



# Store Cards in Brazil

January 2026

Table of Contents

## Credit Cards in Brazil - Category analysis

## Credit Cards in Brazil - Company Profile

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Strong growth for credit cards

#### INDUSTRY PERFORMANCE

A popular method of payment

Evolution of Pix not necessarily a threat to credit cards

#### WHAT'S NEXT?

Interest-free instalments support popularity of credit cards

Limited threat from Pix

Fintech set to reinforce popularity of credit cards

#### COMPETITIVE LANDSCAPE

MasterCard Brasil leads

Fintech player attracts younger consumers

#### CATEGORY DATA

Table 1 - Credit Cards: Number of Cards in Circulation 2020-2025

Table 2 - Credit Cards Transactions 2020-2025

Table 3 - Credit Cards in Circulation: % Growth 2020-2025

Table 4 - Credit Cards Transactions: % Growth 2020-2025

Table 5 - Commercial Credit Cards: Number of Cards in Circulation 2020-2025

Table 6 - Commercial Credit Cards Transactions 2020-2025

Table 7 - Commercial Credit Cards in Circulation: % Growth 2020-2025

Table 8 - Commercial Credit Cards Transactions: % Growth 2020-2025

Table 9 - Personal Credit Cards: Number of Cards in Circulation 2020-2025

Table 10 - Personal Credit Cards Transactions 2020-2025

Table 11 - Personal Credit Cards in Circulation: % Growth 2020-2025

Table 12 - Personal Credit Cards Transactions: % Growth 2020-2025

Table 13 - Credit Cards: Number of Cards by Issuer 2020-2024

Table 14 - Credit Cards: Number of Cards by Operator 2020-2024

Table 15 - Credit Cards Payment Transaction Value by Issuer 2020-2024

Table 16 - Credit Cards Payment Transaction Value by Operator 2020-2024

Table 17 - Commercial Credit Cards: Number of Cards by Issuer 2020-2024

Table 18 - Commercial Credit Cards: Number of Cards by Operator 2020-2024

Table 19 - Commercial Credit Cards Payment Transaction Value by Issuer 2020-2024

Table 20 - Commercial Credit Cards Payment Transaction Value by Operator 2020-2024

Table 21 - Personal Credit Cards: Number of Cards by Issuer 2020-2024

Table 22 - Personal Credit Cards: Number of Cards by Operator 2020-2024

Table 23 - Personal Credit Cards Payment Transaction Value by Issuer 2020-2024

Table 24 - Personal Credit Cards Payment Transaction Value by Operator 2020-2024

Table 25 - Forecast Credit Cards: Number of Cards in Circulation 2025-2030

Table 26 - Forecast Credit Cards Transactions 2025-2030

Table 27 - Forecast Credit Cards in Circulation: % Growth 2025-2030

Table 28 - Forecast Credit Cards Transactions: % Growth 2025-2030

Table 29 - Forecast Commercial Credit Cards: Number of Cards in Circulation 2025-2030

Table 30 - Forecast Commercial Credit Cards Transactions 2025-2030

Table 31 - Forecast Commercial Credit Cards in Circulation: % Growth 2025-2030

Table 32 - Forecast Commercial Credit Cards Transactions: % Growth 2025-2030

Table 33 - Forecast Personal Credit Cards: Number of Cards in Circulation 2025-2030

Table 34 - Forecast Personal Credit Cards Transactions 2025-2030

Table 35 - Forecast Personal Credit Cards in Circulation: % Growth 2025-2030

Table 36 - Forecast Personal Credit Cards Transactions: % Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

[Debit Cards in Brazil - Category analysis](#)

[Debit Cards in Brazil - Company Profile](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Growth despite increasing competition

### INDUSTRY PERFORMANCE

Migration of Bolsa Familia to debit cards boosts number of cards in circulation

Strong competition from Pix

### WHAT'S NEXT?

Trend one

New Pix feature ramps up competition for debit cards

Government programmes to maintain importance of debit cards

### COMPETITIVE LANDSCAPE

Visa holds top spot

Caixa Econômica Federal benefits from role in government programmes

### CATEGORY DATA

Table 37 - Debit Cards: Number of Cards in Circulation 2020-2025

Table 38 - Debit Cards Transactions 2020-2025

Table 39 - Debit Cards in Circulation: % Growth 2020-2025

Table 40 - Debit Cards Transactions: % Growth 2020-2025

Table 41 - Debit Cards: Number of Cards by Issuer 2020-2024

Table 42 - Debit Cards: Number of Cards by Operator 2020-2024

Table 43 - Debit Cards Payment Transaction Value by Issuer 2020-2024

Table 44 - Debit Cards Payment Transaction Value by Operator 2020-2024

Table 45 - Forecast Debit Cards: Number of Cards in Circulation 2025-2030

Table 46 - Forecast Debit Cards Transactions 2025-2030

Table 47 - Forecast Debit Cards in Circulation: % Growth 2025-2030

Table 48 - Forecast Debit Cards Transactions: % Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

[Pre-Paid Cards in Brazil - Category analysis](#)

[Pre-Paid Cards in Brazil - Company Profile](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

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

### INDUSTRY PERFORMANCE

Barred from providing debit cards, Nubank offers pre-paid cards

PAT plays important role in closed loop pre-paid cards

## WHAT'S NEXT?

Clearer rules should guide pre-paid cards

iFood looking to strengthen presence in pre-paid cards

Banks join forces in strategic partnerships with leading corporate benefits companies

## COMPETITIVE LANDSCAPE

Exclusivity agreement between Nubank and MasterCard

Ticket introduces personalised pre-paid card

## CATEGORY DATA

Table 49 - Pre-paid Cards: Number of Cards in Circulation 2020-2025

Table 50 - Pre-paid Cards Transactions 2020-2025

Table 51 - Pre-paid Cards in Circulation: % Growth 2020-2025

Table 52 - Pre-paid Cards Transactions: % Growth 2020-2025

Table 53 - Closed Loop Pre-paid Cards Transactions 2020-2025

Table 54 - Closed Loop Pre-paid Cards Transactions: % Growth 2020-2025

Table 55 - Open Loop Pre-paid Cards Transactions 2020-2025

Table 56 - Open Loop Pre-paid Cards Transactions: % Growth 2020-2025

Table 57 - Pre-paid Cards: Number of Cards by Issuer 2020-2024

Table 58 - Pre-paid Cards: Number of Cards by Operator 2020-2024

Table 59 - Pre-paid Cards Transaction Value by Issuer 2020-2024

Table 60 - Pre-paid Cards Transaction Value by Operator 2020-2024

Table 61 - Closed Loop Pre-paid Cards: Number of Cards by Issuer 2020-2024

Table 62 - Closed Loop Pre-paid Cards: Number of Cards by Operator 2020-2024

Table 63 - Closed Loop Pre-paid Cards Transaction Value by Issuer 2020-2024

Table 64 - Closed Loop Pre-paid Cards Transaction Value by Operator 2020-2024

Table 65 - Open Loop Pre-paid Cards: Number of Cards by Issuer 2020-2024

Table 66 - Open Loop Pre-paid Cards: Number of Cards by Operator 2020-2024

Table 67 - Open Loop Pre-paid Cards Transaction Value by Issuer 2020-2024

Table 68 - Open Loop Pre-paid Cards Transaction Value by Operator 2020-2024

Table 69 - Forecast Pre-paid Cards: Number of Cards in Circulation 2025-2030

Table 70 - Forecast Pre-paid Cards Transactions 2025-2030

Table 71 - Forecast Pre-paid Cards in Circulation: % Growth 2025-2030

Table 72 - Forecast Pre-paid Cards Transactions: % Growth 2025-2030

Table 73 - Forecast Closed Loop Pre-paid Cards Transactions 2025-2030

Table 74 - Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2025-2030

Table 75 - Forecast Open Loop Pre-paid Cards Transactions 2025-2030

Table 76 - Forecast Open Loop Pre-paid Cards Transactions: % Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

[Store Cards in Brazil - Category analysis](#)

[Store Cards in Brazil - Company Profile](#)

## 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?

Store cards set to suffer from further intensification of competition from alternatives

Still a potential role for store cards

Economic challenges affect core customer base for store cards

#### COMPETITIVE LANDSCAPE

Guararapes Confeções leads

#### CATEGORY DATA

Table 77 - Store Cards: Number of Cards in Circulation 2020-2025

Table 78 - Store Cards Transactions 2020-2025

Table 79 - Store Cards in Circulation: % Growth 2020-2025

Table 80 - Store Cards Transactions: % Growth 2020-2025

Table 81 - Store Cards: Number of Cards by Issuer 2020-2024

Table 82 - Store Cards: Payment Transaction Value by Issuer 2020-2024

Table 83 - Forecast Store Cards: Number of Cards in Circulation 2025-2030

Table 84 - Forecast Store Cards Transactions 2025-2030

Table 85 - Forecast Store Cards in Circulation: % Growth 2025-2030

Table 86 - Forecast Store Cards Transactions: % Growth 2025-2030

#### COUNTRY REPORTS DISCLAIMER

[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?

What next for financial cards and payments?

#### COMPETITIVE LANDSCAPE

Banco Itaú Holding Financeira SA takes the lead

MasterCard benefits from aggressive commercial policy and strategic partnerships

#### MARKET INDICATORS

Table 87 - Number of POS Terminals: Units 2020-2025

Table 88 - Number of ATMs: Units 2020-2025

Table 89 - Value Lost to Fraud 2020-2025

Table 90 - Card Expenditure by Location 2025

Table 91 - Financial Cards in Circulation by Type: % Number of Cards 2020-2025

Table 92 - Domestic versus Foreign Spend 2025

#### MARKET DATA

Table 93 - Financial Cards by Category: Number of Cards in Circulation 2020-2025

Table 94 - Financial Cards by Category: Number of Accounts 2020-2025  
Table 95 - Financial Cards Transactions by Category: Value 2020-2025  
Table 96 - Financial Cards by Category: Number of Transactions 2020-2025  
Table 97 - Consumer Payments by Category: Value 2020-2025  
Table 98 - Consumer Payments by Category: Number of Transactions 2020-2025  
Table 99 - M-Commerce by Category: Value 2020-2025  
Table 100 - M-Commerce by Category: % Value Growth 2020-2025  
Table 101 - Financial Cards: Number of Cards by Issuer 2020-2024  
Table 102 - Financial Cards: Number of Cards by Operator 2020-2024  
Table 103 - Financial Cards: Card Payment Transactions Value by Operator 2020-2024  
Table 104 - Financial Cards: Card Payment Transactions Value by Issuer 2020-2024  
Table 105 - Forecast Financial Cards by Category: Number of Cards in Circulation 2025-2030  
Table 106 - Forecast Financial Cards by Category: Number of Accounts 2025-2030  
Table 107 - Forecast Financial Cards Transactions by Category: Value 2025-2030  
Table 108 - Forecast Financial Cards by Category: Number of Transactions 2025-2030  
Table 109 - Forecast Consumer Payments by Category: Value 2025-2030  
Table 110 - Forecast Consumer Payments by Category: Number of Transactions 2025-2030  
Table 111 - Forecast M-Commerce by Category: Value 2025-2030  
Table 112 - Forecast M-Commerce by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/store-cards-in-brazil/report](http://www.euromonitor.com/store-cards-in-brazil/report).