

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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Table of Contents:

Pre-Paid Cards in Brazil
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List Of Contents And Tables

PRE-PAID CARDS IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Digitalisation: A crucial demand among pre-paid cardholders

Promoting financial inclusion among the unbanked through pre-paid cards

Rising players cater for employee benefits' flexibility

PROSPECTS AND OPPORTUNITIES

Legislative changes will foster interoperability

Enhancing engagement via instant payments

Meeting corporate needs for control and convenience

CATEGORY DATA

Table 1 Pre-paid Cards: Number of Cards in Circulation 2018-2023

Table 2 Pre-paid Cards Transactions 2018-2023

Table 3 Pre-paid Cards in Circulation: % Growth 2018-2023

Table 4 Pre-paid Cards Transactions: % Growth 2018-2023

Table 5 Closed Loop Pre-paid Cards Transactions 2018-2023

Table 6 Closed Loop Pre-paid Cards Transactions: % Growth 2018-2023

Table 7 Open Loop Pre-paid Cards Transactions 2018-2023

Table 8 Open Loop Pre-paid Cards Transactions: % Growth 2018-2023

Table 9 Pre-paid Cards: Number of Cards by Issuer 2018-2022

Table 10 □Pre-paid Cards: Number of Cards by Operator 2018-2022

Table 11 □Pre-paid Cards Transaction Value by Issuer 2018-2022

Table 12 □Pre-paid Cards Transaction Value by Operator 2018-2022

Table 13 □Closed Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022

Table 14 □Closed Loop Pre-paid Cards: Number of Cards by Operator 2018-2022

Table 15 □Closed Loop Pre-paid Cards Transaction Value by Issuer 2018-2022

Table 16 □Closed Loop Pre-paid Cards Transaction Value by Operator 2018-2022

Table 17 □Open Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022

Table 18 □Open Loop Pre-paid Cards: Number of Cards by Operator 2018-2022

Table 19 □Open Loop Pre-paid Cards Transaction Value by Issuer 2018-2022

Table 20 □Open Loop Pre-paid Cards Transaction Value by Operator 2018-2022

Table 21 □Forecast Pre-paid Cards: Number of Cards in Circulation 2023-2028

Table 22 □Forecast Pre-paid Cards Transactions 2023-2028

Table 23 □Forecast Pre-paid Cards in Circulation: % Growth 2023-2028

Table 24 □Forecast Pre-paid Cards Transactions: % Growth 2023-2028

Table 25 □Forecast Closed Loop Pre-paid Cards Transactions 2023-2028

Table 26 □Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2023-2028

Table 27 □Forecast Open Loop Pre-paid Cards Transactions 2023-2028

Table 28 □Forecast Open Loop Pre-paid Cards Transactions: % Growth 2023-2028

FINANCIAL CARDS AND PAYMENTS IN BRAZIL

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EXECUTIVE SUMMARY

Financial cards and payments in 2023: The big picture

Pix continues to gain share within consumer payments in Brazil

Rising fraud concerns among Brazilian credit cardholders, prompting proactive bank campaigns

Biometrics associated with convenience to help C&A co-branded digital credit cards gain traction despite high interest rates

What next for financial cards and payments?

MARKET INDICATORS

Table 29 Number of POS Terminals: Units 2018-2023

Table 30 Number of ATMs: Units 2018-2023

Table 31 Value Lost to Fraud 2018-2023

Table 32 Card Expenditure by Location 2023

Table 33 Financial Cards in Circulation by Type: % Number of Cards 2018-2023

Table 34 Domestic versus Foreign Spend 2023

MARKET DATA

Table 35 Financial Cards by Category: Number of Cards in Circulation 2018-2023

Table 36 Financial Cards by Category: Number of Accounts 2018-2023

Table 37 Financial Cards Transactions by Category: Value 2018-2023

Table 38 Financial Cards by Category: Number of Transactions 2018-2023

Table 39 Consumer Payments by Category: Value 2018-2023

Table 40 Consumer Payments by Category: Number of Transactions 2018-2023

Table 41 M-Commerce by Category: Value 2018-2023

Table 42 M-Commerce by Category: % Value Growth 2018-2023

Table 43 Financial Cards: Number of Cards by Issuer 2018-2022

Table 44 Financial Cards: Number of Cards by Operator 2018-2022

Table 45 Financial Cards: Card Payment Transactions Value by Operator 2018-2022

Table 46 Financial Cards: Card Payment Transactions Value by Issuer 2018-2022

Table 47 Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028

Table 48 Forecast Financial Cards by Category: Number of Accounts 2023-2028

Table 49 Forecast Financial Cards Transactions by Category: Value 2023-2028

Table 50 Forecast Financial Cards by Category: Number of Transactions 2023-2028

Table 51 Forecast Consumer Payments by Category: Value 2023-2028

Table 52 Forecast Consumer Payments by Category: Number of Transactions 2023-2028

Table 53 Forecast M-Commerce by Category: Value 2023-2028

Table 54 Forecast M-Commerce by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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