



Euromonitor
International

Financial Cards and Payments in Brazil

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Financial cards seeing growth

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INDUSTRY PERFORMANCE

Macroeconomic factors impact interest rates

Strong growth in number of credit cards and open loop pre-paid cards in circulation

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Fintech helps to drive growth in payment and lending methods

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2025 DEVELOPMENTS

Store cards struggling to compete with alternative payment methods

INDUSTRY PERFORMANCE

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Target audience impacted by challenging economic scenario

WHAT'S NEXT?

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