

Pix strategic guide: how instant payments are transforming the Brazilian market

Pix was created in 2020 by the Central Bank of Brazil (Bacen)

with the goal of modernizing the country's payment system, making transactions faster, more accessible, and secure. Unlike traditional methods—such as TED, boleto, and credit cards – Pix enables instant payments, available 24/7, with no fees for individuals and lower costs for businesses.

Since its launch, Pix has redefined the Brazilian financial market, driving financial inclusion, reducing operational costs, and increasing competition. Its impact is significant: it has already processed over

US\$ 11,12 TRILLIONS

in transactions, with 2024 alone registering a volume five times greater than in 2021.



For companies looking to expand their operations in Brazil,

integrating Pix is no longer a competitive advantage, it has become essential.

This guide explains this payment method, how it works, and why it has become the favorite choice of Brazilians.



What is Pix?

Pix is an instant electronic payment system that allows transactions between individuals, businesses, and the government in seconds. Unlike traditional bank transfers, **it operates 24 hours a day, 7 days a week**, with no restrictions on business hours or banking days.

Key features:

- **Instant:** Payments are processed in real-time.
- **Available 24/7:** Works at any time, including weekends and holidays.
- **Free for individuals:** No fees for person-to-person transfers.
- **Universal:** Available through any bank, fintech, or authorized payment institution.
- **Secure:** Equipped with fraud prevention and security mechanisms.
- **Versatile:** Used for payments, transfers, and billing.

Pix can be used for various types of transactions, benefiting both individuals and businesses, including:

01 A2A (Account-to-Account)

Direct transfers between bank accounts, regardless of the account holder. This model is widely used by individuals and businesses that need to move money quickly and securely.

02 P2B (Person-to-Business)

Payments made by consumers to businesses. Pix is widely accepted in physical stores, e-commerce, subscriptions, and bill payments, lowering merchant costs and simplifying transactions.

03 B2B (Business-to-Business)

Transactions between companies. Pix enables instant payments to suppliers, service providers, and business partners, streamlining transactions and improving cash flow management.

04 B2P (Business-to-Person)

Payments from companies to individuals, such as salaries, reimbursements, bonuses, and cashback programs. It ensures recipients receive funds instantly, without banking bureaucracy.

Step by step: how it works

To initiate a Pix payment, the customer must have an account with a bank or payment institution in Brazil and be registered for Pix. Transactions can be processed using a Pix Key or by scanning a QR Code linked to the recipient's account

What is a Pix key?

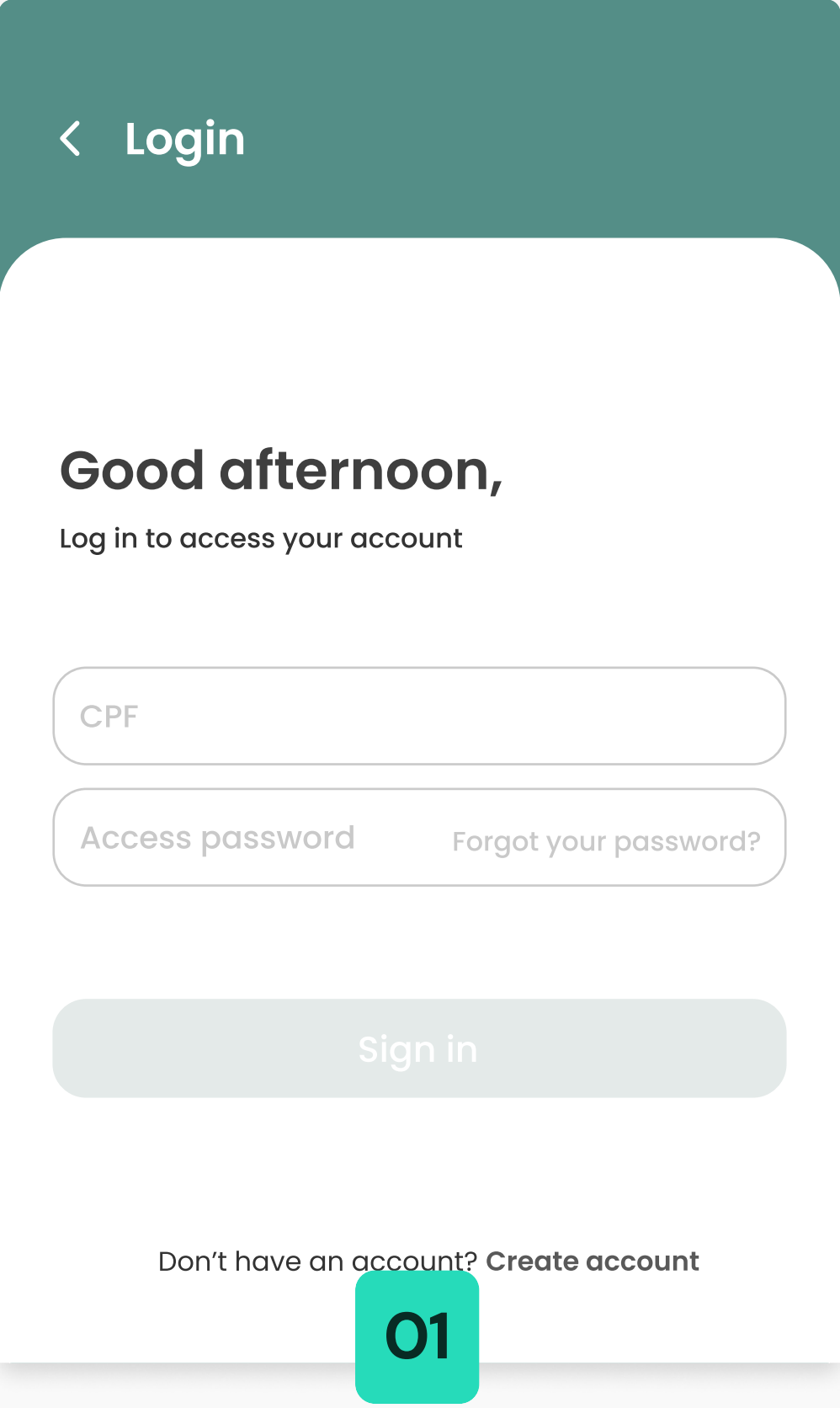
A Pix Key is a simple code that links to a recipient's bank account, making transactions faster and more convenient. Users can generate one through their bank or payment institution entirely online, in just a few steps.

It can be:

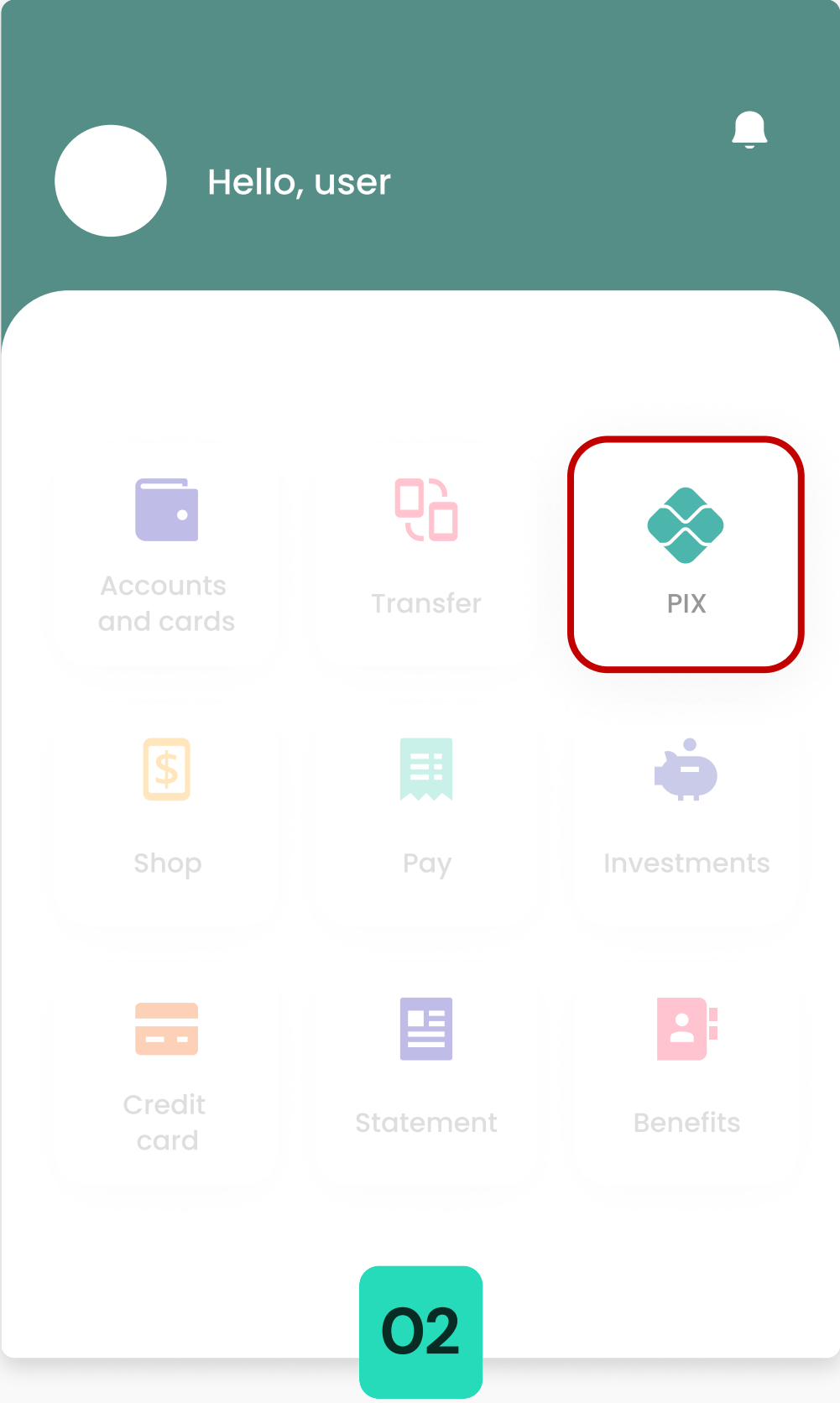
- Email
- Phone number
- CPF (a unique taxpayer identification number required for Brazilian individuals)
- CNPJ (a corporate tax ID required for businesses in Brazil)
- Randomly generated key

IMPORTANT: *There is no minimum or maximum transaction limit for Pix payments. However, financial institutions offering Pix as a payment method may set their own limits to mitigate fraud risks and comply with anti-money laundering regulations.*

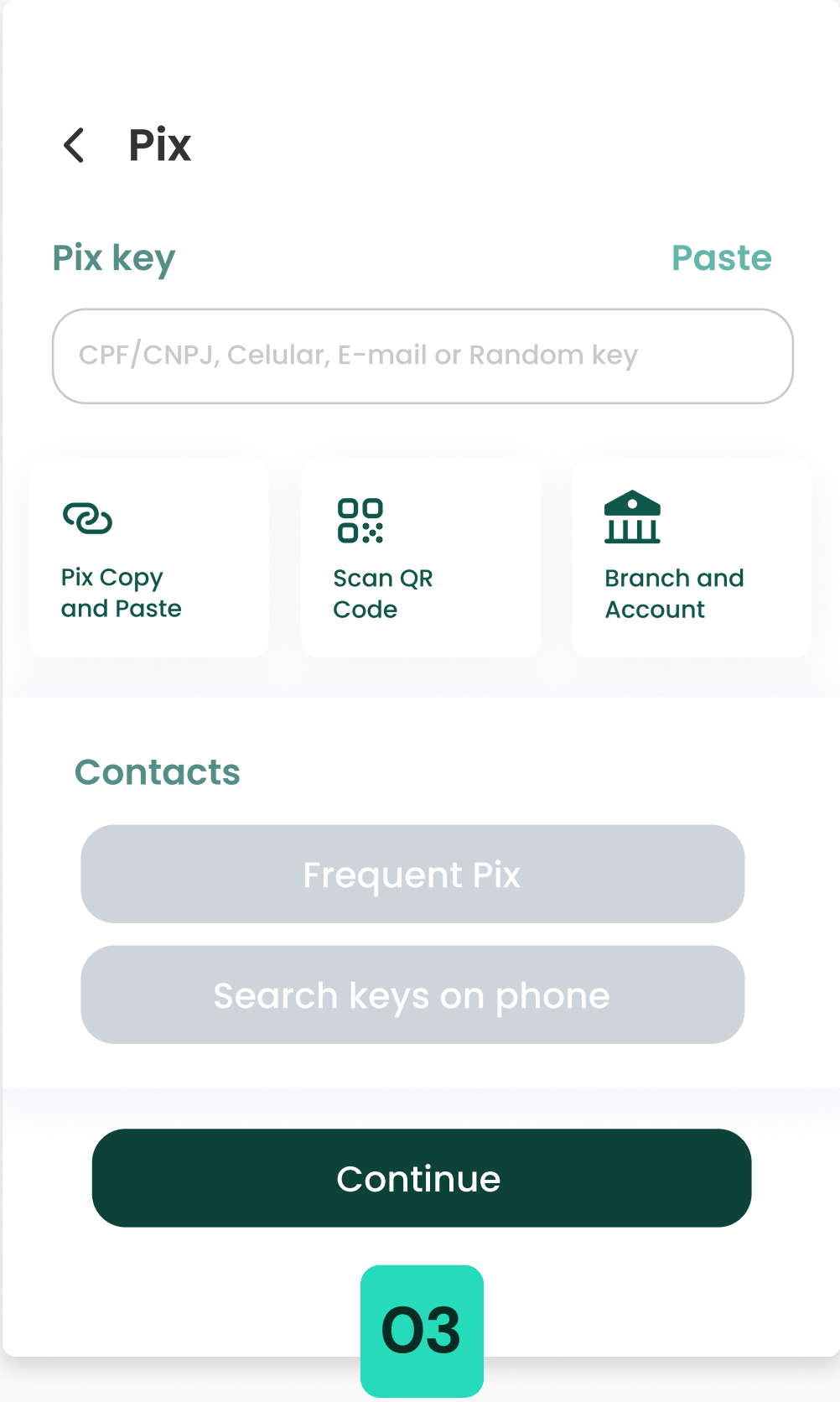
How it works



The customer logs into the banking app or online banking platform



Clicks on the Pix option



The money transfer can be made using a Pix Key or QR Code



How it works via Pix key

< Pix

Pix key

Paste

12345678910

Pix Copy and Paste

Scan QR Code

Branch and Account

Contacts

Frequent Pix

Search keys on phone

Continue

01

The user enters the Pix Key.

< Pix

Amount:

100,00

Description (optional)

Enter a description

0/140

Payment date

Today

Other day

Continue

Back

02

Enters the transfer amount.

< Pix

Confirm the information:

Transfer amount

R\$ 100,00

Date:

Today (19/08/2025)

Recipient data:

Name:

Key:

Continue

Back

03

Reviews the transaction details.

< Pix

Confirm the information:

Transfer amount

R\$ 100,00

Date:

Today (19/08/2025)

Enter your password

Continue

Back

04

Confirms the transfer.

< Pix

Pix completed

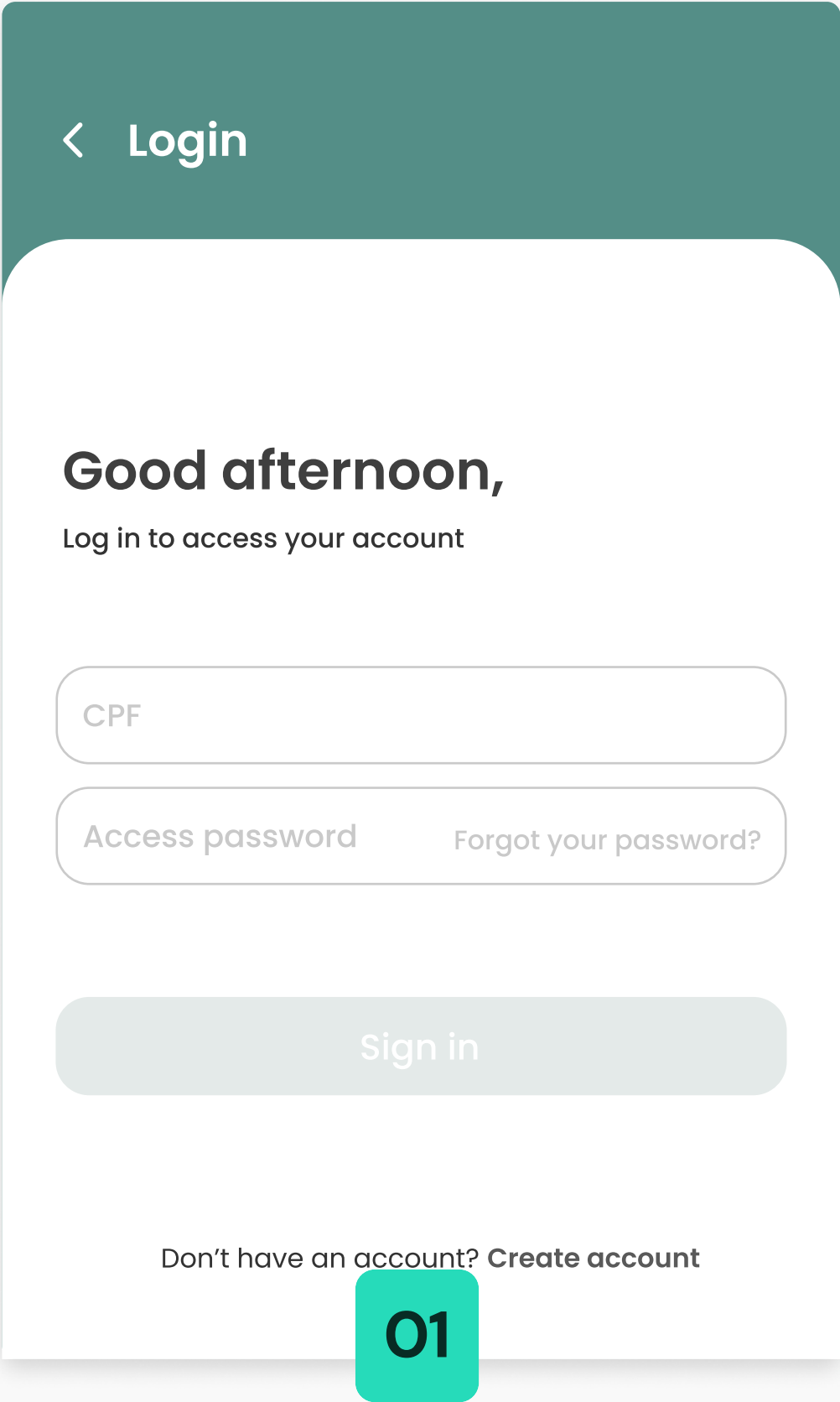
Check more details in the receipt below

Open receipt

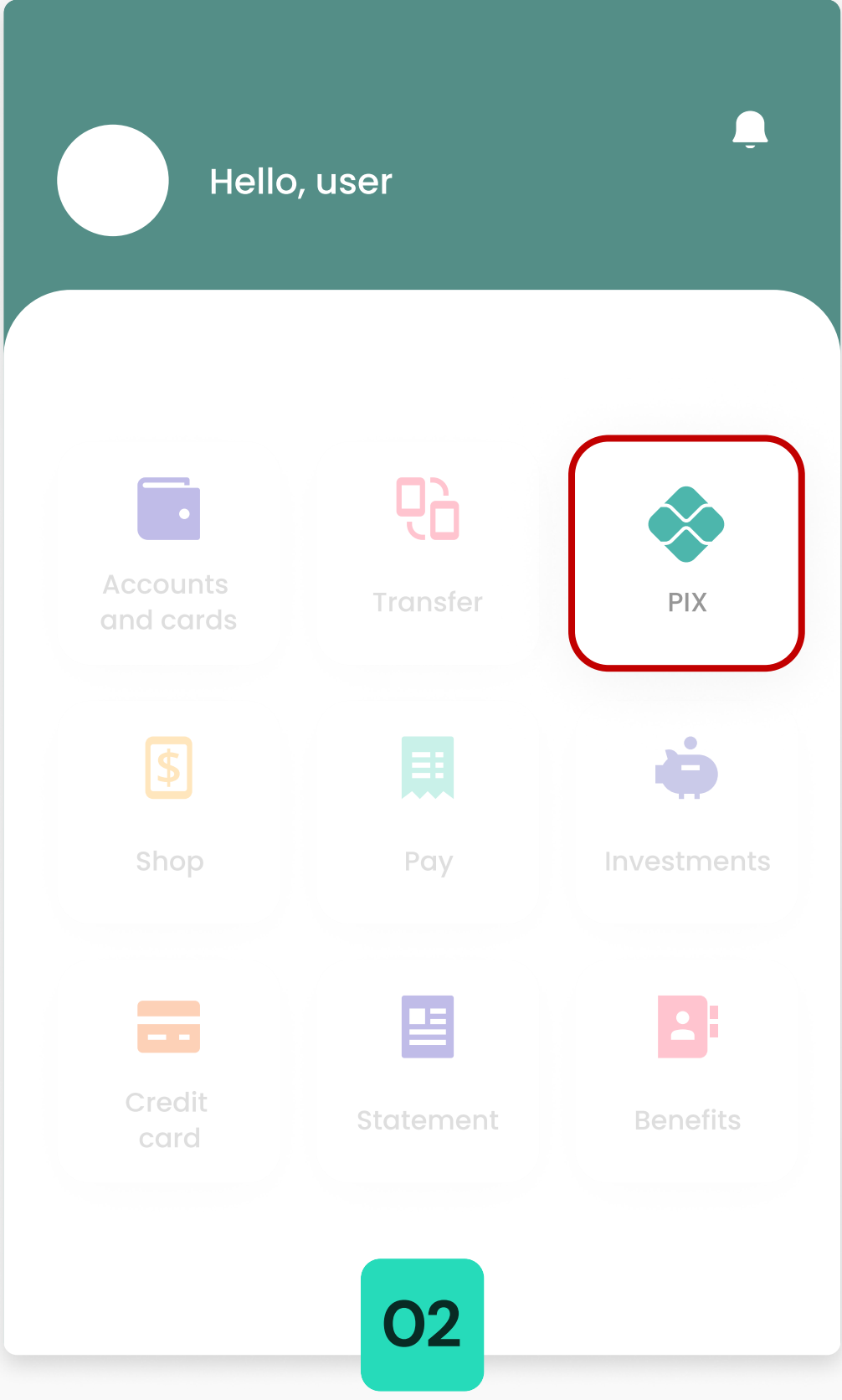
05

Transaction completed —money transferred within seconds.

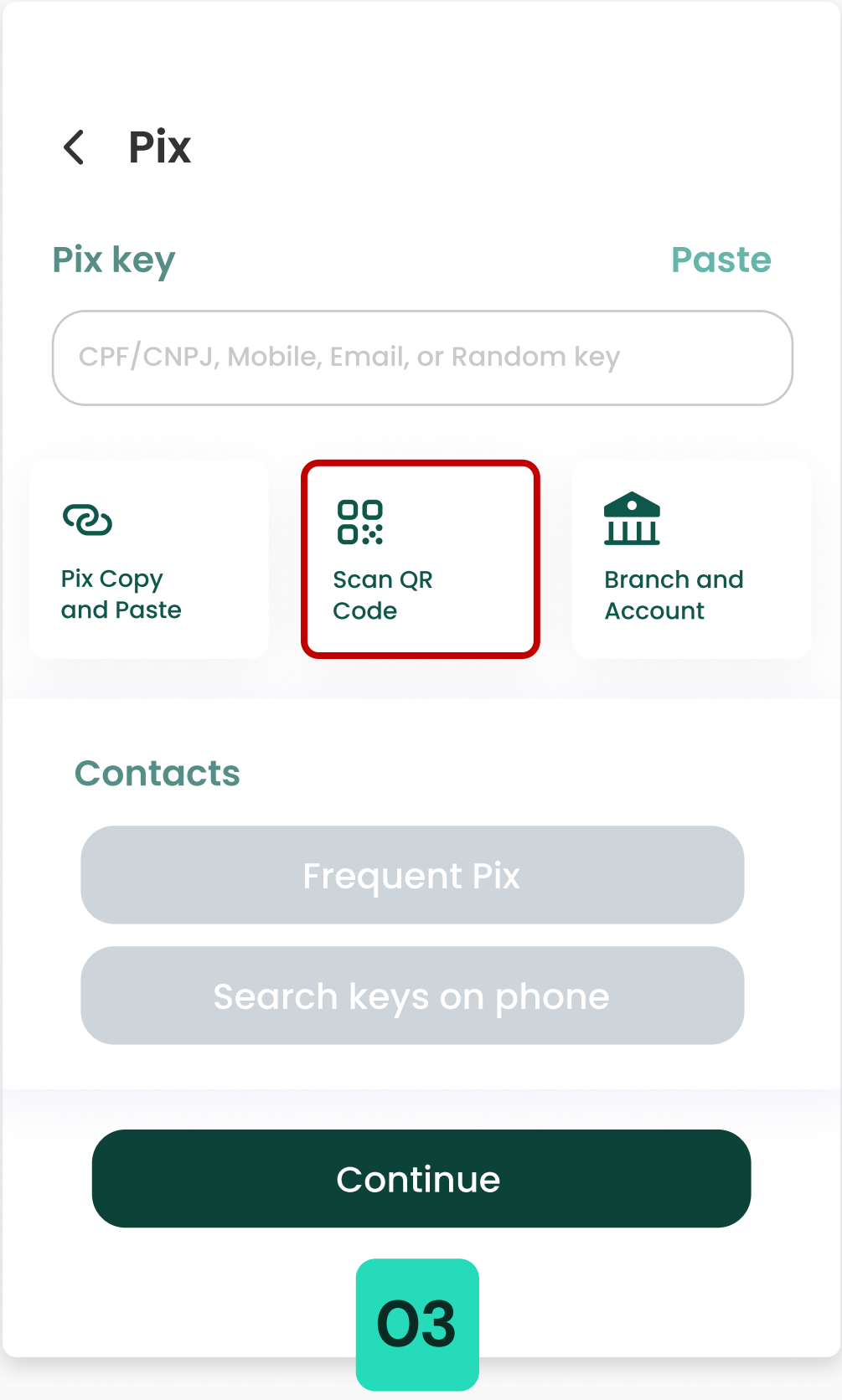
How it works via QR Code



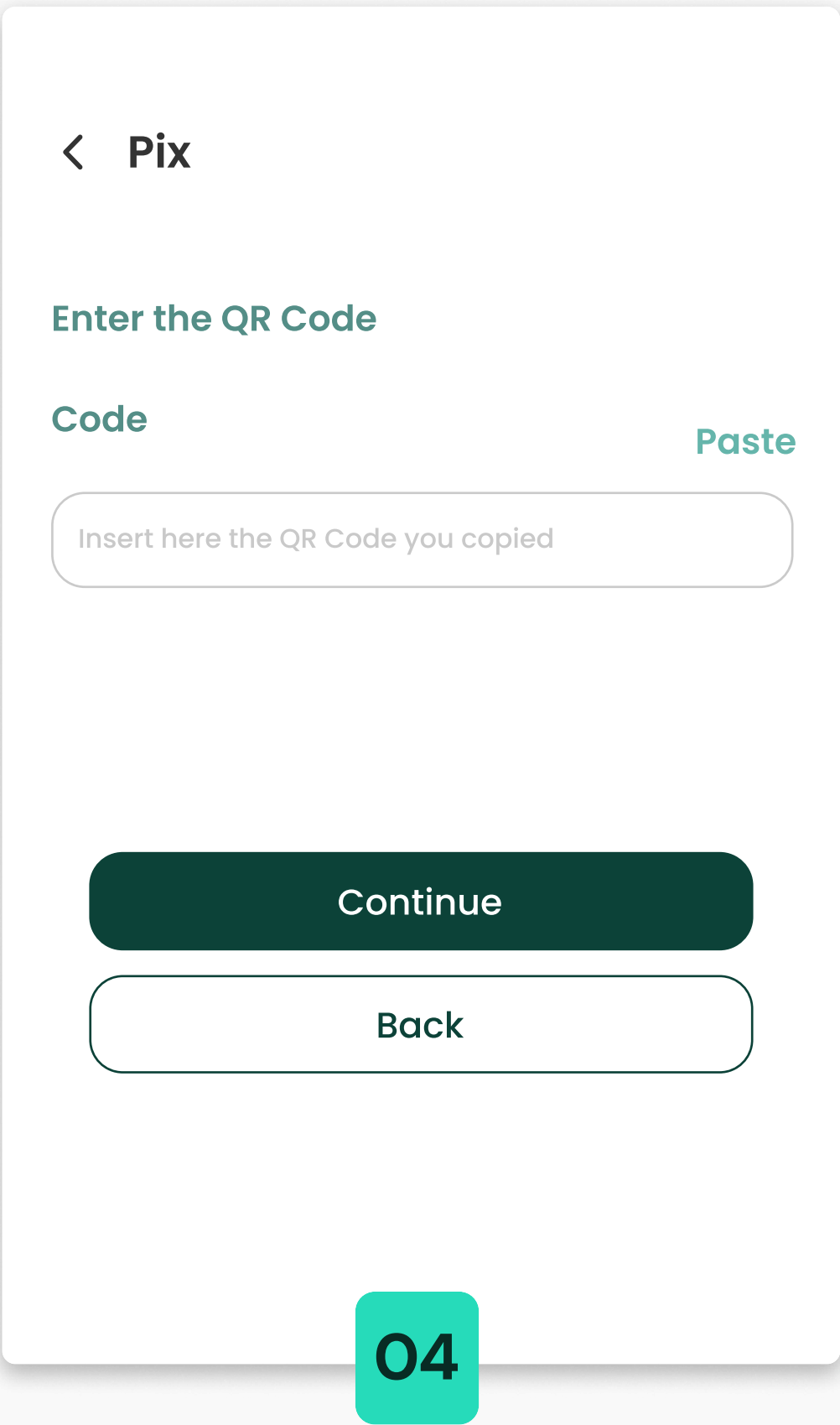
The customer opens their banking app.



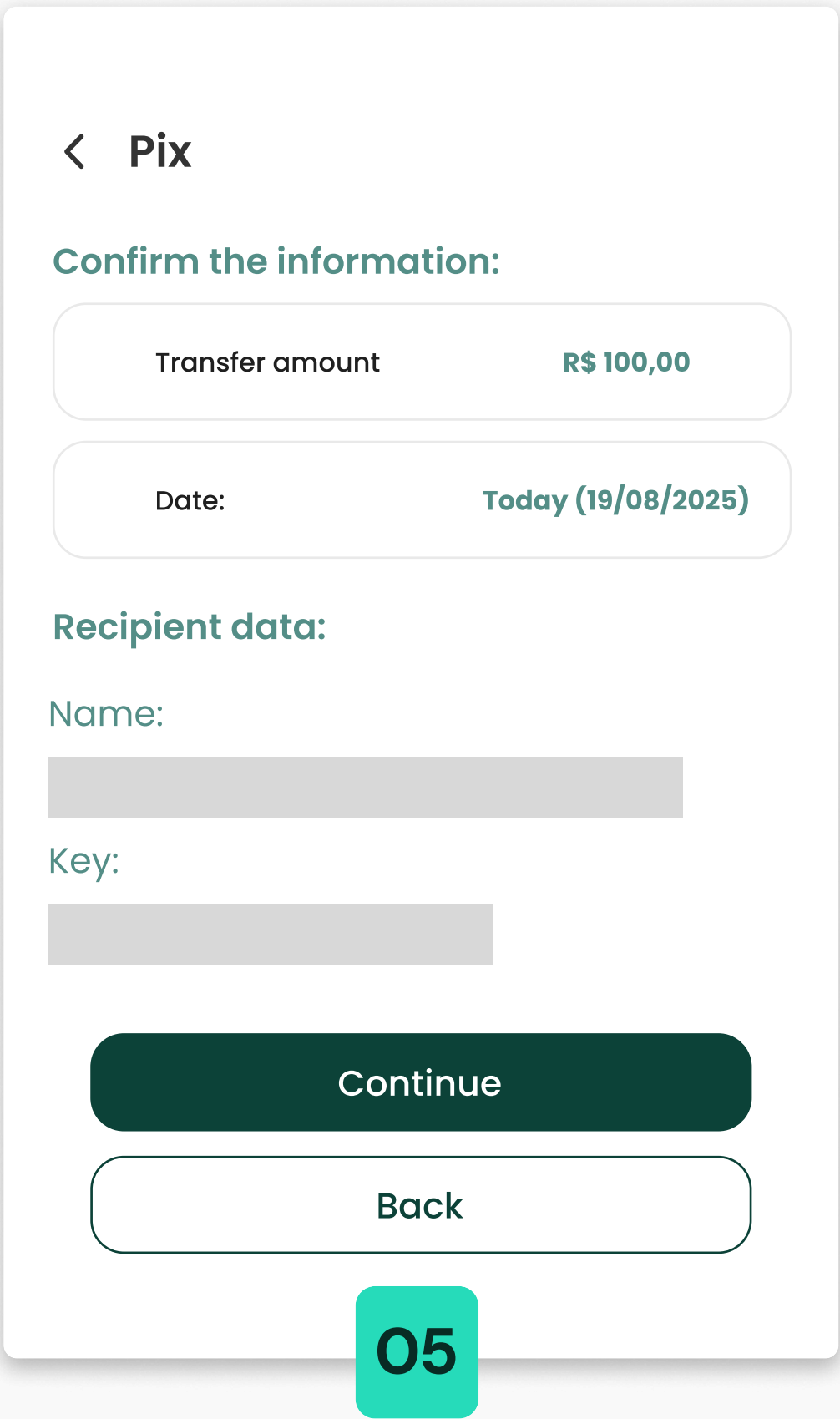
Selects the Pix option.



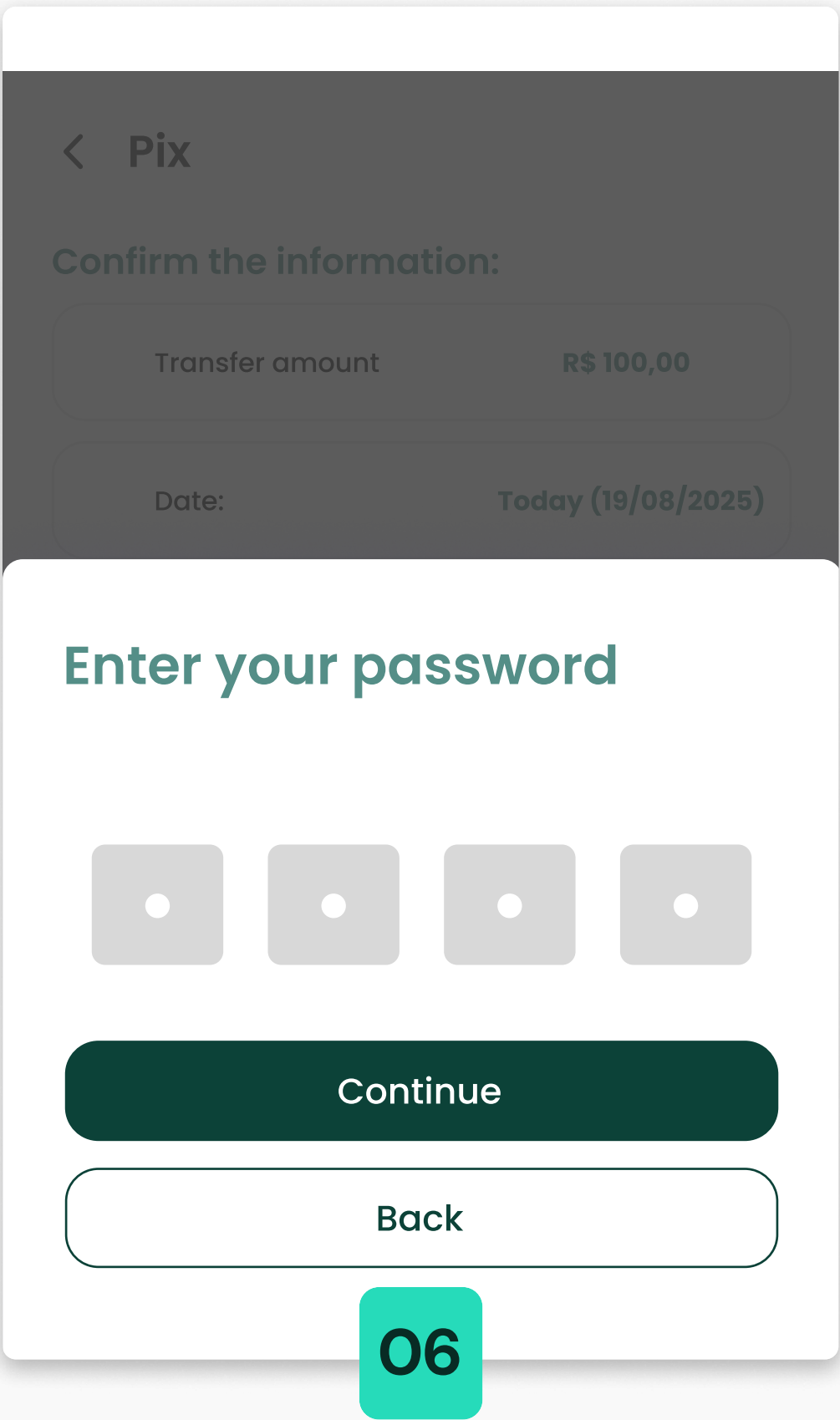
Chooses to pay with a QR Code.



Scans the QR Code or chooses Pix Paste and Copy to enter the code.



Reviews the transaction details.



Confirms the payment.

Pix vs. Other payment methods

Here’s how it compares to traditional payment methods and why it’s now one of the most preferred options in Brazil:

Feature	Pix	TED	Boleto	Credit Card
Availability	24/7	Business hours	1–3 business days	Immediate
Processing Time	Seconds	Up to 1 business day	Up to 3 business days	Immediate
Fee for Individuals	Free	May have fees	May have fees	Interest on installments
Fee for Businesses	Low cost	High cost	Medium cost	High cost
Ease of Use	Very easy	Moderate	Moderate	Easy

In short, Pix **outperforms** other payment methods in **speed, cost, and flexibility**.

The future is digital and it has already begun

Pix has transformed the way payments are made in Brazil, offering **efficiency, security, and accessibility**.



Pix has transformed the way payments are made in Brazil, offering **efficiency, security, and accessibility**. Its rapid adoption and ongoing momentum remain impressive: in the first half of 2025 alone, Pix processed nearly around **US\$3.1 trillion (R\$16 trillion)** across approximately 37 billion transactions. This volume already accounts for nearly 60% of the total amount moved in all of 2024, demonstrating why it has become an essential payment method for businesses operating in the country.

And this is just the beginning. With the **Central Bank of Brazil** continuously developing new features, Pix is becoming one of the **most widely used and preferred payment methods in the country**. For companies that want to expand their operations in the country, offering it as a payment method has become essential.

The future is digital, and it's already happening. **Make sure your business is ready. Get in touch with our experts** to learn how we can help you integrate Pix into your operations!

Sources: Banco Central do Brasil, G1, Finsiders Brasil