The Finfluencer Phenomenon and Brazil's Capital Market: Paths to Regulatory Modernization

17.03.2026 3 min read

Authors

Fernanda Pereira Carneiro

Giovanna Marchetti Corrêa

Related areas

Corporate and M&A

Topics

CVM Corporate and M&A BMA Review

In recent years, social media has emerged as one of the main sources of information for retail investors. According to the Brazilian Association of Financial and Capital Markets Entities, a "finfluencer" is a digital influencer whose content is focused on the financial sphere, as identified on the basis of criteria such as post performance, thematic alignment, regularity, and authorship. A report published by the association, which has monitored this phenomenon since 2020, shows that the number of such profiles nearly tripled between 2020 and 2025, underscoring the consolidation of a new channel for opinion‑shaping in the capital markets.

A 2020 survey conducted by B3, Brazil's stock exchange, shows that a significant share of novice investors base their initial investment decisions on content produced by these influencers. International reports, such as a 2022 study by the World Economic Forum, support this finding, indicating that retail investors rely on digital content to a degree comparable to their use of traditional financial advice. As a result, finfluencer activity has become a central element in investment decision‑making, particularly in Brazil, one of the world's largest consumers of social media.

On the positive side, the rise of finfluencers has expanded access to financial education, broadened the range of topics discussed, and brought a wider audience closer to the capital markets. Their content often takes on an aspirational dimension, combining technical concepts with values, lifestyles, and narratives of success. This blend fosters a sense of proximity between influencers and their followers and enhances the persuasive power of their messages. Platforms such as YouTube, Instagram, and X have become important channels for the dissemination of financial content.

On the other hand, the trust-based relationship established between finfluencers and their audiences gives rise to significant risks. The line between financial education, advertising, and investment recommendations can become blurred, particularly where there is indirect remuneration or undisclosed conflicts of interest. In the absence of objective criteria, these dynamics may undermine market credibility and integrity, heightening the need for regulatory scrutiny.

In response to these risks, the role of the Brazilian securities and exchange commission (CVM – *Comissão de Valores Mobiliários*) becomes particularly relevant. As the authority responsible for regulating securities and market participants, the CVM requires prior authorization for the performance of certain activities. Since 2019, the agency has stepped up its efforts to distinguish educational content from the provision of financial analysis services, and CVM Resolutions 19[1], 20[2], and 21[3] have established regulatory frameworks for investment advisers, securities analysts, and portfolio managers.

Finfluencers, however, do not fully fit within these regulated categories. Although they share certain characteristics with financial advisers and analysts, their activities are not, as a rule, directed to individual investors and do not follow the technical format associated with analysts' reports.

In a public consultation held in 2023, the CVM outlined three core pillars to guide any future regulatory approach: duties of care and transparency; rules governing language and promotional communications; and clearer boundaries between finfluencer activity and activities that are already subject to regulation. Together, these pillars reflect the regulator's effort to mitigate market risks while preserving room for innovation in digital communication.

The CVM has also included, in its Regulatory Agenda for 2026, the supervision of financial influencers and a potential modernization of the existing regulatory framework. Discussion has focused on either creating a specific legal category for finfluencers or refining current rules — particularly those applicable to securities analysts — with an emphasis on transparency and the management of conflicts of interest. Measures such as clear disclosure of commercial relationships, objective criteria for identifying investment recommendations, and parameters for determining the habitual nature of finfluencer activity could help strike a balance between freedom of expression and investor protection.

At the same time, updating the regulations to cover finfluencer activity would pose a significant supervisory challenge for the CVM, as finfluencers are not currently subject to registration with the authority.

Brazil is therefore at a significant regulatory juncture. By acknowledging the specific features of finfluencer activity and developing guidelines proportionate to the risks involved, the CVM can strengthen confidence in the capital markets without constraining the broader democratization of information. Modernizing the regulatory framework is essential to ensure that the continued expansion of the digital environment remains aligned with the principles of transparency, integrity, and efficiency that underpin Brazil's financial and capital markets.

>>> This content is part of BMA Review #90. Click here for more.

NOTES

1 Amended by Resolution 179/2023.

2 Amended by Resolutions 179/2023 and 216/2024.

3 Amended by Resolutions 162/2022, 167/2022, 179/2023 and 209/2024.

› PROFESSIONALS

Professionals who combine legal insight and market perspective

Fernanda Pereira Carneiro

Giovanna Marchetti Corrêa