

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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Table of Contents:

Charge Cards in Argentina

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List Of Contents And Tables

CHARGE CARDS IN ARGENTINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

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

CATEGORY DATA

Table 1 Charge Cards: Number of Cards in Circulation 2017-2022

Table 2 Charge Cards Transactions 2017-2022

Table 3 Charge Cards in Circulation: % Growth 2017-2022

Table 4 Charge Cards Transactions: % Growth 2017-2022

Table 5 Commercial Charge Cards: Number of Cards in Circulation 2017-2022

Table 6 Commercial Charge Cards Transactions 2017-2022

Table 7 Commercial Charge Cards in Circulation: % Growth 2017-2022

Table 8 Commercial Charge Cards Transactions: % Growth 2017-2022

Table 9 Personal Charge Cards: Number of Cards in Circulation 2017-2022

Table 10 Personal Charge Cards Transactions 2017-2022

Table 11 Personal Charge Cards in Circulation: % Growth 2017-2022

Table 12 Personal Charge Cards Transactions: % Growth 2017-2022

Table 13 Charge Cards: Number of Cards by Issuer 2017-2021

Table 14 Charge Cards: Number of Cards by Operator 2017-2021

Table 15 Charge Cards Payment Transaction Value by Issuer 2017-2021

Table 16 Charge Cards Payment Transaction Value by Operator 2017-2021

Table 17 Commercial Charge Cards: Number of Cards by Issuer 2017-2021

Table 18 Commercial Charge Cards: Number of Cards by Operator 2017-2021

Table 19 Commercial Charge Cards Payment Transaction Value by Issuer 2017-2021

Table 20 Commercial Charge Cards Payment Transaction Value by Operator 2017-2021

Table 21 Personal Charge Cards: Number of Cards by Issuer 2017-2021

Table 22 Personal Charge Cards: Number of Cards by Operator 2017-2021

Table 23 Personal Charge Cards Transaction Value by Issuer 2017-2021

Table 24 Personal Charge Cards Transaction Value by Operator 2017-2021

Table 25 Forecast Charge Cards: Number of Cards in Circulation 2022-2027

Table 26 Forecast Charge Cards Transactions 2022-2027

Table 27 Forecast Charge Cards in Circulation: % Growth 2022-2027

Table 28 Forecast Charge Cards Transactions: % Growth 2022-2027

Table 29 Forecast Commercial Charge Cards: Number of Cards in Circulation 2022-2027

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Table 30 □Forecast Commercial Charge Cards Transactions 2022-2027

Table 31 □Forecast Commercial Charge Cards in Circulation: % Growth 2022-2027

Table 32 □Forecast Commercial Charge Cards Transactions: % Growth 2022-2027

Table 33 □Forecast Personal Charge Cards: Number of Cards in Circulation 2022-2027

Table 34 □Forecast Personal Charge Cards Transactions 2022-2027

Table 35 □Forecast Personal Charge Cards in Circulation: % Growth 2022-2027

Table 36 □Forecast Personal Charge Cards Transactions: % Growth 2022-2027

FINANCIAL CARDS AND PAYMENTS IN ARGENTINA

EXECUTIVE SUMMARY

Financial cards and payments in 2022: The big picture

2022 key trends

Adoption and acceptance of QR code payments expand at a fast pace

Visa and Mastercard remain the leading operators

What next for financial cards and payments?

MARKET INDICATORS

Table 37 Number of POS Terminals: Units 2017-2022

Table 38 Number of ATMs: Units 2017-2022

Table 39 Value Lost to Fraud 2017-2022

Table 40 Card Expenditure by Location 2022

Table 41 Financial Cards in Circulation by Type: % Number of Cards 2017-2022

Table 42 Domestic versus Foreign Spend 2022

MARKET DATA

Table 43 Financial Cards by Category: Number of Cards in Circulation 2017-2022

Table 44 Financial Cards by Category: Number of Accounts 2017-2022

Table 45 Financial Cards Transactions by Category: Value 2017-2022

Table 46 □Financial Cards by Category: Number of Transactions 2017-2022

Table 47 □Consumer Payments by Category: Value 2017-2022

Table 48 □Consumer Payments by Category: Number of Transactions 2017-2022

Table 49 □M-Commerce by Category: Value 2017-2022

Table 50 □M-Commerce by Category: % Value Growth 2017-2022

Table 51 □Financial Cards: Number of Cards by Issuer 2017-2021

Table 52 □Financial Cards: Number of Cards by Operator 2017-2021

Table 53 □Financial Cards: Card Payment Transactions Value by Operator 2017-2021

Table 54 □Financial Cards: Card Payment Transactions Value by Issuer 2017-2021

Table 55 □Forecast Financial Cards by Category: Number of Cards in Circulation 2022-2027

Table 56 □Forecast Financial Cards by Category: Number of Accounts 2022-2027

Table 57 □Forecast Financial Cards Transactions by Category: Value 2022-2027

Table 58 □Forecast Financial Cards by Category: Number of Transactions 2022-2027

Table 59 □Forecast Consumer Payments by Category: Value 2022-2027

Table 60 □Forecast Consumer Payments by Category: Number of Transactions 2022-2027

Table 61 □Forecast M-Commerce by Category: Value 2022-2027

Table 62 □Forecast M-Commerce by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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