

Consumer Credit in Brazil

December 2024

Table of Contents

Consumer Credit in Brazil - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Modest growth in consumer credit gross lending due to persistently high Selic level and the rise of sports betting Auto lending grows, with stronger credit and vehicle production

New rules for card lending

PROSPECTS AND OPPORTUNITIES

Payments and lending ecosystem must continue to promote financial literacy

Provision of financial services aiming to meet specific demands

Personal lending is strategic for fintechs

CATEGORY DATA

- Table 1 Consumer Credit: Outstanding Balance by Category: Value 2019-2024
- Table 2 Consumer Credit: Outstanding Balance by Category: % Value Growth 2019-2024
- Table 3 Consumer Credit: Gross Lending by Category: Value 2019-2024
- Table 4 Consumer Credit: Gross Lending by Category: % Value Growth 2019-2024
- Table 5 Forecast Consumer Credit: Outstanding Balance by Category: Value 2024-2029
- Table 6 Forecast Consumer Credit: Outstanding Balance by Category: % Value Growth 2024-2029
- Table 7 Forecast Consumer Credit: Gross Lending by Category: Value 2024-2029
- Table 8 Forecast Consumer Credit: Gross Lending by Category: % Value Growth 2024-2029

Consumer Lending in Brazil - Industry Overview

EXECUTIVE SUMMARY

Consumer lending in 2024: The big picture

2024 key trends

Challenges foreseen in mortgages/housing

Brazilian debt from card lending, and government strategies to address this

What next for consumer lending?

MARKET DATA

- Table 9 Consumer Lending: Outstanding Balance by Category: Value 2019-2024
- Table 10 Consumer Lending: Outstanding Balance by Category: % Value Growth 2019-2024
- Table 11 Consumer Lending: Gross Lending by Category: Value 2019-2024
- Table 12 Consumer Lending: Gross Lending by Category: % Value Growth 2019-2024
- Table 13 Consumer Lending: Non-performing vs Other Loans Outstanding Balance: % Value 2019-2024
- Table 14 Mortgages/Housing: Non-performing vs Other Loans Outstanding Balance: % Value 2019-2024
- Table 15 Consumer Credit: Non-performing vs Other Loans Outstanding Balance: % Value 2019-2024
- Table 16 Card Lending: Non-performing vs Other Loans Outstanding Balance: % Value 2019-2024
- Table 17 Forecast Consumer Lending: Outstanding Balance by Category: Value 2024-2029
- Table 18 Forecast Consumer Lending: Outstanding Balance by Category: % Value Growth 2024-2029
- Table 19 Forecast Consumer Lending: Gross Lending by Category: Value 2024-2029
- Table 20 Forecast Consumer Lending: Gross Lending by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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