

Debit Cards in Brazil

Market Direction | 2024-12-10 | 23 pages | Euromonitor

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Report description:

Debit cards, which for a long time was one of the main payment methods in Brazil, has faced a notable decline in its share of overall payments, due to the adoption and rise of Pix, the instant payment system launched by the Central Bank of Brazil (BCB) in 2020. Pix quickly conquered Brazilian consumers with its convenience, speed, and absence of fees for individuals, resulting in a significant shift in users' payment behaviour. In 2023, it became the most used payment method in Brazil in terms o...

Euromonitor International's Debit 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 Debit Card Transactions, Personal Debit 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 Debit 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.

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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