

Financial Cards and Payments in Brazil

<https://marketpublishers.com/r/FB7E21308E5EN.html>

Date: November 2018

Pages: 50

Price: US\$ 2,100.00 (Single User License)

ID: FB7E21308E5EN

Abstracts

Brazil's economy faced its worst recession in decades in the later part of the review period, marked by the deterioration of the labour market. High levels of unemployment have made consumers more cautious about making large purchases or taking on debt. In this scenario, even consumers who have not lost their jobs have started to plan their expenditure as if they could become unemployed at any moment.

Euromonitor International's Financial Cards and Payments 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: Financial Cards in Circulation, M-Commerce, 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 Financial Cards and Payments 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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