



Euromonitor
International

Credit Cards in Brazil

January 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Strong growth for credit cards

INDUSTRY PERFORMANCE

A popular method of payment

Evolution of Pix not necessarily a threat to credit cards

WHAT'S NEXT?

Interest-free instalments support popularity of credit cards

Limited threat from Pix

Fintech set to reinforce popularity of credit cards

COMPETITIVE LANDSCAPE

MasterCard Brasil leads

Fintech player attracts younger consumers

CATEGORY DATA

Table 1 - Credit Cards: Number of Cards in Circulation 2020-2025
Table 2 - Credit Cards Transactions 2020-2025
Table 3 - Credit Cards in Circulation: % Growth 2020-2025
Table 4 - Credit Cards Transactions: % Growth 2020-2025
Table 5 - Commercial Credit Cards: Number of Cards in Circulation 2020-2025
Table 6 - Commercial Credit Cards Transactions 2020-2025
Table 7 - Commercial Credit Cards in Circulation: % Growth 2020-2025
Table 8 - Commercial Credit Cards Transactions: % Growth 2020-2025
Table 9 - Personal Credit Cards: Number of Cards in Circulation 2020-2025
Table 10 - Personal Credit Cards Transactions 2020-2025
Table 11 - Personal Credit Cards in Circulation: % Growth 2020-2025
Table 12 - Personal Credit Cards Transactions: % Growth 2020-2025
Table 13 - Credit Cards: Number of Cards by Issuer 2020-2024
Table 14 - Credit Cards: Number of Cards by Operator 2020-2024
Table 15 - Credit Cards Payment Transaction Value by Issuer 2020-2024
Table 16 - Credit Cards Payment Transaction Value by Operator 2020-2024
Table 17 - Commercial Credit Cards: Number of Cards by Issuer 2020-2024
Table 18 - Commercial Credit Cards: Number of Cards by Operator 2020-2024
Table 19 - Commercial Credit Cards Payment Transaction Value by Issuer 2020-2024
Table 20 - Commercial Credit Cards Payment Transaction Value by Operator 2020-2024
Table 21 - Personal Credit Cards: Number of Cards by Issuer 2020-2024
Table 22 - Personal Credit Cards: Number of Cards by Operator 2020-2024
Table 23 - Personal Credit Cards Payment Transaction Value by Issuer 2020-2024
Table 24 - Personal Credit Cards Payment Transaction Value by Operator 2020-2024
Table 25 - Forecast Credit Cards: Number of Cards in Circulation 2025-2030
Table 26 - Forecast Credit Cards Transactions 2025-2030
Table 27 - Forecast Credit Cards in Circulation: % Growth 2025-2030
Table 28 - Forecast Credit Cards Transactions: % Growth 2025-2030
Table 29 - Forecast Commercial Credit Cards: Number of Cards in Circulation 2025-2030
Table 30 - Forecast Commercial Credit Cards Transactions 2025-2030
Table 31 - Forecast Commercial Credit Cards in Circulation: % Growth 2025-2030

Table 32 - Forecast Commercial Credit Cards Transactions: % Growth 2025-2030
Table 33 - Forecast Personal Credit Cards: Number of Cards in Circulation 2025-2030
Table 34 - Forecast Personal Credit Cards Transactions 2025-2030
Table 35 - Forecast Personal Credit Cards in Circulation: % Growth 2025-2030
Table 36 - Forecast Personal Credit Cards Transactions: % Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

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

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

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth despite increasing competition

INDUSTRY PERFORMANCE

Migration of Bolsa Familia to debit cards boosts number of cards in circulation
Strong competition from Pix

WHAT'S NEXT?

Trend one
New Pix feature ramps up competition for debit cards
Government programmes to maintain importance of debit cards

COMPETITIVE LANDSCAPE

Visa holds top spot
Caixa Econômica Federal benefits from role in government programmes

CATEGORY DATA

Table 37 - Debit Cards: Number of Cards in Circulation 2020-2025
Table 38 - Debit Cards Transactions 2020-2025
Table 39 - Debit Cards in Circulation: % Growth 2020-2025
Table 40 - Debit Cards Transactions: % Growth 2020-2025
Table 41 - Debit Cards: Number of Cards by Issuer 2020-2024
Table 42 - Debit Cards: Number of Cards by Operator 2020-2024
Table 43 - Debit Cards Payment Transaction Value by Issuer 2020-2024
Table 44 - Debit Cards Payment Transaction Value by Operator 2020-2024
Table 45 - Forecast Debit Cards: Number of Cards in Circulation 2025-2030
Table 46 - Forecast Debit Cards Transactions 2025-2030
Table 47 - Forecast Debit Cards in Circulation: % Growth 2025-2030
Table 48 - Forecast Debit Cards Transactions: % Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Pre-Paid Cards in Brazil - Category analysis](#)

[Pre-Paid Cards in Brazil - Company Profile](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth across both open loop and closed loop pre-paid cards

INDUSTRY PERFORMANCE

Barred from providing debit cards, Nubank offers pre-paid cards

PAT plays important role in closed loop pre-paid cards

WHAT'S NEXT?

Clearer rules should guide pre-paid cards

iFood looking to strengthen presence in pre-paid cards

Banks join forces in strategic partnerships with leading corporate benefits companies

COMPETITIVE LANDSCAPE

Exclusivity agreement between Nubank and MasterCard

Ticket introduces personalised pre-paid card

CATEGORY DATA

Table 49 - Pre-paid Cards: Number of Cards in Circulation 2020-2025

Table 50 - Pre-paid Cards Transactions 2020-2025

Table 51 - Pre-paid Cards in Circulation: % Growth 2020-2025

Table 52 - Pre-paid Cards Transactions: % Growth 2020-2025

Table 53 - Closed Loop Pre-paid Cards Transactions 2020-2025

Table 54 - Closed Loop Pre-paid Cards Transactions: % Growth 2020-2025

Table 55 - Open Loop Pre-paid Cards Transactions 2020-2025

Table 56 - Open Loop Pre-paid Cards Transactions: % Growth 2020-2025

Table 57 - Pre-paid Cards: Number of Cards by Issuer 2020-2024

Table 58 - Pre-paid Cards: Number of Cards by Operator 2020-2024

Table 59 - Pre-paid Cards Transaction Value by Issuer 2020-2024

Table 60 - Pre-paid Cards Transaction Value by Operator 2020-2024

Table 61 - Closed Loop Pre-paid Cards: Number of Cards by Issuer 2020-2024

Table 62 - Closed Loop Pre-paid Cards: Number of Cards by Operator 2020-2024

Table 63 - Closed Loop Pre-paid Cards Transaction Value by Issuer 2020-2024

Table 64 - Closed Loop Pre-paid Cards Transaction Value by Operator 2020-2024

Table 65 - Open Loop Pre-paid Cards: Number of Cards by Issuer 2020-2024

Table 66 - Open Loop Pre-paid Cards: Number of Cards by Operator 2020-2024

Table 67 - Open Loop Pre-paid Cards Transaction Value by Issuer 2020-2024

Table 68 - Open Loop Pre-paid Cards Transaction Value by Operator 2020-2024

Table 69 - Forecast Pre-paid Cards: Number of Cards in Circulation 2025-2030

Table 70 - Forecast Pre-paid Cards Transactions 2025-2030

Table 71 - Forecast Pre-paid Cards in Circulation: % Growth 2025-2030

Table 72 - Forecast Pre-paid Cards Transactions: % Growth 2025-2030

Table 73 - Forecast Closed Loop Pre-paid Cards Transactions 2025-2030

Table 74 - Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2025-2030

Table 75 - Forecast Open Loop Pre-paid Cards Transactions 2025-2030

Table 76 - Forecast Open Loop Pre-paid Cards Transactions: % Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

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

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

KEY DATA FINDINGS

2025 DEVELOPMENTS

Store cards struggling to compete with alternative payment methods

INDUSTRY PERFORMANCE

Competition from other types of cards weakens position of store cards
Target audience impacted by challenging economic scenario

WHAT'S NEXT?

Store cards set to suffer from further intensification of competition from alternatives
Still a potential role for store cards
Economic challenges affect core customer base for store cards

COMPETITIVE LANDSCAPE

Guararapes Confeções leads

CATEGORY DATA

Table 77 - Store Cards: Number of Cards in Circulation 2020-2025
Table 78 - Store Cards Transactions 2020-2025
Table 79 - Store Cards in Circulation: % Growth 2020-2025
Table 80 - Store Cards Transactions: % Growth 2020-2025
Table 81 - Store Cards: Number of Cards by Issuer 2020-2024
Table 82 - Store Cards: Payment Transaction Value by Issuer 2020-2024
Table 83 - Forecast Store Cards: Number of Cards in Circulation 2025-2030
Table 84 - Forecast Store Cards Transactions 2025-2030
Table 85 - Forecast Store Cards in Circulation: % Growth 2025-2030
Table 86 - Forecast Store Cards Transactions: % Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

Financial cards seeing growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Macroeconomic factors impact interest rates
Strong growth in number of credit cards and open loop pre-paid cards in circulation
Debit cards and other payment methods feeling strong competition from Pix
Fintech helps to drive growth in payment and lending methods

WHAT'S NEXT?

What next for financial cards and payments?

COMPETITIVE LANDSCAPE

Banco Itaú Holding Financeira SA takes the lead
MasterCard benefits from aggressive commercial policy and strategic partnerships

MARKET INDICATORS

Table 87 - Number of POS Terminals: Units 2020-2025
Table 88 - Number of ATMs: Units 2020-2025
Table 89 - Value Lost to Fraud 2020-2025
Table 90 - Card Expenditure by Location 2025
Table 91 - Financial Cards in Circulation by Type: % Number of Cards 2020-2025
Table 92 - Domestic versus Foreign Spend 2025

MARKET DATA

Table 93 - Financial Cards by Category: Number of Cards in Circulation 2020-2025

Table 94 - Financial Cards by Category: Number of Accounts 2020-2025
 Table 95 - Financial Cards Transactions by Category: Value 2020-2025
 Table 96 - Financial Cards by Category: Number of Transactions 2020-2025
 Table 97 - Consumer Payments by Category: Value 2020-2025
 Table 98 - Consumer Payments by Category: Number of Transactions 2020-2025
 Table 99 - M-Commerce by Category: Value 2020-2025
 Table 100 - M-Commerce by Category: % Value Growth 2020-2025
 Table 101 - Financial Cards: Number of Cards by Issuer 2020-2024
 Table 102 - Financial Cards: Number of Cards by Operator 2020-2024
 Table 103 - Financial Cards: Card Payment Transactions Value by Operator 2020-2024
 Table 104 - Financial Cards: Card Payment Transactions Value by Issuer 2020-2024
 Table 105 - Forecast Financial Cards by Category: Number of Cards in Circulation 2025-2030
 Table 106 - Forecast Financial Cards by Category: Number of Accounts 2025-2030
 Table 107 - Forecast Financial Cards Transactions by Category: Value 2025-2030
 Table 108 - Forecast Financial Cards by Category: Number of Transactions 2025-2030
 Table 109 - Forecast Consumer Payments by Category: Value 2025-2030
 Table 110 - Forecast Consumer Payments by Category: Number of Transactions 2025-2030
 Table 111 - Forecast M-Commerce by Category: Value 2025-2030
 Table 112 - Forecast M-Commerce by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/credit-cards-in-brazil/report.