

Consumer Lending in Brazil

Market Direction | 2023-11-20 | 15 pages | Euromonitor

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Report description:

Brazilians are well-acquainted with dividing payments into instalments, a practice prevalent in both traditional retail credit (known as "crediario") and credit card payments. The compounding effects of inflation, a challenging job market, and reduced consumer purchasing power are pushing individuals to seek credit. In response, lenders are diversifying their array of credit options. Considering these multifaceted challenges, lenders are working to facilitate easier access to credit as a means t...

Euromonitor International's Consumer Lending 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: Consumer Credit, Mortgages/Housing.

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

Why buy this report?

- * Get a detailed picture of the Consumer Lending 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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Euromonitor International
November 2023

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