

# Financial Cards and Payments in Brazil

November 2023

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Pix continues to gain share within consumer payments in Brazil

Rising fraud concerns among Brazilian credit cardholders, prompting proactive bank campaigns

Biometrics associated with convenience to help C&A co-branded digital credit cards gain traction despite high interest rates

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A target audience comprising affluent consumers

Banco Bradesco remains dominant issuer in a competitive landscape appealing to the wealthy

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### PROSPECTS AND OPPORTUNITIES

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