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 strategies 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 through 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
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