



Euromonitor
International

Store Cards in Brazil

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2025 DEVELOPMENTS

Strong growth for credit cards

INDUSTRY PERFORMANCE

A popular method of payment

Evolution of Pix not necessarily a threat to credit cards

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

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

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2025 DEVELOPMENTS

Growth despite increasing competition

INDUSTRY PERFORMANCE

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Strong competition from Pix

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

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2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

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[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

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