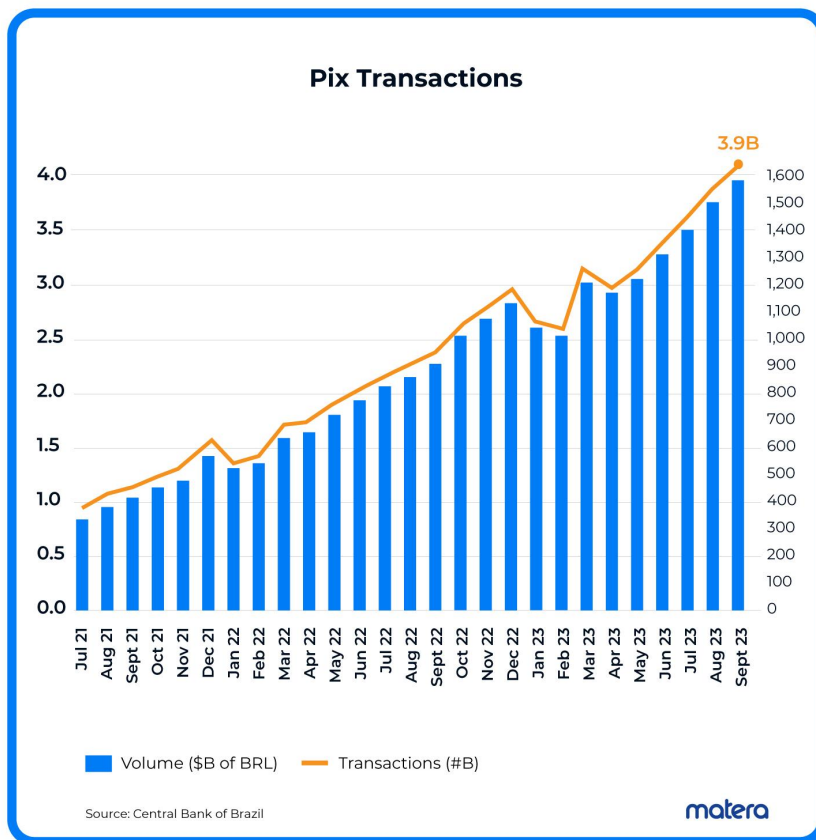


Pix by the Numbers | Q3 2023

# Pix hit 3.9 Billion transactions in September

## And recurring payments hasn't even launched yet

**Pix has not yet reached its full potential - and will likely replace credit cards**



**September Pix volume is 70% higher YOY.**

The pace of Pix growth continues to accelerate. Just 6 months ago in March 2023, Pix exceeded 3 billion transactions. In September, Pix transactions are 3.9 billion worth over \$300 billion (USD). This is a 70% increase YOY from Sept 2022.

**While Pix has yet to reach its full potential, its volume is outpacing even ACH in the U.S.**

In Q3 2023, Pix transactions exceeded 11 billion. This is 44% more than ACH transactions in the U.S. and nearly double PayPal's global transactions in Q2 2022. While Zelle is growing at a swift clip in the U.S., its quarterly volumes are less than 1/10th that of

Pix. And, RTP by The Clearing House has seen steady growth, but quarterly transaction volumes are in the tens of millions.

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**Pix is positioned to be a one-size-fits-all payments rail.**

Thanks to a Directory and QR Code standard, Pix facilitates every payment use case. P2P is nearly 56% of Pix transaction volumes, but P2B is the fastest growing transaction type and in September was 34% of all transactions..

Interestingly, B2B is a very small percent of the overall number of Pix transactions (3%), but is 40% of the \$ BRL volume.

**This is in sharp contrast to U.S. payment methods.**

Core use cases for ACH are direct deposit (1/3rd of total volume), consumer bill payment and business to business account transfers.<sup>1</sup>

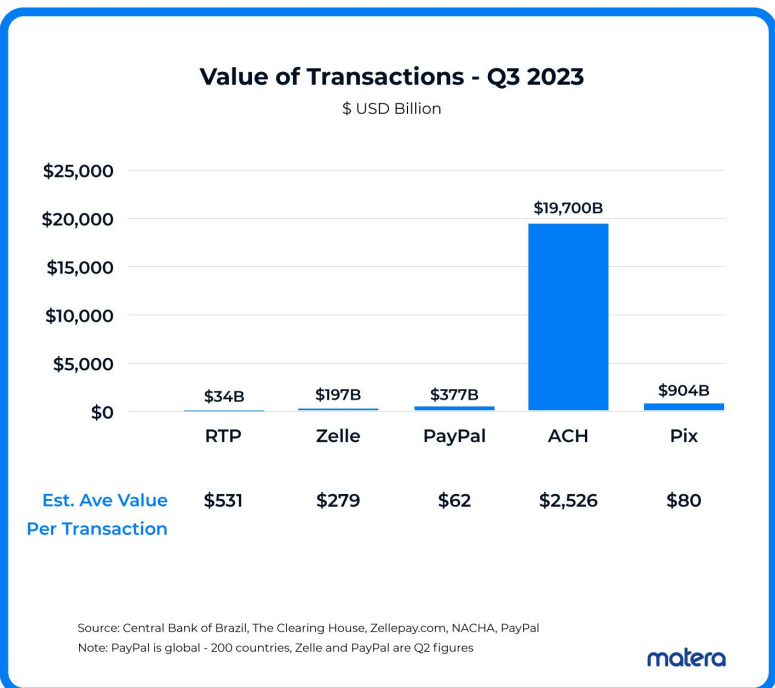
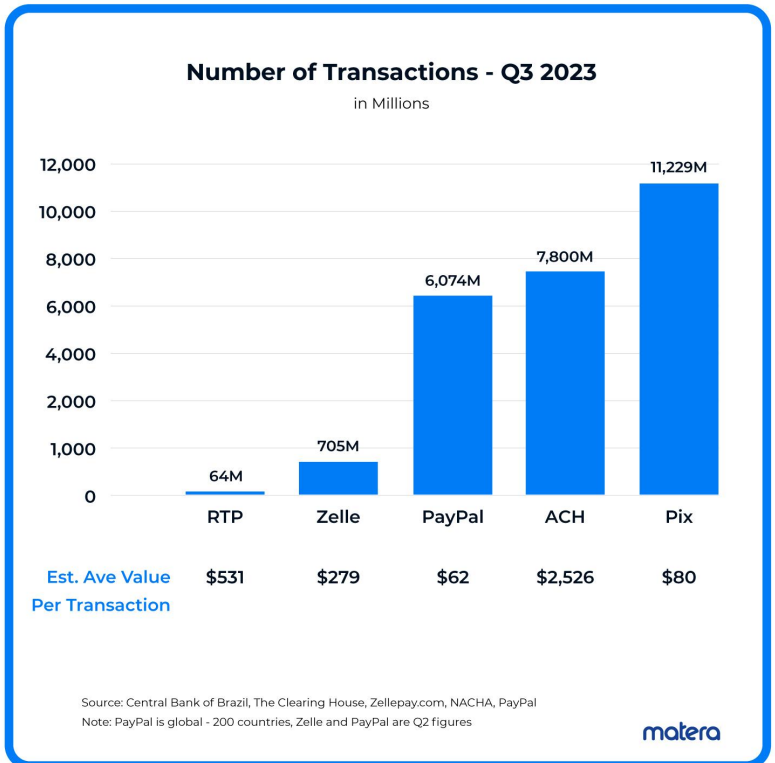
PayPal and Zelle are largely used for person-to-person payments.

Key use cases driving RTP volume are early wage access (e.g. work today, get paid today) and cash outs (e.g. move money instantly from Coinbase, PayPal, Venmo wallet). Both are B2P use cases.

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

Average Pix transaction value is ~\$80 (USD) in Q3 2023 compared to \$279 for Zelle ([Q2 2023](#)), \$2,577 for U.S. ACH ([Q3 2023](#)), and \$573 for RTP. ([Q3 2023](#)) and \$62 for PayPal ([Q2 2023](#))

<sup>1</sup> Mike Herd, SVP NACHA, at Wespay conference Sept 12, 2023



## Our Take

Roberto Campos Neto, the President of the Central Bank of Brazil, stated it best in a recent [Lisbon meeting](#) between the central banks of Portuguese-speaking countries - "Pix was adopted much faster than we imagined."

While the Central Bank required any institution with over 500,000 accounts to offer Pix, consumers and businesses could still choose from many different payment methods. Pix became the dominant tender type because it's **easy to use, cheap, versatile** to handle any use case, **available 24X7**, and **safe**.

Paying billers and merchants by Pix is as simple as scanning a **QR Code** with a mobile phone. There's no need to share bank account information. The QR Code passes the consumer's tokenized bank account information digitally to the payment processor to settle the transaction.

Consumers pay each other by Pix easily thanks to the **Directory** managed by the Central Bank. Like Zelle in the U.S., Pix P2P transactions only require sharing a mobile phone or email.

Perhaps even more critical to Pix adoption are the **innovative ways to leverage the Pix rail**.

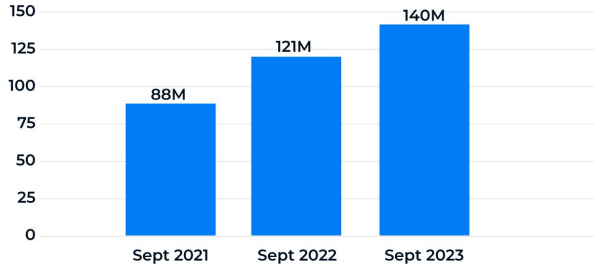
- **Pix Credit** is a new product (not mandated by the Central Bank) where customers pay by Pix, and pay their financial institution back over time. Cards don't need to be issued, the payment networks and acquirers don't need to be involved in transactions. And, Financial Institutions can charge interest much like with credit cards.
- **Pix can also process** different currencies including **loyalty points**. When consumers redeem those points, they can pay directly from their mobile app and the transaction flows over the Pix rail. The merchant receives cash instantly in their financial account, and the loyalty points are deducted instantly from the consumer's loyalty account.
- **Cross border** Pix transactions [are already happening](#) in countries like the U.S., Argentina, Portugal, Paraguay and France.

And, there's more on the horizon. **Recurring payments** with Pix is slated for Oct 2024. Instead of a consumer paying their monthly Netflix, gym or other recurring bill using debit or credit, they will be able to authorize the company to automatically request a Pix each month from their financial institution. This will automatically trigger a credit transfer from the consumer's account to the biller, and will unlock a new market and even more growth for Pix.

While the adoption of Pix surprised even Campos Neto, he is now predicting **Pix will replace credit cards**. At this same Lisbon meeting he said. "I think that Pix will at some point replace the credit card, because you will be able to do it in a much cheaper way. The banks will have more visibility on Pix and they will not need as much of the systems that exist today."

### Number of Consumers Using Pix

in Millions

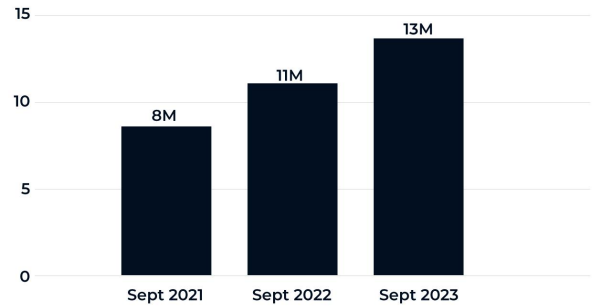


Source: Central Bank of Brazil

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### Number of Businesses Using Pix

in Millions

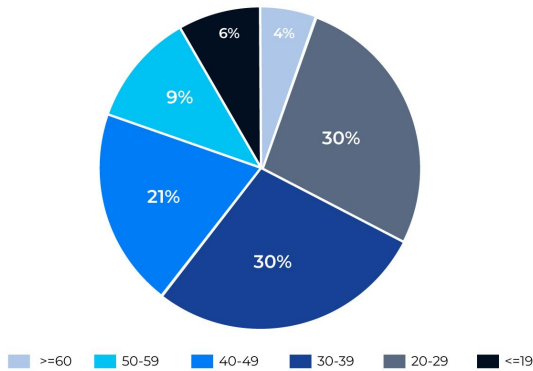


Source: Central Bank of Brazil

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### September 2023 Transactions by Age

(%)

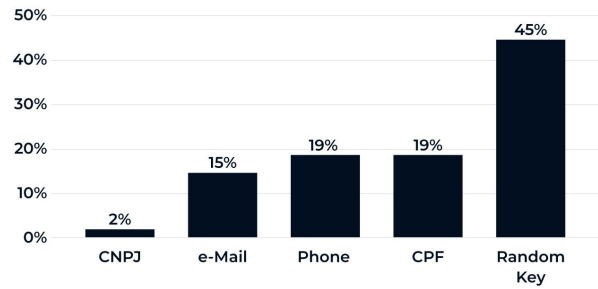


Source: Central Bank of Brazil

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### Aliases by Type

(September 2023)

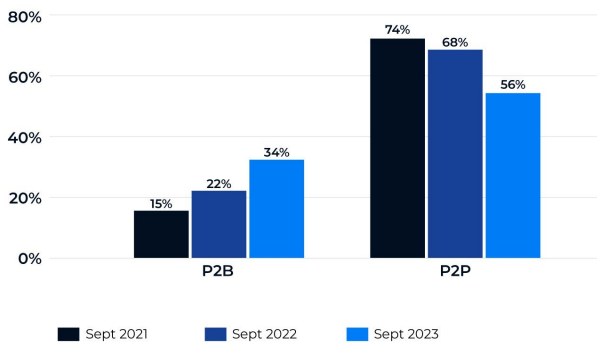


Source: Central Bank of Brazil

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### % Pix Transactions by Type

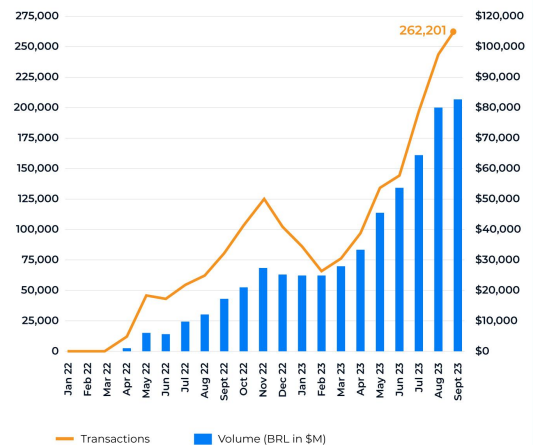
P2B vs. P2P



Source: Central Bank of Brazil

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### Pix Transactions By Payment Initiator



Source: Central Bank of Brazil

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