

Charge Cards in Argentina

Market Direction | 2022-12-02 | 27 pages | Euromonitor

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Report description:

Charge cards is a niche category in Argentina. These instruments have never been popular in the country, with most consumers and businesses favouring credit cards, which provide greater flexibility in terms of financing and a wider range of benefits and rewards, or debit cards, which allow for greater control over spending. Given that outstanding balances on charge cards typically have to be paid in full every month, the entrenched problems in the domestic economy - particularly high inflation -...

Euromonitor International's Charge Card Transactions in Argentina report establishes the size and structure of the market for ATMs cards, smart cards, credit cards, debit cards, charge cards, pre-paid cards and store cards. It looks at key players in the market (issuers and operators), number of cards in circulation, numbers transactions and value of transactions. It offers strategic analysis of sector forecasts and trends to watch.

Product coverage: Commercial Charge Card Transactions, Personal Charge Card Transactions.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Charge Card Transactions market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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CHARGE CARDS IN ARGENTINA

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Charge cards remains a niche area in Argentina

Usage levels pick up with the easing of the pandemic

American Express still the only charge card operator and issuer present in Argentina

PROSPECTS AND OPPORTUNITIES

Charge cards set to remain a minor category

Entry of new players is unlikely

Personal charge cards will remain more popular than commercial varieties

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