


# Popular Payment Methods in Brazilian iGaming

A black and white photograph showing a hand holding a credit card over a payment terminal. The background is a blurred indoor setting. The image is overlaid with a teal and purple geometric design.

An original **ENV Media** survey reveals that **native Brazilian payment methods** are surpassing “traditional” ones in the world’s 5th largest gaming market.

# Payment Revolution

With a **97%** year-on-year growth in 2022, **PIX** became the fastest-growing payment method in Brazilian iGaming



**PIX**  
powered by Banco Central

PIX also leads in **LatAm** digital commerce, with a **20%** expected annual growth through **2025** across the continent

Brazilians still trust **bank cards** the most (**45%**) for online transactions but PIX (**23%**) is gaining solid ground

The lasting shift towards **mobile** purchases (**69%**) is confirmed

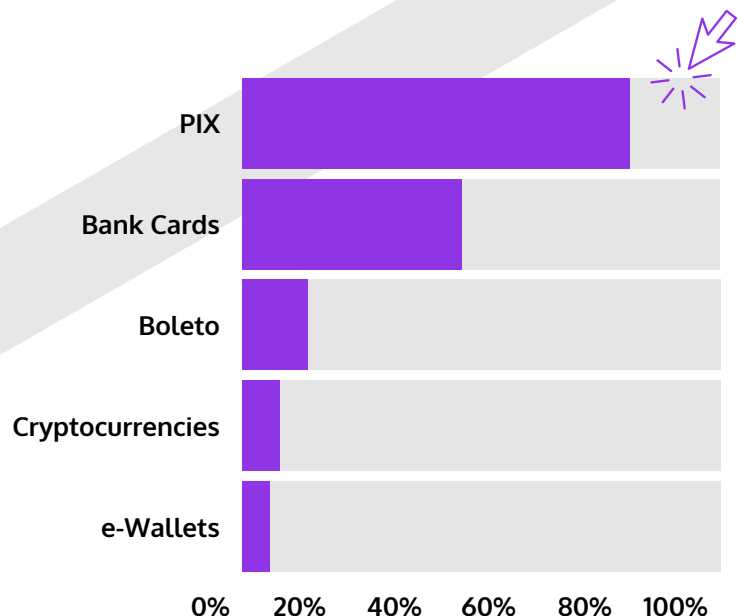


# Gamers' Payment Picks

A staggering **81%** of surveyed gamers prefer **PIX**, now **dominant** in iGaming payments

**Cards** are chosen by **46%** of players

**Boleto** maintains a preference among **14%** of users



**Cryptocurrencies** and **e-Wallets** are gaining traction, though still less preferred.

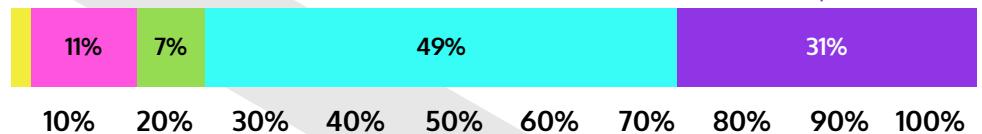
**pay4fun** **Skrill**

**PayPal** **AstroPay**

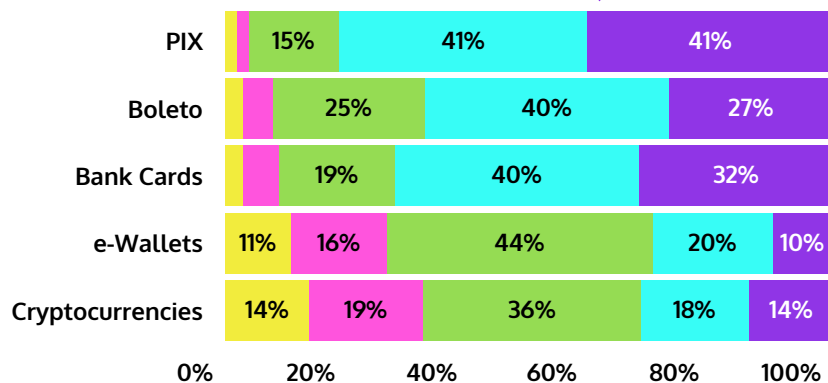
# Trust in Transactions

## High Confidence in Online Payments

80% of users express **confidence** in making gaming transactions online



## Security Ratings



PIX is perceived as **highly secure** by **82%** of respondents, followed by **bank cards (72%)** and **Boleto (67%)**.

# Ease of Use

93% find PIX practical, with a weighted average approval of 4.63 out of 5



84% rate bank cards as easy to use, with a weighted rating of 4.2

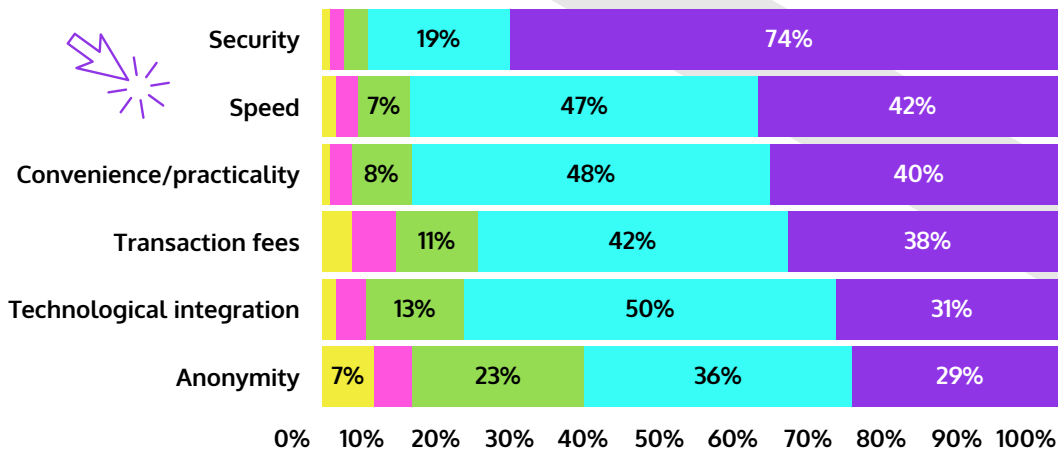


Boleto and e-Wallets receive mixed responses for convenience

# What Influences Gamers' Payment Choices?

74% of respondents rate **security** as the deciding factor in online payments

48% choose **convenience first**, highlighting practical payment methods



47% of gamers value transaction speeds highly

# Swift Withdrawals Win Gamers Over

The very **decision to play** at a certain gaming platform depends very much on its **payout speeds!**



43% of players consider withdrawal times crucial in their decision to play

Setbacks include: **unavailability** of a preferred payment method or **technical errors** when withdrawing

# Fintech Focus

## Mobile-First Gaming

**76%** of Brazilian gamers use their **mobile** for online transactions. Unoptimized payment solutions are destined to fail.

## Digital Payment Trends

The rise of **PIX** and **QR code** payments reflects the **digitization** of finance in Brazil

**e-Wallets** rival **account-based** transfers (e.g., PIX) in **annual growth** rates – **20%**

**PIX** is expected to reach a market size of **\$121 billion** in **Latin America** by 2025

# The Bottom Line in iGaming Contexts



## ***Embrace PIX***

Given its overwhelming popularity and perception of security, PIX integration is crucial for iGaming platforms in Brazil.

## ***Focus on Mobile***

With the majority of gamers preferring mobile transactions, ensuring a seamless mobile payment experience is essential.

## ***Security and Speed are Key***

Prioritize these features above all! They are the top reasons for a Brazilian gamer's payment method choice.

## ***Diversify Payment Options***

While PIX dominates, offering a variety of payment methods caters to a wider audience. Opt for bank cards and eWallets before cryptocurrencies.

## ***Invest in User-Friendly Interface***

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