



# Store Cards in Brazil

January 2026

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A popular method of payment

Evolution of Pix not necessarily a threat to credit cards

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Growth despite increasing competition

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Strong competition from Pix

### WHAT'S NEXT?

Trend one

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Growth across both open loop and closed loop pre-paid cards

### INDUSTRY PERFORMANCE

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## WHAT'S NEXT?

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## KEY DATA FINDINGS

## 2025 DEVELOPMENTS

Store cards struggling to compete with alternative payment methods

## INDUSTRY PERFORMANCE

Competition from other types of cards weakens position of store cards  
Target audience impacted by challenging economic scenario

#### WHAT'S NEXT?

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[Financial Cards and Payments in Brazil - Industry Overview](#)

#### EXECUTIVE SUMMARY

Financial cards seeing growth

#### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Macroeconomic factors impact interest rates  
Strong growth in number of credit cards and open loop pre-paid cards in circulation  
Debit cards and other payment methods feeling strong competition from Pix  
Fintech helps to drive growth in payment and lending methods

#### WHAT'S NEXT?

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