



# Brazil's Instant Payments Real Time *Success Story*

Pix is solidifying its position as a leading real-time payment system with new functionality that offers improved convenience for consumers and significant benefits for corporates and non-bank financial institutions.



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Brazil's Pix instant payment system was launched by Banco Central do Brasil (BCB) in November 2020. It has proven to be a phenomenal success, boosting financial inclusion and transforming the payments landscape. As of July 2025, nearly 7 billion transactions were processed in a single month, totaling more than BRL\$3.0 trillion (about USD\$545 billion).<sup>i</sup> With around 160 million users (out of a population of 213 million), the payment type has become engrained in daily life for Brazilians. There are now 868 million registered Pix keys – an identifier for individual and corporate accounts used to send and receive money via the scheme.<sup>ii</sup>

## What Has Driven Pix's Growth?

Pix's success stems from a number of factors. First, the BCB's mandate for adoption by major payment service providers promoted widespread availability.

Second, Pix not only helps reduce direct financial costs, but can also support increasing operational efficiency by simplifying cash flow management and reconciliation processes. For receivables, companies can avoid interchange fees typical of card transactions and reduce the operational overhead involved in issuing and reconciling boletos, for example. On the payments side, this solution helps eliminate the need for generally expensive and time-consuming bank transfers, as transactions are processed near instantly and often at a fraction of the cost.



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<sup>i</sup><https://www.bcb.gov.br/en/financialstability/pixstatistics>

<sup>ii</sup><https://www.bcb.gov.br/en/financialstability/pixstatistics>

Third, Pix is extremely easy to use. Once an individual has a bank account, they can make a payment to anyone with just a Pix key, which can be a phone number, taxpayer identification number, email address or QR code – which are linked to payment account details. Near instantly, the payment is typically received seconds later into the recipient's account 24/7, 365 days a year.<sup>i</sup>

Finally, there has been a continuous expansion of functionality of the payment type with features such as cash withdrawal and contactless payments, which has further enhanced its appeal.

The ubiquity, convenience and lower costs generally associated with Pix have encouraged merchants and businesses to adopt it for both payments and collections.

For instance, Pix is now widely used in the gig economy to pay riders or drivers, by online marketplaces for merchant disbursements, and by insurance companies for claim payouts. Given its wide acceptance, it is also popular for eCommerce and digital collections as well as regular point-of-sale collections.

### Reaching a new milestone with the introduction of Pix Automático

Building on Pix's success, Pix Automático, an innovative feature streamlining recurring payments, has now been introduced in Brazil. While Pix had supported payments via QR codes which offered an intuitive and user-friendly payment option, it previously did not have a solution for recurring payments. The launch of Pix Automático is therefore an important advance, redefining how people can pay recurring bills and how businesses can unlock an enhanced collections experience with integrated recurring billing instructions and settlement capabilities in few seconds.

### How Pix Automático works

Pix Automático is a modern version of "Direct Debit" with ease, agility, and low cost, companies can receive their recurrent collections by leveraging on mandates/permissions granted by the payers to process a payment through the Pix rails.

A key driver of Pix Automático's anticipated success will be its simplicity. The payee (a business) sets up a recurring billing instruction that is then authorized by the payer.

Once the mandate is in place, the payee initiates a direct debit request with their bank to collect funds. On the payment date, the amount is automatically debited from the payer account and transferred to payee account in an instant settlement.

### Pix Automático Use Cases

Pix Automático enables corporates and non-bank financial institutions to meet consumers' expectations for convenience, optimize collections (potentially consolidating them to a single account provider) while delivering a wide range of additional benefits for a variety of use cases, including the following:

#### Subscription Services – Streaming, Entertainment & Apps

- Fewer payment failures, eliminates failure due to expired credit card or insufficient card limits
- Higher retention rates, supports uninterrupted service
- Potential to lower operational costs for collections

#### Monthly Fixed Fees – Education, Gym, Condo

- Improved cash flow, automates payments to help promote timely collection
- Greater flexibility, provides an alternative to cards for increasing accessibility for customers

#### Utility Companies – Sanitation, Mobile

- Reduced service interruptions can help avoid late fees and service suspensions
- Generally lower collection costs compared to traditional direct debits
- Real-time payment confirmation, enhances efficiency by instantly validating transactions

#### Financial Services – Insurance, Loans

- Automates policy renewals and loan repayments, potentially reducing missed due dates
- Simplified administration, ability to reduce the need for follow-ups and manual intervention in collections

### How Citi can help

Citi has been operating in Brazil for 110 years; our long-standing presence and commitment to the market is illustrated by the end-to-end payment solutions we offer, including Pix instant payments, and we continue to invest in enhancing our offering. These solutions are underpinned by advanced or state-of-the-art technology and globally consistent connectivity.

*Contact your Citi representative to learn more about how our leveraging Pix in Brazil can help improve your payments processing for both payments and collections.*

<sup>i</sup> Subject to technical and service availability.



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25-A674EC05 11/25