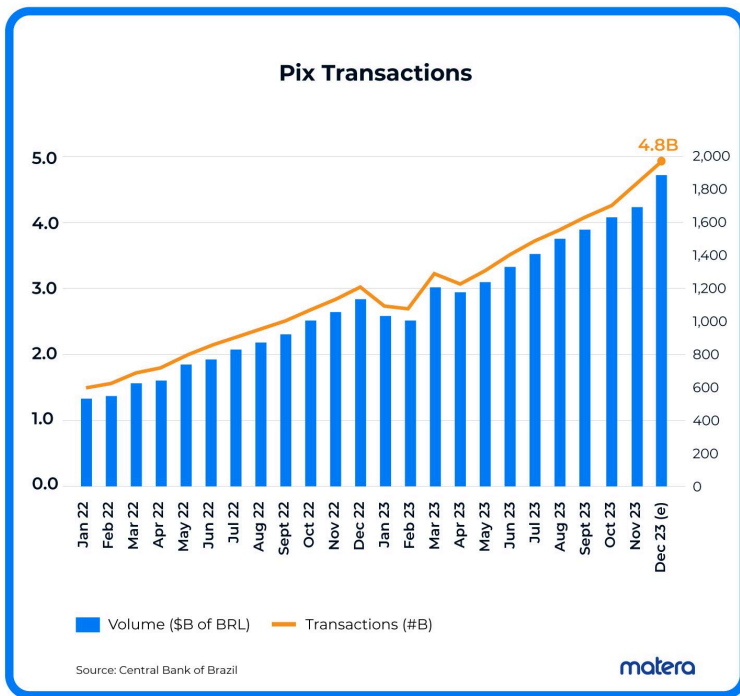


Pix by the Numbers | Q4 2023

Over 40 Billion Pix transactions in 2023

Approximately 4.8 Billion Pix transactions in December

It's better to be part of the Pix revolution than be disrupted by it



December Pix volume is 68% higher YOY.

Pix continues its sharp upward trajectory quickly approaching 5 billion monthly transactions. For all of 2023, there were over 42 billion Pix transactions worth more than BR \$17 trillion; annual transactions are up 72% versus 2022.

The number of Pix transactions is 13% more than credit and debit combined (As of Q2 2023 - most recent data available). In Q2 2023, there were 9.4 billion Pix transactions vs. 4.4 billion card and 3.9 billion debit transactions

P2B continues to grow continuing to displace card transactions between consumers and companies

36% of all Pix transactions in December 2023 were P2B - consumers paying businesses for goods and services. This is up from 24% in Dec. 2022. P2B remains the fastest growing use case for Pix as billers and merchants realize material cost savings with Pix over other payment methods.

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Younger generations love Pix - nearly 60% Pix transactions made by 20 - 39 year olds.

Consumers ages 40 - 49 made 22% of all Pix transactions compared to 10% by 50 - 59 and 5% from those over 60.

87% of the Brazilian adult population uses Pix

The Central Bank of Brazil reported that 149 million consumers and nearly 15 million businesses send and receive Pix as of December 2023.

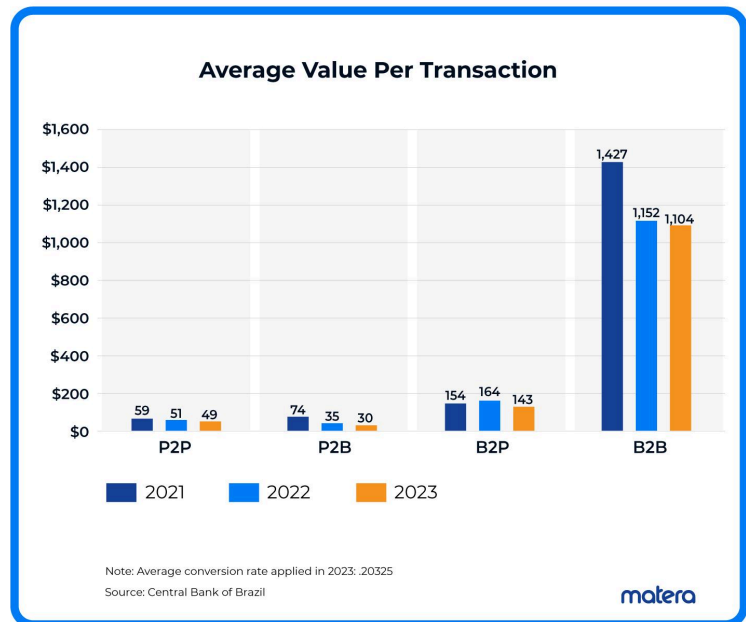
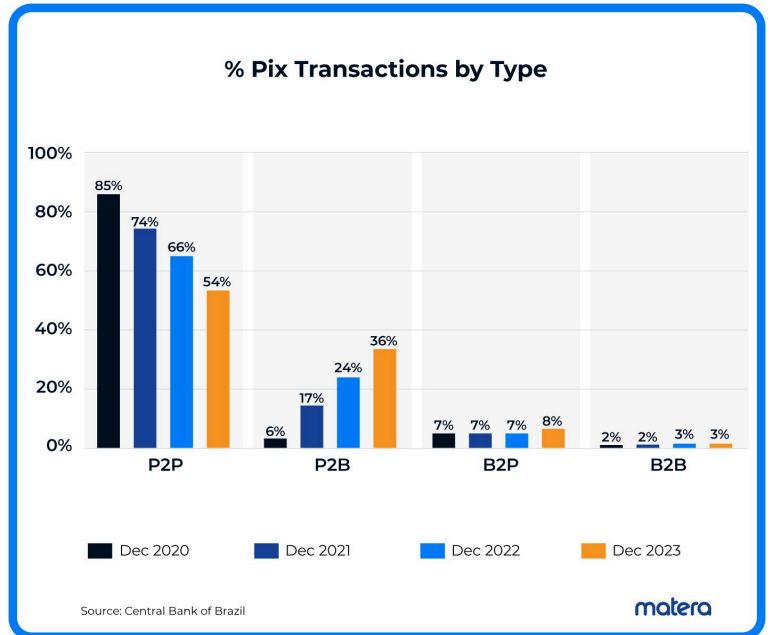
The number of consumers using Pix is up 35% from two years ago. The number of businesses using Pix is up 75% from two years ago.

It took time for POS and related infrastructure at merchants to be updated to accommodate Pix. This explains the more recent rapid adoption of businesses using Pix.

The average value of a Pix transaction is approximately \$80 (USD).

The average value of a Pix transaction continues to decline across all use cases. As consumers and businesses become more comfortable with Pix, it has become their top choice to send money, even small dollar amounts .

In 2023, the average value of a P2P transaction was approximately \$49 (USD), P2B \$30 (USD), B2P \$143 (USD) and B2B \$1,104 (USD).



Our Take

As Pix continues to overtake traditional payment methods in Brazil, legacy infrastructure players are finally embracing real-time payments. Payment acquirers and processors, for example, are starting to contribute to Pix adoption through the networks they have built over decades and in areas such as fraud prevention where they have significant expertise.

Pix Automatico (e.g. recurring payments with Pix) will go live in October 2024 and is predicted to fuel continued growth of Pix well into 2025 at the expense of cards as well as Boletos - an inefficient payment method often referred to as “bank slips” that cost consumers BR \$2-3 each.

Pix Automatico is a very large release on the roadmap compelling providers of Pix services to devote tremendous resources in 2024 to support this new requirement.

- As of early 2024, the Central Bank of Brazil has outlined four ways a recurring payment may be established
- Each method has different requirements in terms of allowable response times, exceptions, rules and limits that have to be incorporated into the technical solutions supporting recurring payments using Pix
- Considerable UI changes are needed to support the user experience
- There are also 8 new ISO2022 messages associated with Pix Automatico.

Many predict Pix will replace Boletos for good once Pix Automatico takes hold. Many Brazilians, for example, still pay all their utility bills with Boletos. While Boletos are an inefficient and expensive way to pay, consumers have control over how much money is debited to their account. If they sign up to pay their utility bills using an automated ACH-like payment method, there's no way to control how much money is taken from their bank account. So, if they get an unusually high charge due to a mistake, for example, it's very tough to get their money back once it has been automatically taken from their account. Pix Automatico will enable consumers to set limits on the amount of money that is deducted from their account on a recurring basis. As a result, once Pix Automatico becomes a trusted way to pay their utility bills, most are likely to switch.

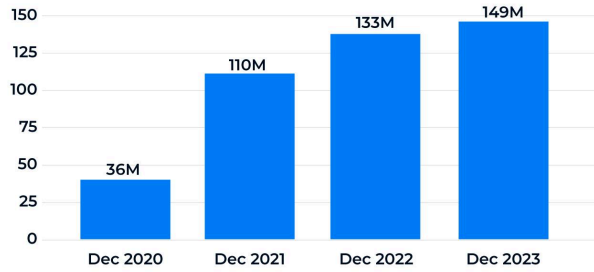
Given the size of this effort required by the Central Bank of Brazil, other releases on the Pix roadmap are pushed to 2025 - things like initiating Pix via NFC/Bluetooth, regulating credit products, cross-border Pix payments etc.

Even though the Central Bank doesn't plan to regulate credit products until 2025 or later, we're continuing to see more players offer credit products on top of Pix. The recent partnership between [Cartpanda and Pagaleve](#) is just one example.

Fintechs, digital banks and legacy banks alike are all focused on Pix. While there are no less than 10 payment methods in the Brazilian market, the one thing everyone in the payments space can now agree upon is that it's better to be part of the Pix revolution than be disrupted by it.

Number of Consumers Using Pix

in Millions

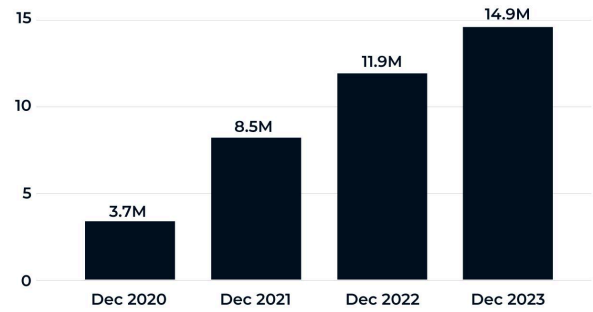


Source: Central Bank of Brazil

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Number of Businesses Using Pix

in Millions

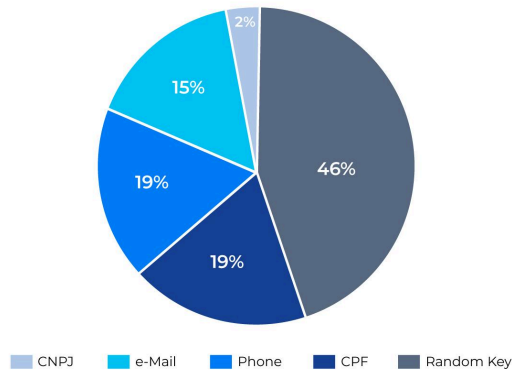


Source: Central Bank of Brazil

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Percentage of Keys

Dec 2023

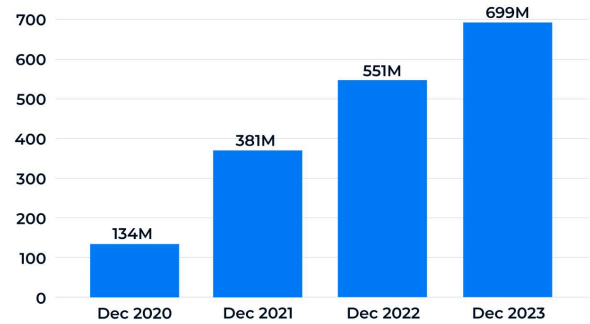


Source: Central Bank of Brazil

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Number of Aliases

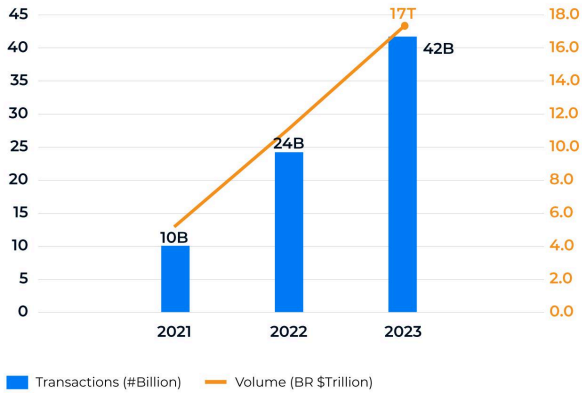
in Millions



Source: Central Bank of Brazil

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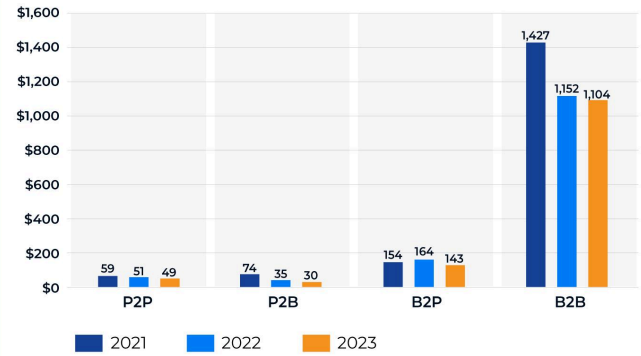
Pix Transactions



Source: Central Bank of Brazil

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Average Value Per Transaction

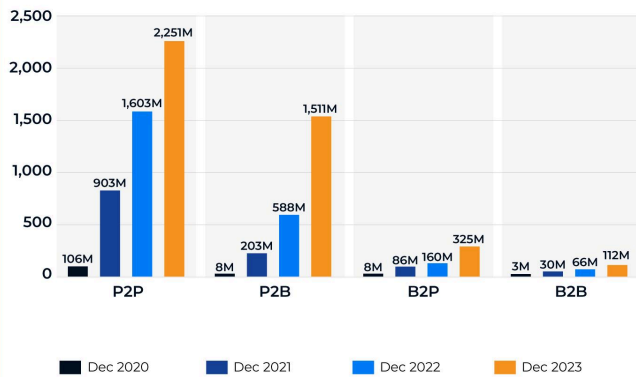


Note: Average conversion rate applied in 2023: 20325
Source: Central Bank of Brazil

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Number of Pix Transactions By Type

in Millions

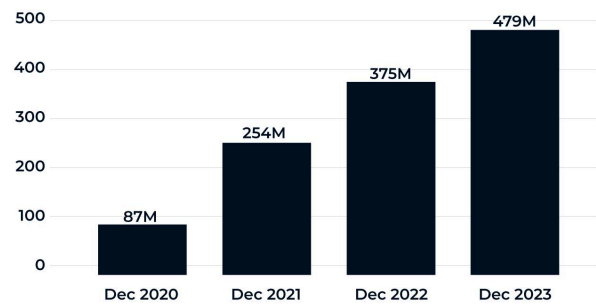


Source: Central Bank of Brazil

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Number of Accounts

in Millions



Source: Central Bank of Brazil

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