

Charge Cards in Brazil

<https://marketpublishers.com/r/CD554958360EN.html>

Date: November 2023

Pages: 25

Price: US\$ 990.00 (Single User License)

ID: CD554958360EN

Abstracts

When presented with a choice between a credit card and a card offering credit card-like functionality but without revolving credit, most Brazilians opt for the former. This inclination is rooted in a fundamental factor hindering charge cards from achieving more substantial success in Brazil – the inherent concept of charge cards. Despite their similarity to credit cards, charge cards lack the feature of revolving credit, a characteristic highly valued by Brazilian cardholders.

Euromonitor International's Charge Card Transactions in Brazil report establishes the size and structure of the market for ATMs cards, smart cards, credit cards, debit cards, charge cards, pre-paid cards and store cards. It looks at key players in the market (issuers and operators), number of cards in circulation, numbers transactions and value of transactions. It offers strategic analysis of sector forecasts and trends to watch.

Product coverage: Commercial Charge Card Transactions, Personal Charge Card Transactions.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Charge Card Transactions market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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