

Consumer Credit in Brazil

Market Direction | 2024-12-10 | 17 pages | Euromonitor

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Report description:

In the post-pandemic period, in response to high inflation rates, the Central Bank of Brazil (BCB) continued to raise the basic interest rate (Selic), reaching 13.75%. This was the highest rate since 2017. The objective was to curb demand and reduce pressure on prices, especially after external shocks, such as the war in Ukraine, which impacted some food costs; for example, wheat as input material.

Euromonitor International's Consumer Credit 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: Auto Lending, Card Lending, Durables Lending, Education Lending, Home Lending, Other Personal Lending.

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 Credit 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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