

Charge Cards in Brazil

Market Direction | 2024-12-10 | 28 pages | Euromonitor

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Report description:

Charge cards faces challenges in Brazil, due to the consumer preference for traditional credit cards with revolving credit options. Despite the similarities between the two types of cards, the lack of revolving credit in charge cards limits their adoption. The Brazilian market values instalment payments, a feature widely available in credit cards. Consequently, the number of charge cards in circulation has been declining year after year since 2022, which is set to continue in 2024, and growth in...

Euromonitor International's Charge 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 Charge Card Transactions, Personal Charge 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 Charge 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:

Charge Cards in Brazil
Euromonitor International
December 2024

List Of Contents And Tables

CHARGE CARDS IN BRAZIL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Charge cards are declining in popularity in the Brazilian market

Digital banking solutions inspired by charge cards

Focus on affluent consumers

PROSPECTS AND OPPORTUNITIES

Artificial intelligence likely to combat fraud

Limited dynamism expected for charge cards

Exclusive and emotional benefits to build loyalty

CATEGORY DATA

Table 1 Charge Cards: Number of Cards in Circulation 2019-2024

Table 2 Charge Cards Transactions 2019-2024

Table 3 Charge Cards in Circulation: % Growth 2019-2024

Table 4 Charge Cards Transactions: % Growth 2019-2024

Table 5 Commercial Charge Cards: Number of Cards in Circulation 2019-2024

Table 6 Commercial Charge Cards Transactions 2019-2024

Table 7 Commercial Charge Cards in Circulation: % Growth 2019-2024

Table 8 Commercial Charge Cards Transactions: % Growth 2019-2024

Table 9 Personal Charge Cards: Number of Cards in Circulation 2019-2024

Table 10 Personal Charge Cards Transactions 2019-2024

Table 11 Personal Charge Cards in Circulation: % Growth 2019-2024

Table 12 Personal Charge Cards Transactions: % Growth 2019-2024

Table 13 Charge Cards: Number of Cards by Issuer 2019-2023

Table 14 Charge Cards: Number of Cards by Operator 2019-2023

Table 15 Charge Cards Payment Transaction Value by Issuer 2019-2023

Table 16 Charge Cards Payment Transaction Value by Operator 2019-2023

Table 17 Commercial Charge Cards: Number of Cards by Issuer 2019-2023

Table 18 Commercial Charge Cards: Number of Cards by Operator 2019-2023

Table 19 Commercial Charge Cards Payment Transaction Value by Issuer 2019-2023

Table 20 Commercial Charge Cards Payment Transaction Value by Operator 2019-2023

Table 21 Personal Charge Cards: Number of Cards by Issuer 2019-2023

Table 22 Personal Charge Cards: Number of Cards by Operator 2019-2023

Table 23 Personal Charge Cards Transaction Value by Issuer 2019-2023

Table 24 Personal Charge Cards Transaction Value by Operator 2019-2023

Table 25 Forecast Charge Cards: Number of Cards in Circulation 2024-2029

Table 26 Forecast Charge Cards Transactions 2024-2029

Table 27 Forecast Charge Cards in Circulation: % Growth 2024-2029

Table 28 Forecast Charge Cards Transactions: % Growth 2024-2029

Table 29 Forecast Commercial Charge Cards: Number of Cards in Circulation 2024-2029

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Table 30	Forecast Commercial Charge Cards Transactions 2024-2029
Table 31	Forecast Commercial Charge Cards in Circulation: % Growth 2024-2029
Table 32	Forecast Commercial Charge Cards Transactions: % Growth 2024-2029
Table 33	Forecast Personal Charge Cards: Number of Cards in Circulation 2024-2029
Table 34	Forecast Personal Charge Cards Transactions 2024-2029
Table 35	Forecast Personal Charge Cards in Circulation: % Growth 2024-2029
Table 36	Forecast Personal Charge Cards Transactions: % Growth 2024-2029
FINANCIAL CARDS AND PAYMENTS IN BRAZIL	
EXECUTIVE SUMMARY	
Financial cards and payments in 2024: The big picture	
2024 key trends	
Betting platforms impact families' financial management	
Competitive landscape	
What next for financial cards and payments?	
MARKET INDICATORS	
Table 37	Number of POS Terminals: Units 2019-2024
Table 38	Number of ATMs: Units 2019-2024
Table 39	Value Lost to Fraud 2019-2024
Table 40	Card Expenditure by Location 2024
Table 41	Financial Cards in Circulation by Type: % Number of Cards 2019-2024
Table 42	Domestic versus Foreign Spend 2024
MARKET DATA	
Table 43	Financial Cards by Category: Number of Cards in Circulation 2019-2024
Table 44	Financial Cards by Category: Number of Accounts 2019-2024
Table 45	Financial Cards Transactions by Category: Value 2019-2024
Table 46	Financial Cards by Category: Number of Transactions 2019-2024
Table 47	Consumer Payments by Category: Value 2019-2024
Table 48	Consumer Payments by Category: Number of Transactions 2019-2024
Table 49	M-Commerce by Category: Value 2019-2024
Table 50	M-Commerce by Category: % Value Growth 2019-2024
Table 51	Financial Cards: Number of Cards by Issuer 2019-2023
Table 52	Financial Cards: Number of Cards by Operator 2019-2023
Table 53	Financial Cards: Card Payment Transactions Value by Operator 2019-2023
Table 54	Financial Cards: Card Payment Transactions Value by Issuer 2019-2023
Table 55	Forecast Financial Cards by Category: Number of Cards in Circulation 2024-2029
Table 56	Forecast Financial Cards by Category: Number of Accounts 2024-2029
Table 57	Forecast Financial Cards Transactions by Category: Value 2024-2029
Table 58	Forecast Financial Cards by Category: Number of Transactions 2024-2029
Table 59	Forecast Consumer Payments by Category: Value 2024-2029
Table 60	Forecast Consumer Payments by Category: Number of Transactions 2024-2029
Table 61	Forecast M-Commerce by Category: Value 2024-2029
Table 62	Forecast M-Commerce by Category: % Value Growth 2024-2029
DISCLAIMER	
SOURCES	
Summary 1 Research Sources	

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