



Euromonitor  
International

# Credit Cards in Brazil

November 2023

Table of Contents

## Charge Cards in Brazil - Category analysis

## Charge Cards in Brazil - Company Profile

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Prevalence of revolving credit preference among Brazilians impedes growth

A target audience comprising affluent consumers

Banco Bradesco remains dominant issuer in a competitive landscape appealing to the wealthy

#### PROSPECTS AND OPPORTUNITIES

Corporate clients to play a pivotal role in driving growth

Customised services as a strategy to differentiate charge cards within the financial card landscape

#### CATEGORY DATA

Table 1 - Charge Cards: Number of Cards in Circulation 2018-2023

Table 2 - Charge Cards Transactions 2018-2023

Table 3 - Charge Cards in Circulation: % Growth 2018-2023

Table 4 - Charge Cards Transactions: % Growth 2018-2023

Table 5 - Commercial Charge Cards: Number of Cards in Circulation 2018-2023

Table 6 - Commercial Charge Cards Transactions 2018-2023

Table 7 - Commercial Charge Cards in Circulation: % Growth 2018-2023

Table 8 - Commercial Charge Cards Transactions: % Growth 2018-2023

Table 9 - Personal Charge Cards: Number of Cards in Circulation 2018-2023

Table 10 - Personal Charge Cards Transactions 2018-2023

Table 11 - Personal Charge Cards in Circulation: % Growth 2018-2023

Table 12 - Personal Charge Cards Transactions: % Growth 2018-2023

Table 13 - Charge Cards: Number of Cards by Issuer 2018-2022

Table 14 - Charge Cards: Number of Cards by Operator 2018-2022

Table 15 - Charge Cards Payment Transaction Value by Issuer 2018-2022

Table 16 - Charge Cards Payment Transaction Value by Operator 2018-2022

Table 17 - Commercial Charge Cards: Number of Cards by Issuer 2018-2022

Table 18 - Commercial Charge Cards: Number of Cards by Operator 2018-2022

Table 19 - Commercial Charge Cards Payment Transaction Value by Issuer 2018-2022

Table 20 - Commercial Charge Cards Payment Transaction Value by Operator 2018-2022

Table 21 - Personal Charge Cards: Number of Cards by Issuer 2018-2022

Table 22 - Personal Charge Cards: Number of Cards by Operator 2018-2022

Table 23 - Personal Charge Cards Transaction Value by Issuer 2018-2022

Table 24 - Personal Charge Cards Transaction Value by Operator 2018-2022

Table 25 - Forecast Charge Cards: Number of Cards in Circulation 2023-2028

Table 26 - Forecast Charge Cards Transactions 2023-2028

Table 27 - Forecast Charge Cards in Circulation: % Growth 2023-2028

Table 28 - Forecast Charge Cards Transactions: % Growth 2023-2028

Table 29 - Forecast Commercial Charge Cards: Number of Cards in Circulation 2023-2028

Table 30 - Forecast Commercial Charge Cards Transactions 2023-2028

Table 31 - Forecast Commercial Charge Cards in Circulation: % Growth 2023-2028

Table 32 - Forecast Commercial Charge Cards Transactions: % Growth 2023-2028

Table 33 - Forecast Personal Charge Cards: Number of Cards in Circulation 2023-2028

Table 34 - Forecast Personal Charge Cards Transactions 2023-2028

Table 35 - Forecast Personal Charge Cards in Circulation: % Growth 2023-2028

Table 36 - Forecast Personal Charge Cards Transactions: % Growth 2023-2028

## Credit Cards in Brazil - Category analysis

## Credit Cards in Brazil - Company Profile

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Credit card expenditure on the rise in Brazil

Proximity gains room and helps drive credit card value

Rising fraud concerns among Brazilian credit cardholders due to phishing and street crime

#### PROSPECTS AND OPPORTUNITIES

Credit card players and legislators debate the end of interest-free instalment payments

The various stakeholders of the "end of the interest-free instalments" debate

With consumer default levels at the centre of discussions, financial authorities debate whether to maintain revolving credit

#### CATEGORY DATA

Table 37 - Credit Cards: Number of Cards in Circulation 2018-2023

Table 38 - Credit Cards Transactions 2018-2023

Table 39 - Credit Cards in Circulation: % Growth 2018-2023

Table 40 - Credit Cards Transactions: % Growth 2018-2023

Table 41 - Commercial Credit Cards: Number of Cards in Circulation 2018-2023

Table 42 - Commercial Credit Cards Transactions 2018-2023

Table 43 - Commercial Credit Cards in Circulation: % Growth 2018-2023

Table 44 - Commercial Credit Cards Transactions: % Growth 2018-2023

Table 45 - Personal Credit Cards: Number of Cards in Circulation 2018-2023

Table 46 - Personal Credit Cards Transactions 2018-2023

Table 47 - Personal Credit Cards in Circulation: % Growth 2018-2023

Table 48 - Personal Credit Cards Transactions: % Growth 2018-2023

Table 49 - Credit Cards: Number of Cards by Issuer 2018-2022

Table 50 - Credit Cards: Number of Cards by Operator 2018-2022

Table 51 - Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 52 - Credit Cards Payment Transaction Value by Operator 2018-2022

Table 53 - Commercial Credit Cards: Number of Cards by Issuer 2018-2022

Table 54 - Commercial Credit Cards: Number of Cards by Operator 2018-2022

Table 55 - Commercial Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 56 - Commercial Credit Cards Payment Transaction Value by Operator 2018-2022

Table 57 - Personal Credit Cards: Number of Cards by Issuer 2018-2022

Table 58 - Personal Credit Cards: Number of Cards by Operator 2018-2022

Table 59 - Personal Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 60 - Personal Credit Cards Payment Transaction Value by Operator 2018-2022

Table 61 - Forecast Credit Cards: Number of Cards in Circulation 2023-2028

Table 62 - Forecast Credit Cards Transactions 2023-2028

Table 63 - Forecast Credit Cards in Circulation: % Growth 2023-2028

Table 64 - Forecast Credit Cards Transactions: % Growth 2023-2028

Table 65 - Forecast Commercial Credit Cards: Number of Cards in Circulation 2023-2028

Table 66 - Forecast Commercial Credit Cards Transactions 2023-2028

Table 67 - Forecast Commercial Credit Cards in Circulation: % Growth 2023-2028

Table 68 - Forecast Commercial Credit Cards Transactions: % Growth 2023-2028

Table 69 - Forecast Personal Credit Cards: Number of Cards in Circulation 2023-2028

Table 70 - Forecast Personal Credit Cards Transactions 2023-2028

Table 71 - Forecast Personal Credit Cards in Circulation: % Growth 2023-2028

Table 72 - Forecast Personal Credit Cards Transactions: % Growth 2023-2028

## Debit Cards in Brazil - Category analysis

### Debit Cards in Brazil - Company Profile

#### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Use of debit cards noticeably slows in 2023  
Contactless payments are firmly established for the long term  
Commercial debit cards still struggle for greater penetration in Brazil

##### PROSPECTS AND OPPORTUNITIES

Instant payments threaten debit cards share of consumer payments  
Enhancing perceived value is crucial for debit cards to sustain their relevance  
Drex, Brazil's Central Bank's digital currency, is set for wider launch in late 2024

##### CATEGORY DATA

Table 73 - Debit Cards: Number of Cards in Circulation 2018-2023  
Table 74 - Debit Cards Transactions 2018-2023  
Table 75 - Debit Cards in Circulation: % Growth 2018-2023  
Table 76 - Debit Cards Transactions: % Growth 2018-2023  
Table 77 - Debit Cards: Number of Cards by Issuer 2018-2022  
Table 78 - Debit Cards: Number of Cards by Operator 2018-2022  
Table 79 - Debit Cards Payment Transaction Value by Issuer 2018-2022  
Table 80 - Debit Cards Payment Transaction Value by Operator 2018-2022  
Table 81 - Forecast Debit Cards: Number of Cards in Circulation 2023-2028  
Table 82 - Forecast Debit Cards Transactions 2023-2028  
Table 83 - Forecast Debit Cards in Circulation: % Growth 2023-2028  
Table 84 - Forecast Debit Cards Transactions: % Growth 2023-2028

## Pre-Paid Cards in Brazil - Category analysis

### Pre-Paid Cards in Brazil - Company Profile

#### 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 85 - Pre-paid Cards: Number of Cards in Circulation 2018-2023  
Table 86 - Pre-paid Cards Transactions 2018-2023  
Table 87 - Pre-paid Cards in Circulation: % Growth 2018-2023  
Table 88 - Pre-paid Cards Transactions: % Growth 2018-2023  
Table 89 - Closed Loop Pre-paid Cards Transactions 2018-2023  
Table 90 - Closed Loop Pre-paid Cards Transactions: % Growth 2018-2023  
Table 91 - Open Loop Pre-paid Cards Transactions 2018-2023  
Table 92 - Open Loop Pre-paid Cards Transactions: % Growth 2018-2023

Table 93 - Pre-paid Cards: Number of Cards by Issuer 2018-2022  
Table 94 - Pre-paid Cards: Number of Cards by Operator 2018-2022  
Table 95 - Pre-paid Cards Transaction Value by Issuer 2018-2022  
Table 96 - Pre-paid Cards Transaction Value by Operator 2018-2022  
Table 97 - Closed Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022  
Table 98 - Closed Loop Pre-paid Cards: Number of Cards by Operator 2018-2022  
Table 99 - Closed Loop Pre-paid Cards Transaction Value by Issuer 2018-2022  
Table 100 - Closed Loop Pre-paid Cards Transaction Value by Operator 2018-2022  
Table 101 - Open Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022  
Table 102 - Open Loop Pre-paid Cards: Number of Cards by Operator 2018-2022  
Table 103 - Open Loop Pre-paid Cards Transaction Value by Issuer 2018-2022  
Table 104 - Open Loop Pre-paid Cards Transaction Value by Operator 2018-2022  
Table 105 - Forecast Pre-paid Cards: Number of Cards in Circulation 2023-2028  
Table 106 - Forecast Pre-paid Cards Transactions 2023-2028  
Table 107 - Forecast Pre-paid Cards in Circulation: % Growth 2023-2028  
Table 108 - Forecast Pre-paid Cards Transactions: % Growth 2023-2028  
Table 109 - Forecast Closed Loop Pre-paid Cards Transactions 2023-2028  
Table 110 - Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2023-2028  
Table 111 - Forecast Open Loop Pre-paid Cards Transactions 2023-2028  
Table 112 - Forecast Open Loop Pre-paid Cards Transactions: % Growth 2023-2028

[Store Cards in Brazil - Category analysis](#)

[Store Cards in Brazil - Company Profile](#)

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Streamlined registration enhances adoption, yet raises concerns  
Low default rates reinforce store card utility  
Biometrics-enabled payments to enhance the customer experience with co-branded credit cards that gain share from store cards

### PROSPECTS AND OPPORTUNITIES

Data-driven adaptations to bolster portfolios  
Ongoing strong competition likely from co-branded personal credit cards  
Expanding financial offerings for deeper brand engagement

### CATEGORY DATA

Table 113 - Store Cards: Number of Cards in Circulation 2018-2023  
Table 114 - Store Cards Transactions 2018-2023  
Table 115 - Store Cards in Circulation: % Growth 2018-2023  
Table 116 - Store Cards Transactions: % Growth 2018-2023  
Table 117 - Store Cards: Number of Cards by Issuer 2018-2022  
Table 118 - Store Cards: Payment Transaction Value by Issuer 2018-2022  
Table 119 - Forecast Store Cards: Number of Cards in Circulation 2023-2028  
Table 120 - Forecast Store Cards Transactions 2023-2028  
Table 121 - Forecast Store Cards in Circulation: % Growth 2023-2028  
Table 122 - Forecast Store Cards Transactions: % Growth 2023-2028

[Financial Cards and Payments in Brazil - Industry Overview](#)

## 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 123 - Number of POS Terminals: Units 2018-2023

Table 124 - Number of ATMs: Units 2018-2023

Table 125 - Value Lost to Fraud 2018-2023

Table 126 - Card Expenditure by Location 2023

Table 127 - Financial Cards in Circulation by Type: % Number of Cards 2018-2023

Table 128 - Domestic versus Foreign Spend 2023

## MARKET DATA

Table 129 - Financial Cards by Category: Number of Cards in Circulation 2018-2023

Table 130 - Financial Cards by Category: Number of Accounts 2018-2023

Table 131 - Financial Cards Transactions by Category: Value 2018-2023

Table 132 - Financial Cards by Category: Number of Transactions 2018-2023

Table 133 - Consumer Payments by Category: Value 2018-2023

Table 134 - Consumer Payments by Category: Number of Transactions 2018-2023

Table 135 - M-Commerce by Category: Value 2018-2023

Table 136 - M-Commerce by Category: % Value Growth 2018-2023

Table 137 - Financial Cards: Number of Cards by Issuer 2018-2022

Table 138 - Financial Cards: Number of Cards by Operator 2018-2022

Table 139 - Financial Cards: Card Payment Transactions Value by Operator 2018-2022

Table 140 - Financial Cards: Card Payment Transactions Value by Issuer 2018-2022

Table 141 - Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028

Table 142 - Forecast Financial Cards by Category: Number of Accounts 2023-2028

Table 143 - Forecast Financial Cards Transactions by Category: Value 2023-2028

Table 144 - Forecast Financial Cards by Category: Number of Transactions 2023-2028

Table 145 - Forecast Consumer Payments by Category: Value 2023-2028

Table 146 - Forecast Consumer Payments by Category: Number of Transactions 2023-2028

Table 147 - Forecast M-Commerce by Category: Value 2023-2028

Table 148 - Forecast M-Commerce by Category: % Value Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

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