

# Store Cards in Brazil

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## Abstracts

One notable historical factor contributing to the popularity of store cards in Brazil is the ease of acquisition. Typically, consumers can swiftly register for a store card in-store, a process often completed in five minutes or less. This frictionless onboarding, combined with discount incentives and convenient payment options such as monthly instalments, positions store cards as an accessible and cost-effective means for funding essential purchases such as groceries and apparel. Nevertheless, t...

Euromonitor International's Store 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.

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

Why buy this report?

Get a detailed picture of the Store 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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Euromonitor International

November 2023

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