemic for convenience and safety. In 2022, personal credit card transactions are set to increase both in volume and value terms (BRL retail rsp)...

Euromonitor International's Credit 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 Credit Card Transactions, Personal Credit 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 Credit 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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Euromonitor International
January 2023

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CREDIT CARDS IN BRAZIL

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Credit card spending sees growth

Players see improving consumers' financial literacy as a tool to help prevent default

Credit card benefits continue to attract consumers in an increasingly competitive scenario

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Competitive landscape to continue to be a challenge for players

Segmentation to be key to capture customer loyalty

Fraud and its prevention will remain key

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SOURCES

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