

Financial Cards and Payments in Brazil

Market Direction | 2024-12-10 | 68 pages | Euromonitor

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Report description:

The complex macroeconomic scenario in Brazil up to the year of 1994 was marked by very intense inflationary pressure and frequent regulatory changes. These challenging conditions led local banks to implement agile and sophisticated measures to survive in an environment hostile to economic activities. Such developments positively impact Brazilian financial institutions to this day, allowing the development of cutting-edge solutions and technologies in a global perspective. The successful trajecto...

Euromonitor International's Financial Cards and Payments 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: Financial Cards in Circulation, Mobile Payments, 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 Financial Cards and Payments 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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Euromonitor International

December 2024

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Debit card usage faces strong competition from Pix
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