

Store Cards in Brazil

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

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Report description:

Store cards have historically worked as a tool to increase financial inclusion in Brazil. This type of financial card is commonly offered at grocery retailers, apparel and footwear specialist retailers and department stores in Brazil. Store cards allow consumers with low credit scores, and therefore with restricted access to credit, to obtain financing for their retail purchases. Consumers are usually attracted by the payment facilities offered by these cards. Amongst these facilities there is t...

Euromonitor International's Store 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.

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

Why buy this report?

- * Get a detailed picture of the Store 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Special conditions contribute to the popularity of store cards

Ease of registration contributes to wide adoption, but also raises a red flag

Default is low in store cards as consumers know it would impair use for future purchases

PROSPECTS AND OPPORTUNITIES

Wider portfolio of financial products as a tool to increase store card holders' engagement with brands

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