Brazil Cards and Payments Market - Size, Share, Development, Growth and Forecast to 2020

Description: The study is based on extensive secondary and primary research. The various sources studied during the secondary research include websites of payment/ banking/ industry associations, industry regulatory bodies, banks, and card issuers. The primary research included in-depth interviews with industry experts and key opinion leaders.

Brazil cards and payments market overview

The card payments market in Brazil grew at a healthy pace during the period 2012-2014, both in terms of value and volume.

Brazil's GDP per capita increased from BRL 23,655.1 in 2012 to BRL 27,229.3 in 2014. The GDP per capita is likely to increase further over the period 2015-2020, to reach BRL 39,204.2 by 2020. This increase is expected to increase the cards usage over the forecast period. Also the percentage of the urban population in total population grew from 84.5% in 2012 to 85.7% in 2014 and is expected to grow further over the forecast period, to reach 87.5% in 2020. The increase in urbanization will further lead to increase in card usage.

In terms of transaction volume, the debit cards had 64.6% share in the Brazilian payment card market in 2014. During the same year, the credit cards had 35.4% share in the Brazilian cards market, in terms of transaction volume. The debit cards dominant share is likely to remain stable over the forecast period of 2015-2020.

The total number of credit cards in Brazil increased at a CAGR of 12.4% during the period 2012-2014. There was intense competition among credit card issuers to encourage card usage and spend. Credit card issuing banks implement various marketing strategic and offered numerous offers and campaigns to attract consumers.

The charge cards segment represents a small portion of the Brazilian pay later card market but is expected to gain momentum due to expected growth in the volume of high net worth individuals (HNIs) during the period 2015-2020. The frequency of charge card use declined at a CAGR of -1.4% during 2012-2014. The frequency of transaction is expected to fall to 4.2 times by 2020.

In August 2015, Elo signed an agreement with Discover Financial Services to allow Elo cardholders to make international purchases and withdraw cash on the US company's payment network. The partnership between Elo and Discover will focus initially on enabling Elo cards to be accepted in more than 185 countries though Discover's network.

Report Coverage

Historical market size for the period 2012-2014 and forecast for the period 2015-2020.
Number of cards in circulation, and value and volume of transactions.
Number of terminal, and value and volume of transactions.
Industry trends, drivers, and opportunities.
Competitive landscape of card issuers for both, debit cards and credit cards.
Major schemes, debit and credit cards by customer segments.
Research methodology

Key players in the Brazil cards and payments market:

Banco do Brasil
Caixa Econômica Federal
Banco Bradesco
Banco Santander
Itau Unibanco
Contents:

1. Definitions
2. Research Methodology
   2.1 Research Process
   2.2 Phases of Research Process
   2.2.1 Cards Market Sizing
   2.2.2 Competitor Analysis
   2.2.3 Market Forecasting
   2.2.4 Quality Control Process
3. Executive Summary
4. Key Industry Drivers
5. Payment Channels
   5.1 Market Share of Payment Channel, in Terms of Volume and Value
6. Terminal Statistics
   6.1 Number of Terminals
   6.2 Transactions at ATM Terminals
   6.3 Transactions at POS Terminals
7. Payment Card Market Analysis
   7.1 Payment Cards Market Size and Forecast (2012-2020)
   7.2 Payment Cards in Circulation (2012-2020)
   7.2.1 Payment Cards in Circulation, by Card Type (2012-2020)
   7.3 Payment Card Transaction Volume and Value (2012-2020)
   7.3.1 Payment Card Transaction Volume, by Card Type (2012-2020)
   7.3.2 Payment Card Transaction Value, by Card Type (2012-2020)
8. Debit Card Market Analysis
   8.1 Debit Cards Market Size and Forecast (2012-2020)
   8.2 Debit Cards in Circulation (2012-2020)
   8.3 Debit Cards Transaction Volume at ATM and POS (2012-2020)
   8.4 Debit Cards Transaction Value at ATM and POS (2012-2020)
   8.5 Debit Cards Market Share, by Scheme (2014)
   8.6 Debit Cards Market Share, by Card Issuer (2014)
   8.7 Comparison of Debit Cards Offered by Various Banks
9. Credit Card Market Analysis
   9.1 Credit Cards Market Size and Forecast (2012-2020)
   9.2 Credit Cards in Circulation (2012-2020)
   9.3 Credit Cards Transaction Volume at ATM and POS (2012-2020)
   9.4 Credit Cards Transaction Value at ATM and POS (2012-2020)
   9.5 Credit Cards Market Share, by Scheme (2014)
   9.6 Credit Cards Market Share, by Card Issuer (2014)
   9.7 Credit Cards Balance Outstanding, by Card Issuer (2014)
   9.8 Comparison of Credit Cards Offered by Various Banks
10. Charge Card Market Analysis
    10.1 Charge Cards Market Size and Forecast (2012-2020)
    10.2 Charge Cards in Circulation (2012-2020)
    10.3 Charge Card Transactions at ATM and POS (2012-2020)
    10.4 Charge Card Market Share, by Scheme (2014)
11. Card Fraud
12. Prepaid Card Market Analysis
    12.1 Comparison of Prepaid Cards Offered by Various Banks
    13.1 Targeted Customer Segments
    13.2 Cards Targeted at High End Consumers
13.3 Cards Targeted at Travelers
13.4 Cards Targeted at Young Population and Students
13.5 Cards Targeted at Shoppers
13.6 Cards Targeted at Vehicle Owners
13.7 Cards Targeted at Corporate

14. Competitive Landscape
14.1 Key Industry Players
14.1.1 Banco Santander
14.1.2 Caixa Econômica Federal
14.1.3 Itau Unibanco
14.1.4 Banco Do Brasil
14.1.5 Banco Bradesco
14.2 Key Developments in The Market

15. Appendix
15.2 Debit Card Market Size and Forecast, in USD (2012-2020)
15.3 Credit Card Market Size and Forecast, in USD (2012-2020)

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