

## **Credit Cards in Argentina**

Market Direction | 2022-12-02 | 30 pages | Euromonitor

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### **Report description:**

Although credit cards have been losing ground to debit cards in Argentina for several years, they remain popular among those who frequently pay for goods and services in instalments. Most notably, they are often used to make purchases under Ahora plans. Partly subsidised by the national government, banks, retailers and manufacturers, these plans enable consumers to pay for certain domestically manufactured goods in fixed instalments that are interest-free or have interest rates much lower than i...

Euromonitor International's Credit 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 Credit Card Transactions, Personal Credit 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 Credit 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
December 2022

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##### 2022 DEVELOPMENTS

Banks discourage use of credit cards for Ahora plans by not raising spending limits

American Express begins offering its Platinum card in metal instead of plastic

Visa remains the leading credit card operator but faces growing competition

##### PROSPECTS AND OPPORTUNITIES

Ahora plans will continue to be an important driver of growth in credit card usage

Credit card borrowing likely to remain more attractive than personal loans

New discounts and rewards will help to stimulate credit card spending

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