

# Debit Cards in Brazil

December 2022

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## Charge Cards in Brazil - Company Profile

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#### 2022 DEVELOPMENTS

Affluent consumers are the target audience

Competitive landscape dominated by two giants that appeal to the affluent

Brazilians appreciate revolving credit, which hampers growth

#### PROSPECTS AND OPPORTUNITIES

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Credit card benefits continue to attract consumers in an increasingly competitive scenario

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Ease of registration contributes to wide adoption, but also raises a red flag  
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