

Market analysis:

Bus ticket prices on five Brazilian routes
in the recent high season

February 2025





Up to 65% difference: Why comparing bus ticket prices is essential.

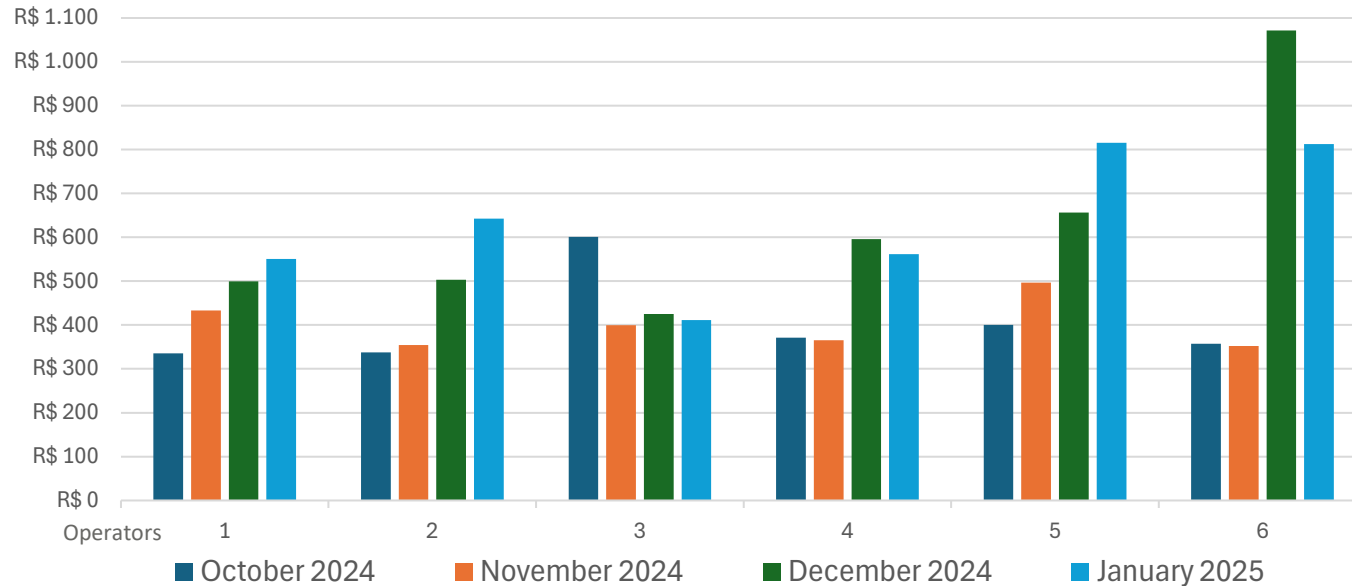
A recent CheckMyBus survey revealed a significant variation in bus ticket prices between the country's main routes.

The study compared the average prices of the main bus companies operating 5 routes with high passenger demand, revealing a very dynamic scenario. While some companies kept their prices more stable over the months, others showed considerable variations during the busy period between October 2024 and January 2025.

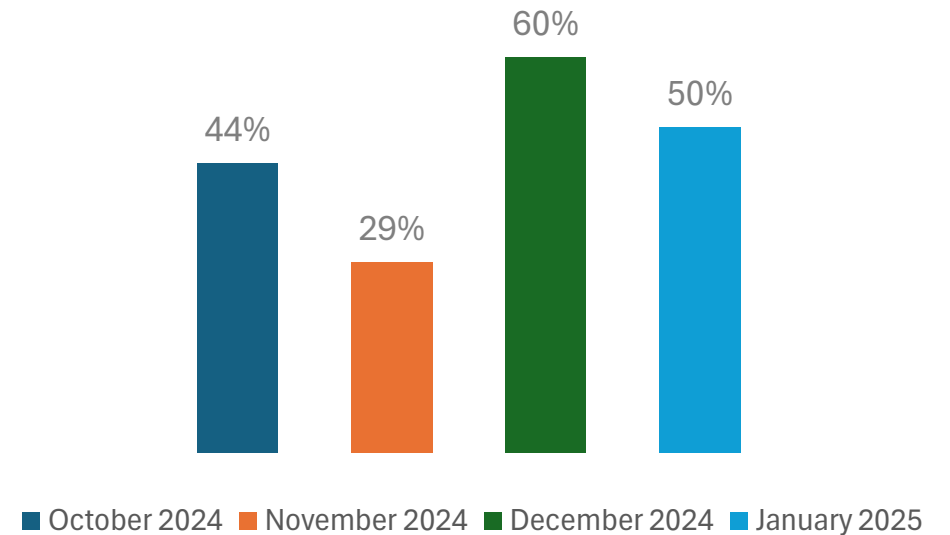


Monthly average price change in comparison

AVERAGE MONTHLY PRICES OF THE 6 MAIN OPERATORS



CHANGE IN % ON THE AVERAGE PRICE PER MONTH

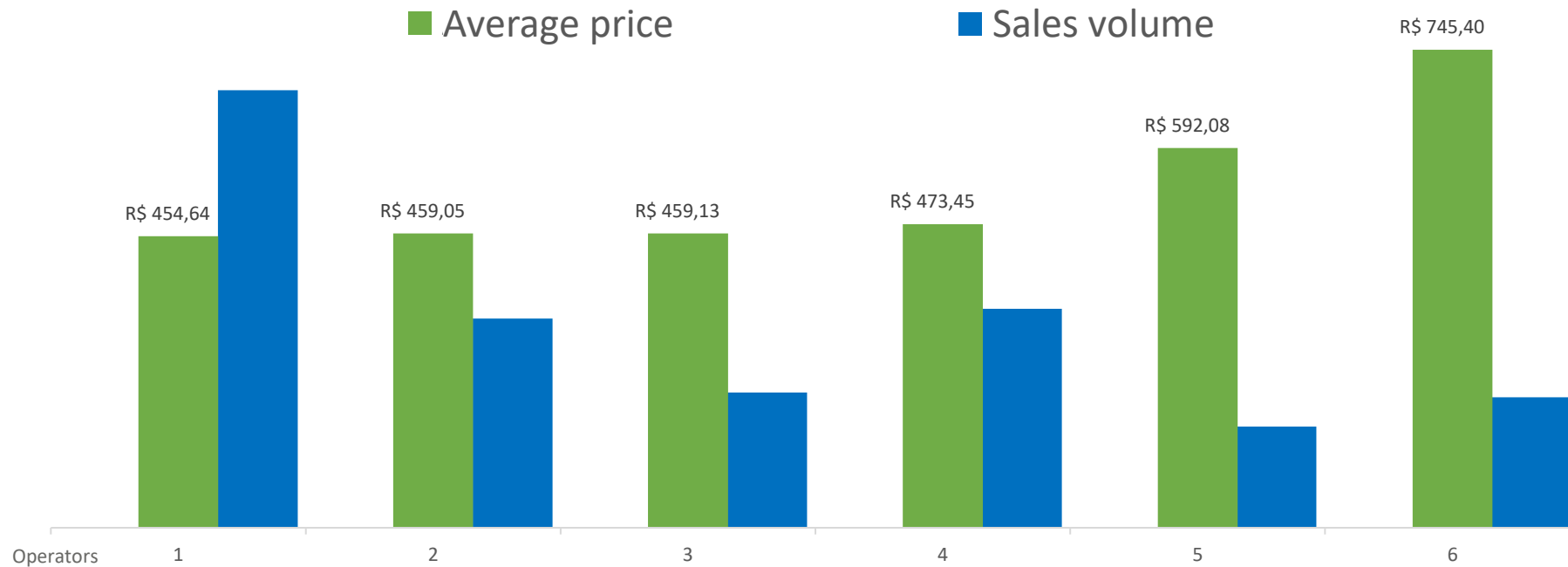


Source: CheckMyBus Google Analytics

There were significant price variations from Salvador to São Paulo during the months of the survey. December, for example, saw a 60% difference between the lowest and highest average.



Average price and sales volume between operators from October 2024 to January 2025



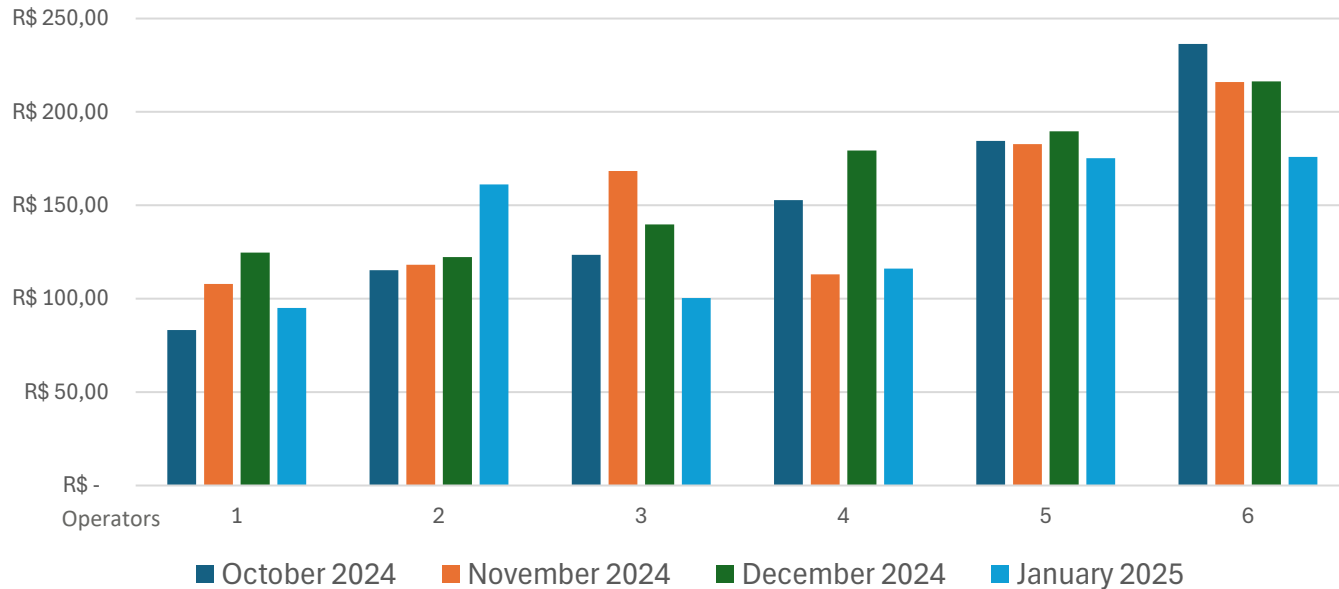
Source: CheckMyBus Google Analytics

Average prices fluctuated with a difference of up to 39%. The price difference translates directly into sales volume, with the exception of operator 4.

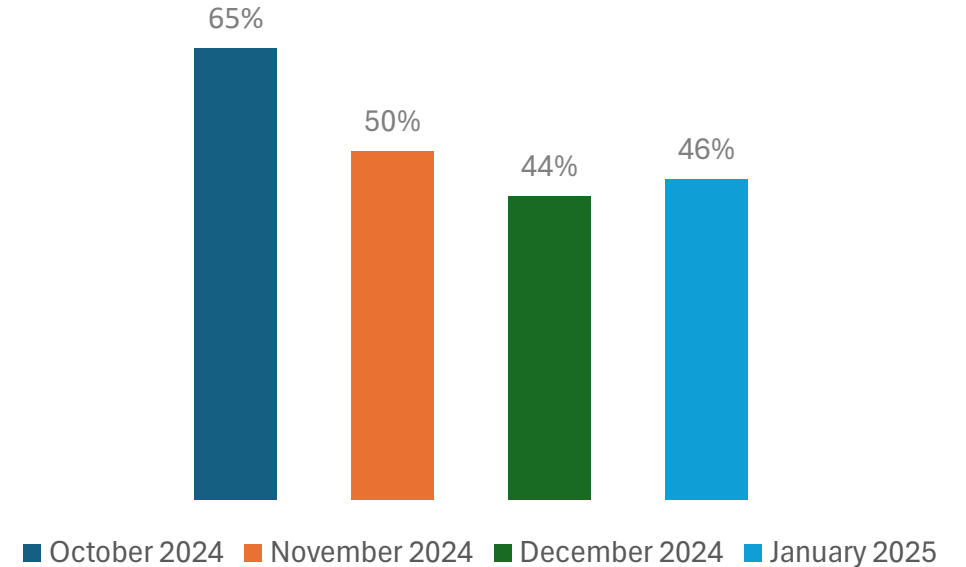


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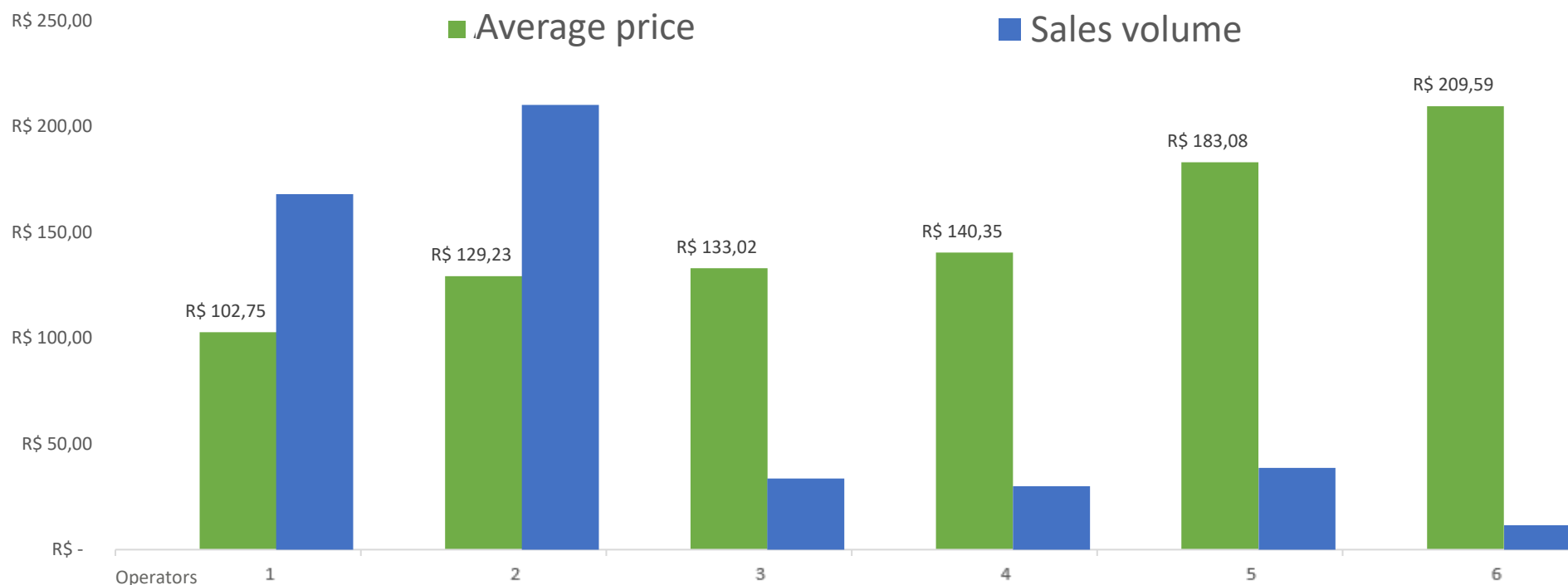


Source: CheckMyBus Google Analytics

The São Paulo - Belo Horizonte line showed the biggest difference in October, with 65% between the average prices during the months analyzed.



Average price and sales volume between operators from October 2024 to January 2025



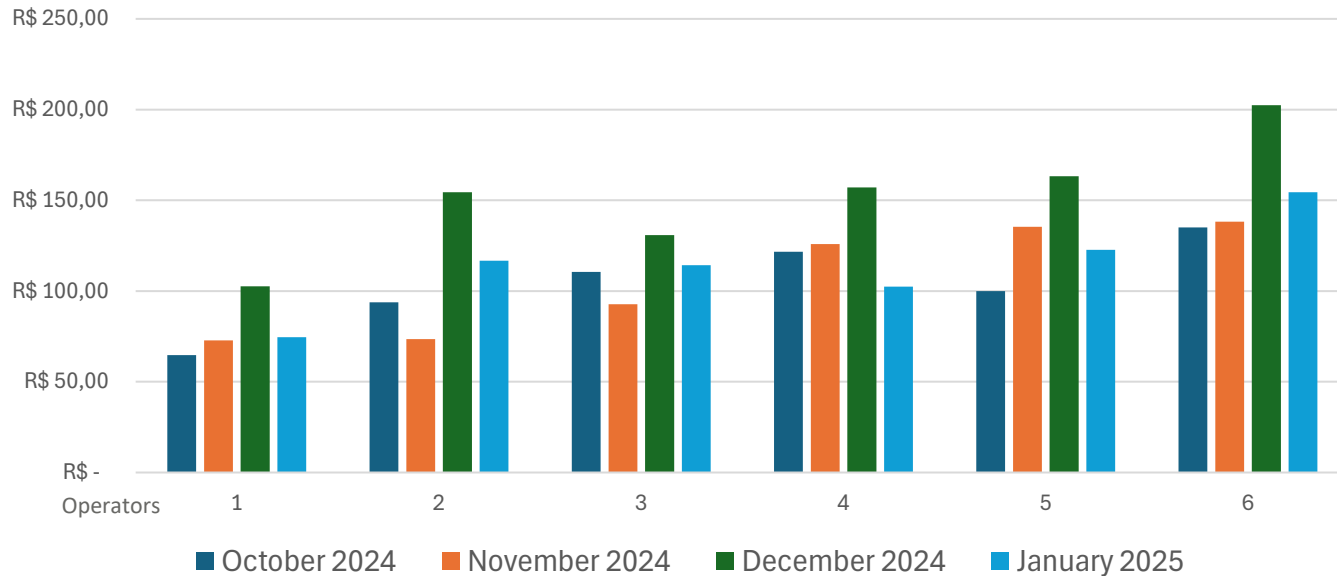
Source: CheckMyBus Google Analytics

The biggest variation in the average price on these routes was 51% between operator 1 and 6. On the other hand, even with a higher average, operator 2 had the highest sales volume.

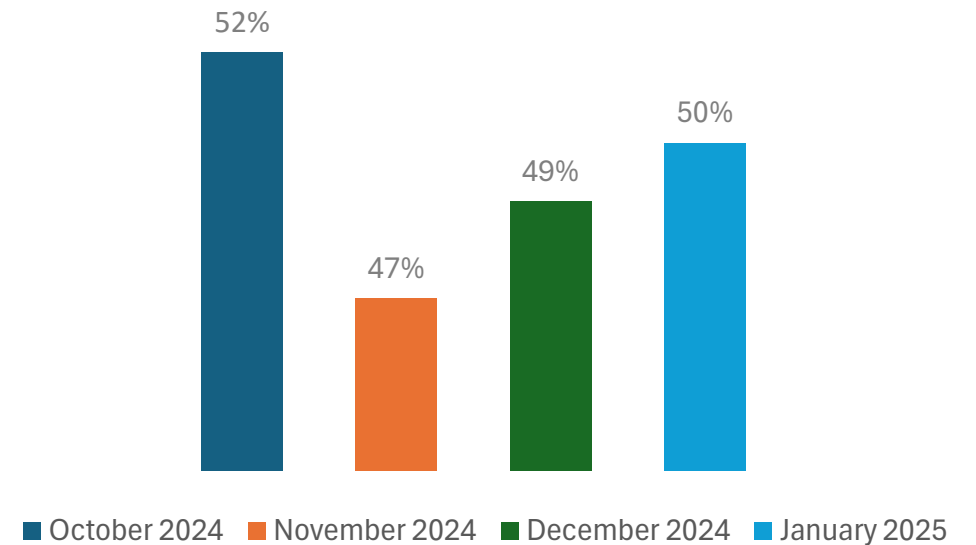


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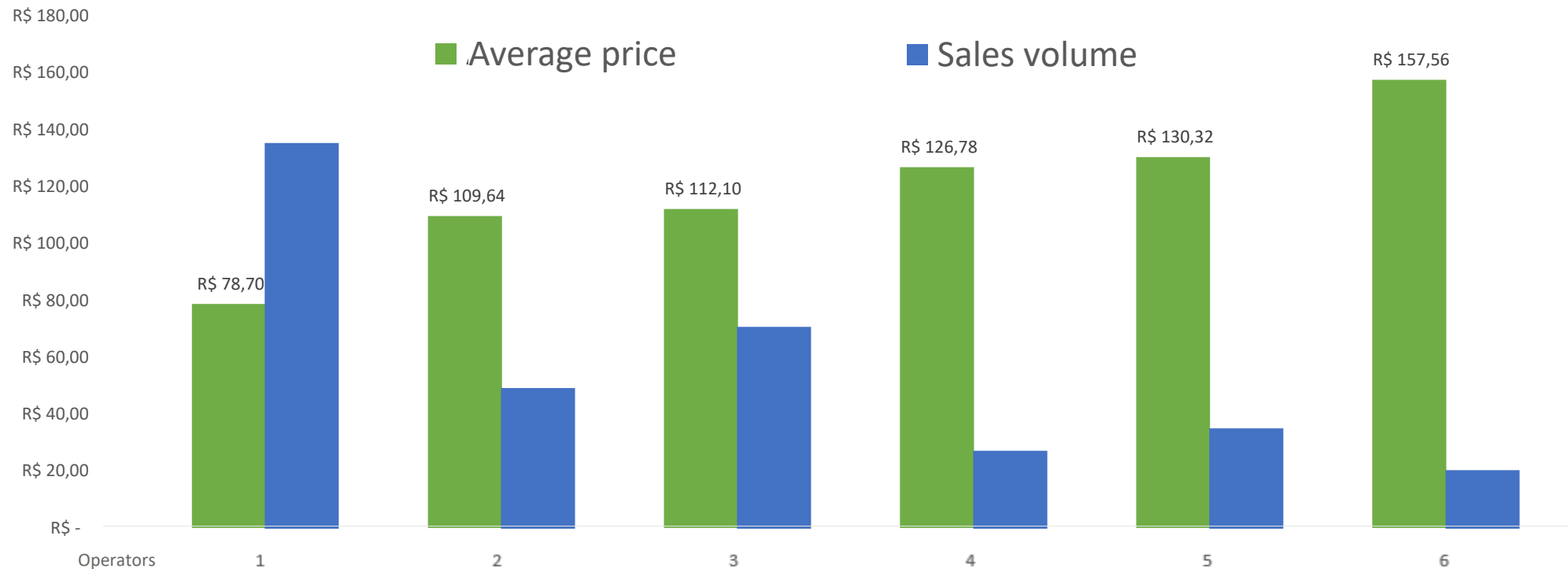


Source: CheckMyBus Google Analytics

The route connecting the country's two largest cities has also seen average price fluctuations of around 50% in recent busy months.



Average price and sales volume between operators from October 2024 to January 2025



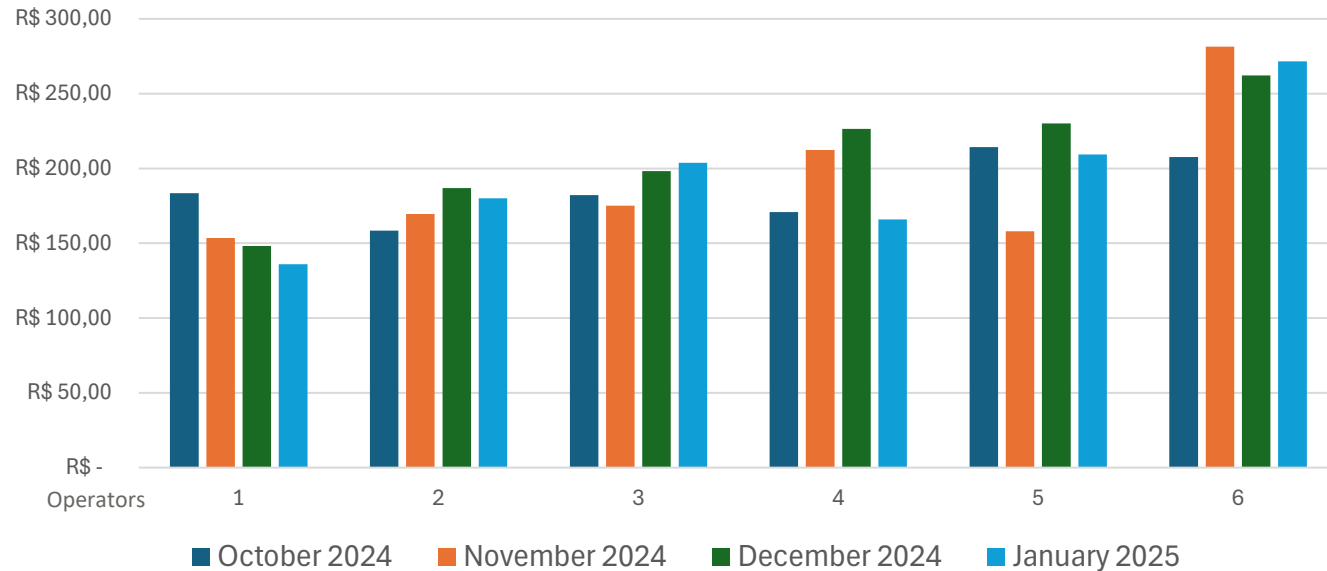
Source: CheckMyBus Google Analytics

Average ticket prices also varied considerably between the different operators, with a difference of up to 50% on this important route in the country.

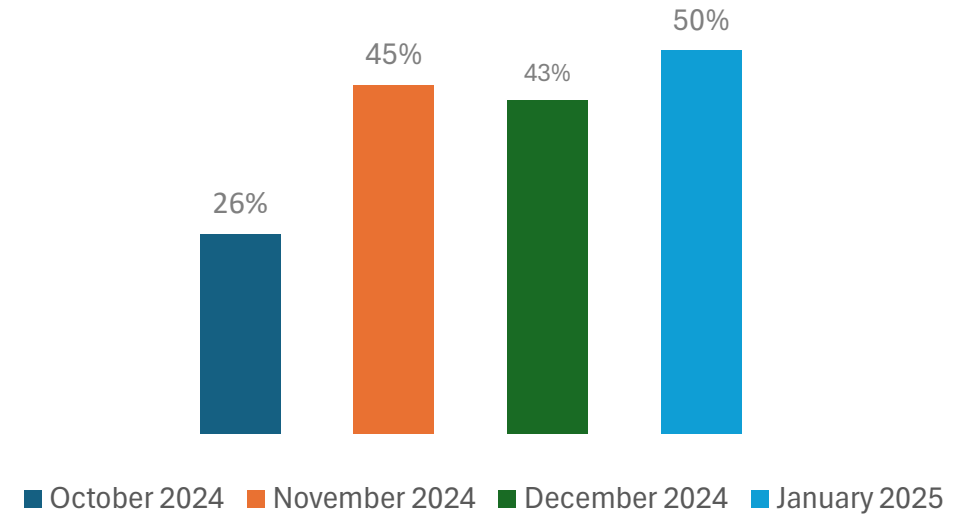


Monthly average price change in comparison

AVERAGE MONTHLY PRICES OF THE 6 MAIN OPERATORS



CHANGE IN % ON THE AVERAGE PRICE PER MONTH



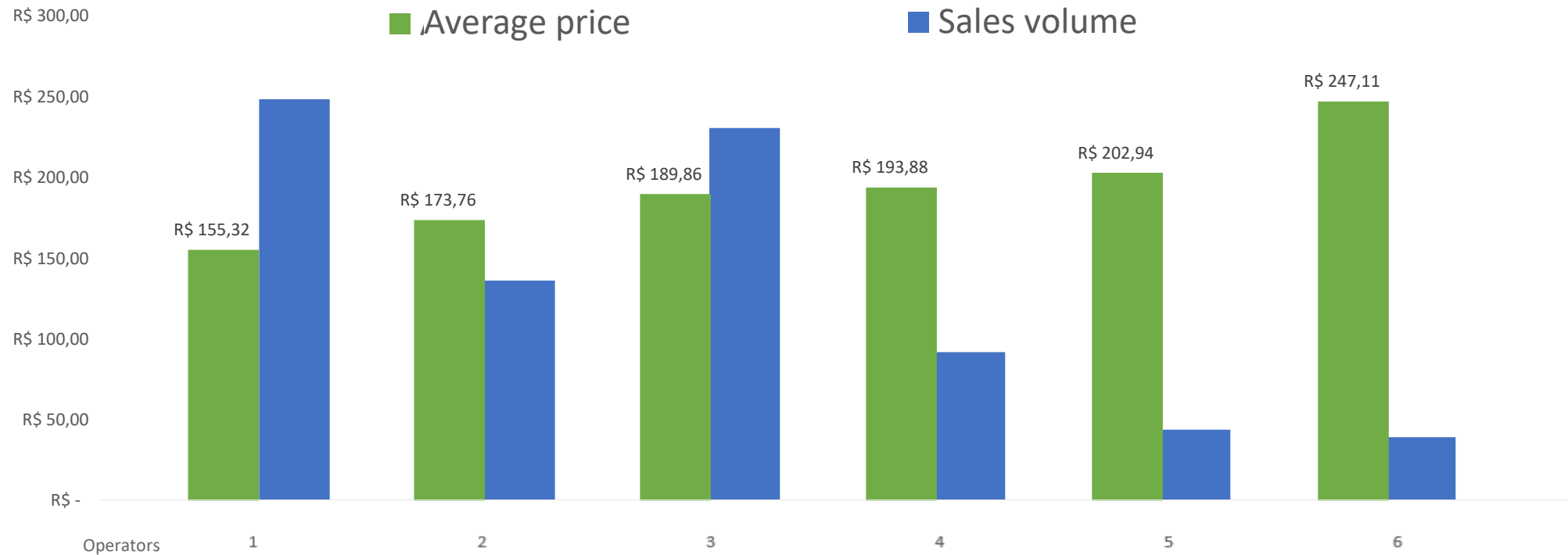
Source: CheckMyBus Google Analytics

The biggest fluctuation in the average price for the Brasília - São Paulo route was recorded in January, reaching 50%, and the lowest in October.

February 2025



Average price and sales volume between operators from October 2024 to January 2025



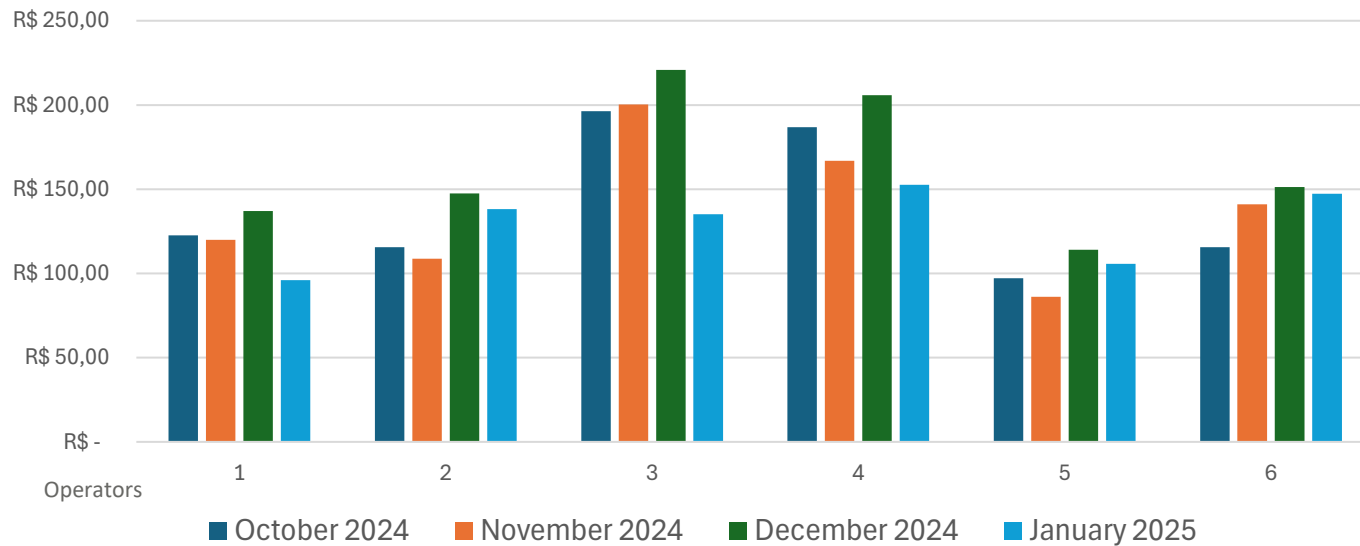
Source: CheckMyBus Google Analytics

Compared to the other routes analyzed, the variation in average prices between operators on this particular route was smaller, with a maximum difference of 37%.

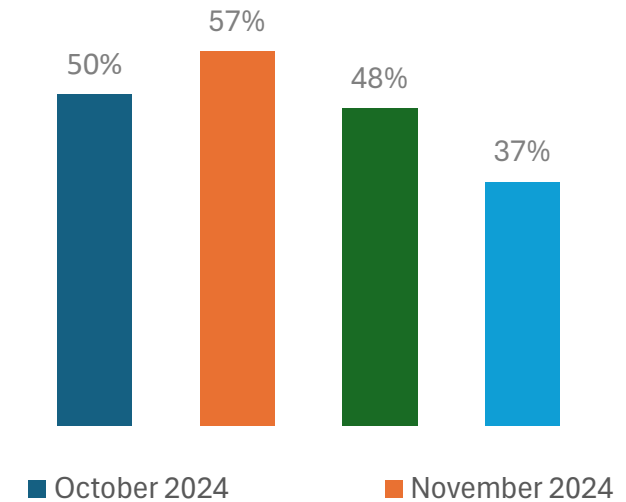


Monthly average price change in comparison

MONTHLY AVERAGE PRICES OF THE 6 MAIN OPERATORS



VARIATION IN % ON THE AVERAGE PRICE PER MONTH

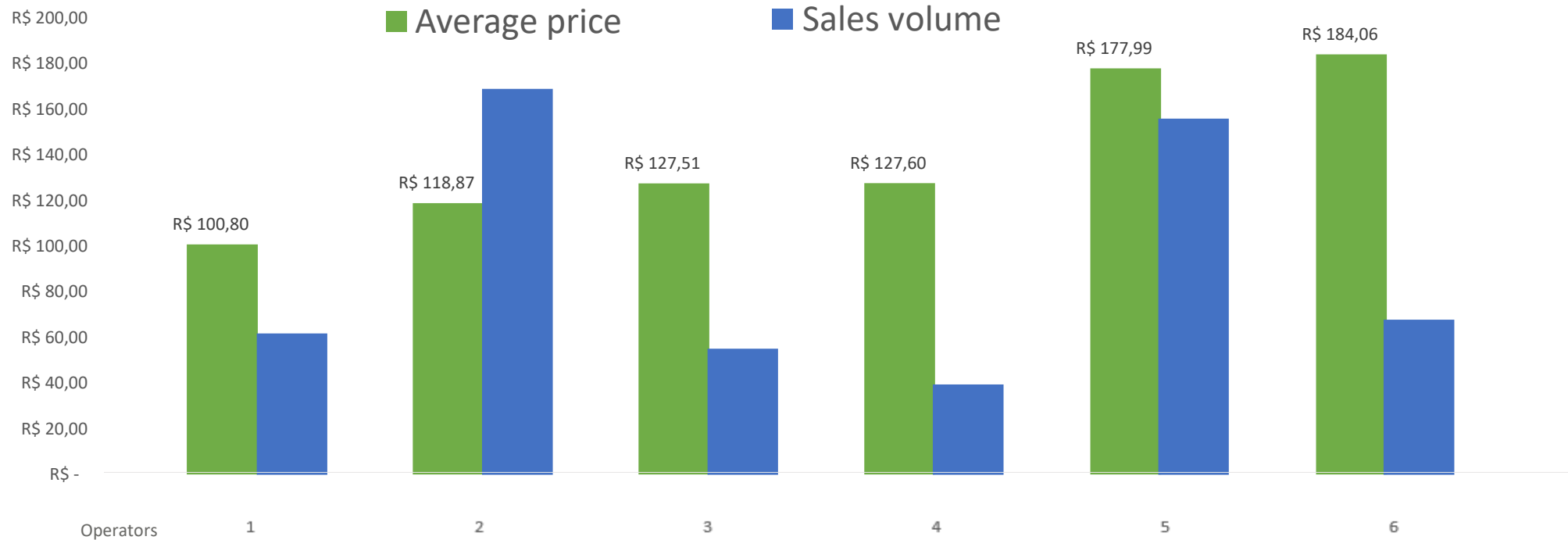


Source: CheckMyBus Google Analytics

The month of November saw the biggest fluctuation in the average price for the Belo Horizonte - Rio de Janeiro route, reaching 57%.



Average price and sales volume between operators from October 2024 to January 2025



Source: CheckMyBus Google Analytics

The average price variation between operators on this route was 45%, with very different sales volumes, regardless of the average for the period.



Observations

The research carried out shows that bus ticket prices can vary significantly between different companies in the same month. The combination of high demand and online competition has boosted the variation in ticket prices, resulting in a greater variety of offers and benefiting passengers.

It's interesting to note, however that this price difference does not always translate directly into a higher volume of sales, indicating that factors other than price, such as the quality of the service and the company's reputation, can influence passengers' purchasing decisions. The diversity of prices demonstrates the importance of comparing the options available on the online market and that consumers have several price options to choose from.

CheckMyBus also supports vertical knowledge sharing with online studies and presentations.





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All buses

Leader in bus content with over 5,000 operators



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