



ALL ABOUT BRAZIL'S FASTEST-RISING PAYMENT METHOD

Instant payment Pix completely revolutionized payments in Brazil, where it quickly became **consumers' new favorite method**. With over 133 million users and 24 billion transactions in 2022 alone, it's the fastest-rising payment method in the country.

Released by Brazil's Central Bank in November 2020, Pix not only pushes a movement toward more digital payments in Latin America, but has also established itself as a **world renowned case for instant payment methods**. There is a payment landscape before Pix and after Pix.

Learn more about this payment system, how it has impacted e-commerce and online payments in the country, and how you can use it to boost your business.



THE PIX OF THE MATTER

Pix's big differentiator is speed. While bank transfers take over a few days to clear, Pix is **instantaneous**. Thus, it can be used as a payment method in physical and virtual businesses, with immediate payment verification – the money will be in the recipient's account in **under ten seconds**.

Pix can represent up to **50%** of online sales volume for select merchants.

In e-commerce overall, **25%** comes from Pix.



By 2025, the **instant payment's total share of online sales in Brazil should rise to 31%**, the fastest growth rate in the country's payment landscape.



Pix makes up almost **50%** of all money transfers in Brazil

THE COUNTRY'S FAVORITE

Pix makes up 49.8% of all money transfers in Brazil, much higher than any other format – traditional bank transfers now only represent 25.6%, having been surpassed by Pix in the instant payment method's second month of operations.

In March 2021, Pix also surpassed boletos. By the end of 2022, Pix's transactions alone were more than those from traditional bank transfers, boletos and debit cards.

For online purchases, **Pix rises day by day and pushes a considerable fall for credit cards**. Pix will go from 15% of all e-commerce sales in 2021 to 31% by 2025, while credit cards will go from 56% in 2021 to 45% by 2025.

HOW (AND WHY) IT WORKS SO WELL

Accessed directly from banking and e-wallet apps, Pix does not require a lot of data to be filled in: **all that is needed is an identification key, that can be:**

- CPF
- A random key
- Cellphone number
- A QR code generated specifically for this purpose

Flexibility makes the transaction faster and simpler, which is good for both the user and the merchant:

- Option for those without a credit or debit card
- Interoperability between platforms
- Simple to use
- No need for intermediary operators

EASY AND QUICK CHECKOUT WITH PIX

Paying with Pix is very simple and dynamic for users. By offering it as a payment method, you help provide the **outstanding online payment experience** they deserve. See for yourself:

- 1.** Online cart ready to go? The user just needs to select to **pay with Pix**
- 2.** Now, they open their favorite financial app and go to the **Pix area**

If they're shopping through a desktop computer, they can just **read the QR Code** to finish payment with Pix
- 3.** When shopping through a mobile device, the user simply has to **copy the Pix key** and **paste it** in their app
- 4.** All done!



PIX'S IMPRESSIVE NUMBERS

Transfers within **10 seconds**

24/7 operation

793 Institutions authorized to offer it

Over **2 Billion** transactions per month

Over **14 Trillion Brazilian Reals** moved since launch

591 Million keys registered:

- Individuals: **564 million keys**
- Companies: **27 million keys**

Source: Brazil's Central Bank, March 2022

THE GAME HAS CHANGED. HAVE YOU?

More agility, more flexibility, and instant pay: **Pix is here to stay and improve the payments scenario in Brazil**. Take advantage of this innovation by providing local payments, support, and service and ensure the best shopping experience for your customers, **increasing your sales and building loyalty among your audience**.

We are prepared to allow you to offer Pix to your Brazilian customers. Get started now:

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