

Brazil 

PAYMENT METHODS

March 2022



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#PayWorldTour

Brazil 

E-COMMERCE IN A NUTSHELL



215 MILLION

POPULATION ON FEBRUARY 1, 2022

€27.8 BILLION

E-COMMERCE TURNOVER
IN 2021*



*Source: <https://www.ecommercebrasil.com.br/noticias/neotrust-e-commerce-fatura-2021/>

Brazil

PAYMENT BY CARD

THE LOCALS



Hipercard



THE GLOBALS

VISA

AMERICAN
EXPRESS



The credit card is the preferred payment method for Brazilians in e-commerce.

In 2021, **69.7% of purchases*** were made with a credit card.

• <https://www.ecommercebrasil.com.br/noticias/neotrust-e-commerce-fatura-2021/>

Brazil

BANK TRANSFER

THE LOCALS



In 2021, **2.3% of purchases*** were made via Pix, the instant payment platform created and managed by the Central Bank of Brazil in 2020.

Pix works via a Dynamic QR code.

Quickly and massively adopted by users (for whom it's completely free of charge), Pix has been showing a monthly increase of around 53% in P2B payments since its launch.

• <https://www.ecommercebrasil.com.br> and <https://www.about-payments.com/>

Brazil

CASH PAYMENT



Boleto Bancário is very popular in Brazil (16.9% market share).

It is the only payment method available to 35% of consumers who do not have a bank account.

Payment is made via a coupon, issued at checkout and paid at a Brazilian bank or participating shop, on the internet or via mobile.

Brazil

INSTALLMENT AND BNPL

THE LOCALS

Addi

boletoflex

prou

Koin

 alchemy

din*e* 

 truepay 

 swap 

THE GLOBALS

 kueskiPay

nelo

affirm

One of the most common payment practices in Brazil is instalment payments – or compra parcelada. This is why the BNPL has established itself very easily and quickly in recent years.

In 2021, the BNPL in Brazil was expected to increase by 69.4% to **USD 3211.2 million**.

Brazil

DIGITAL WALLET AND X-PAY

THE LOCALS

 PicPay

 PagBank

THE GLOBALS



mercado
pago

 PayPal

 Apple Pay

 Samsung Pay

 Google Pay

In Brazil, **hundreds of digital wallets** are available. This profusion of digital wallets reflects the maturity of the country's financial system digitization and, at the same time, the lack of specific regulation for this business model.

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WORLD TOUR

of payment methods



Wanderlust

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