

Pre-Paid Cards in Brazil

Market Direction | 2023-11-20 | 24 pages | Euromonitor

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Report description:

Local consumers increasingly seek the ability to utilise pre-paid cards in digital domains, spanning online shopping, food delivery services, and ride-hailing platforms. Brazilians also aspire to utilise pre-paid cards in diverse contexts, including international travel. Although travel cards have traditionally occupied this space within open loop pre-paid cards, the trend leans towards using general purpose reloadable cards for international expenses.

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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EXECUTIVE SUMMARY

Financial cards and payments in 2023: The big picture

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