

Financial Cards and Payments in Argentina

Market Direction | 2022-12-02 | 63 pages | Euromonitor

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Report description:

Financial cards and payments in Argentina has continued to expand at an impressive pace in terms of total current value transactions in 2022, with growth set to surpass that recorded in 2021. Its performance in this regard has been distorted by high inflation, an entrenched problem in the domestic economy that has been exacerbated by the impact of the global recovery from COVID-19 and the wider geopolitical consequences of Russia's invasion of Ukraine. However, growth in total volume transaction...

Euromonitor International's Financial Cards and Payments 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: Financial Cards in Circulation, M-Commerce, 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 Financial Cards and Payments 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:

Financial Cards and Payments in Argentina
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List Of Contents And Tables

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 1 Number of POS Terminals: Units 2017-2022

Table 2 Number of ATMs: Units 2017-2022

Table 3 Value Lost to Fraud 2017-2022

Table 4 Card Expenditure by Location 2022

Table 5 Financial Cards in Circulation by Type: % Number of Cards 2017-2022

Table 6 Domestic versus Foreign Spend 2022

MARKET DATA

Table 7 Financial Cards by Category: Number of Cards in Circulation 2017-2022

Table 8 Financial Cards by Category: Number of Accounts 2017-2022

Table 9 Financial Cards Transactions by Category: Value 2017-2022

Table 10 Financial Cards by Category: Number of Transactions 2017-2022

Table 11 Consumer Payments by Category: Value 2017-2022

Table 12 Consumer Payments by Category: Number of Transactions 2017-2022

Table 13 M-Commerce by Category: Value 2017-2022

Table 14 M-Commerce by Category: % Value Growth 2017-2022

Table 15 Financial Cards: Number of Cards by Issuer 2017-2021

Table 16 Financial Cards: Number of Cards by Operator 2017-2021

Table 17 Financial Cards: Card Payment Transactions Value by Operator 2017-2021

Table 18 Financial Cards: Card Payment Transactions Value by Issuer 2017-2021

Table 19 Forecast Financial Cards by Category: Number of Cards in Circulation 2022-2027

Table 20 Forecast Financial Cards by Category: Number of Accounts 2022-2027

Table 21 Forecast Financial Cards Transactions by Category: Value 2022-2027

Table 22 Forecast Financial Cards by Category: Number of Transactions 2022-2027

Table 23 Forecast Consumer Payments by Category: Value 2022-2027

Table 24 Forecast Consumer Payments by Category: Number of Transactions 2022-2027

Table 25 Forecast M-Commerce by Category: Value 2022-2027

Table 26 Forecast M-Commerce by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

DEBIT CARDS IN ARGENTINA

KEY DATA FINDINGS

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2022 DEVELOPMENTS

Chronically high inflation continues to encourage the use of debit cards

Argentina's first transparent debit card launched by Openbank

Visa still the largest operator, while state-owned banks remain the leading issuers

PROSPECTS AND OPPORTUNITIES

Reluctance to introduce higher denomination bills will continue to favour debit cards

Migration from credit cards to debit cards set to persist

Growing availability of cashback services bodes well for debit cards

CATEGORY DATA

Table 27 Debit Cards: Number of Cards in Circulation 2017-2022

Table 28 Debit Cards Transactions 2017-2022

Table 29 Debit Cards in Circulation: % Growth 2017-2022

Table 30 Debit Cards Transactions: % Growth 2017-2022

Table 31 Debit Cards: Number of Cards by Issuer 2017-2021

Table 32 Debit Cards: Number of Cards by Operator 2017-2021

Table 33 Debit Cards Payment Transaction Value by Issuer 2017-2021

Table 34 Debit Cards Payment Transaction Value by Operator 2017-2021

Table 35 Forecast Debit Cards: Number of Cards in Circulation 2022-2027

Table 36 □Forecast Debit Cards Transactions 2022-2027

Table 37 □Forecast Debit Cards in Circulation: % Growth 2022-2027

Table 38 □Forecast Debit Cards Transactions: % Growth 2022-2027

CREDIT CARDS IN ARGENTINA

KEY DATA FINDINGS

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

CATEGORY DATA

Table 39 Credit Cards: Number of Cards in Circulation 2017-2022

Table 40 Credit Cards Transactions 2017-2022

Table 41 Credit Cards in Circulation: % Growth 2017-2022

Table 42 Credit Cards Transactions: % Growth 2017-2022

Table 43 Commercial Credit Cards: Number of Cards in Circulation 2017-2022

Table 44 Commercial Credit Cards Transactions 2017-2022

Table 45 Commercial Credit Cards in Circulation: % Growth 2017-2022

Table 46 Commercial Credit Cards Transactions: % Growth 2017-2022

Table 47 Personal Credit Cards: Number of Cards in Circulation 2017-2022

Table 48 □Personal Credit Cards Transactions 2017-2022

Table 49 □Personal Credit Cards in Circulation: % Growth 2017-2022

Table 50 □Personal Credit Cards Transactions: % Growth 2017-2022

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

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

Table 53 □Credit Cards Payment Transaction Value by Issuer 2017-2021

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Table 54 □Credit Cards Payment Transaction Value by Operator 2017-2021
 Table 55 □Commercial Credit Cards: Number of Cards by Issuer 2017-2021
 Table 56 □Commercial Credit Cards: Number of Cards by Operator 2017-2021
 Table 57 □Commercial Credit Cards Payment Transaction Value by Issuer 2017-2021
 Table 58 □Commercial Credit Cards Payment Transaction Value by Operator 2017-2021
 Table 59 □Personal Credit Cards: Number of Cards by Issuer 2017-2021
 Table 60 □Personal Credit Cards: Number of Cards by Operator 2017-2021
 Table 61 □Personal Credit Cards Payment Transaction Value by Issuer 2017-2021
 Table 62 □Personal Credit Cards Payment Transaction Value by Operator 2017-2021
 Table 63 □Forecast Credit Cards: Number of Cards in Circulation 2022-2027
 Table 64 □Forecast Credit Cards Transactions 2022-2027
 Table 65 □Forecast Credit Cards in Circulation: % Growth 2022-2027
 Table 66 □Forecast Credit Cards Transactions: % Growth 2022-2027
 Table 67 □Forecast Commercial Credit Cards: Number of Cards in Circulation 2022-2027
 Table 68 □Forecast Commercial Credit Cards Transactions 2022-2027
 Table 69 □Forecast Commercial Credit Cards in Circulation: % Growth 2022-2027
 Table 70 □Forecast Commercial Credit Cards Transactions: % Growth 2022-2027
 Table 71 □Forecast Personal Credit Cards: Number of Cards in Circulation 2022-2027
 Table 72 □Forecast Personal Credit Cards Transactions 2022-2027
 Table 73 □Forecast Personal Credit Cards in Circulation: % Growth 2022-2027
 Table 74 □Forecast Personal Credit Cards Transactions: % Growth 2022-2027

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 75 Charge Cards: Number of Cards in Circulation 2017-2022
 Table 76 Charge Cards Transactions 2017-2022
 Table 77 Charge Cards in Circulation: % Growth 2017-2022
 Table 78 Charge Cards Transactions: % Growth 2017-2022
 Table 79 Commercial Charge Cards: Number of Cards in Circulation 2017-2022
 Table 80 Commercial Charge Cards Transactions 2017-2022
 Table 81 Commercial Charge Cards in Circulation: % Growth 2017-2022
 Table 82 Commercial Charge Cards Transactions: % Growth 2017-2022
 Table 83 Personal Charge Cards: Number of Cards in Circulation 2017-2022
 Table 84 □Personal Charge Cards Transactions 2017-2022
 Table 85 □Personal Charge Cards in Circulation: % Growth 2017-2022
 Table 86 □Personal Charge Cards Transactions: % Growth 2017-2022
 Table 87 □Charge Cards: Number of Cards by Issuer 2017-2021
 Table 88 □Charge Cards: Number of Cards by Operator 2017-2021
 Table 89 □Charge Cards Payment Transaction Value by Issuer 2017-2021

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Table 90	□Charge Cards Payment Transaction Value by Operator 2017-2021
Table 91	□Commercial Charge Cards: Number of Cards by Issuer 2017-2021
Table 92	□Commercial Charge Cards: Number of Cards by Operator 2017-2021
Table 93	□Commercial Charge Cards Payment Transaction Value by Issuer 2017-2021
Table 94	□Commercial Charge Cards Payment Transaction Value by Operator 2017-2021
Table 95	□Personal Charge Cards: Number of Cards by Issuer 2017-2021
Table 96	□Personal Charge Cards: Number of Cards by Operator 2017-2021
Table 97	□Personal Charge Cards Transaction Value by Issuer 2017-2021
Table 98	□Personal Charge Cards Transaction Value by Operator 2017-2021
Table 99	□Forecast Charge Cards: Number of Cards in Circulation 2022-2027
Table 100	□Forecast Charge Cards Transactions 2022-2027
Table 101	□Forecast Charge Cards in Circulation: % Growth 2022-2027
Table 102	□Forecast Charge Cards Transactions: % Growth 2022-2027
Table 103	□Forecast Commercial Charge Cards: Number of Cards in Circulation 2022-2027
Table 104	□Forecast Commercial Charge Cards Transactions 2022-2027
Table 105	□Forecast Commercial Charge Cards in Circulation: % Growth 2022-2027
Table 106	□Forecast Commercial Charge Cards Transactions: % Growth 2022-2027
Table 107	□Forecast Personal Charge Cards: Number of Cards in Circulation 2022-2027
Table 108	□Forecast Personal Charge Cards Transactions 2022-2027
Table 109	□Forecast Personal Charge Cards in Circulation: % Growth 2022-2027
Table 110	□Forecast Personal Charge Cards Transactions: % Growth 2022-2027

PRE-PAID CARDS IN ARGENTINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Open loop pre-paid cards contracts due to change in Alimentar payment method

New pre-paid cards allow users to earn and spend cryptocurrencies

Mastercard remains the leading operator in open loop pre-paid cards

PROSPECTS AND OPPORTUNITIES

Remote working will continue to subdue recovery in closed loop volume transactions

Large unbanked population and informal economy bode well for open loop category

Delivery of more state payments via electronic transfers may temper growth potential

CATEGORY DATA

Table 111	Pre-paid Cards: Number of Cards in Circulation 2017-2022
Table 112	Pre-paid Cards Transactions 2017-2022
Table 113	Pre-paid Cards in Circulation: % Growth 2017-2022
Table 114	Pre-paid Cards Transactions: % Growth 2017-2022
Table 115	Closed Loop Pre-paid Cards Transactions 2017-2022
Table 116	Closed Loop Pre-paid Cards Transactions: % Growth 2017-2022
Table 117	Open Loop Pre-paid Cards Transactions 2017-2022
Table 118	Open Loop Pre-paid Cards Transactions: % Growth 2017-2022
Table 119	Pre-paid Cards: Number of Cards by Issuer 2017-2021
Table 120	□Pre-paid Cards: Number of Cards by Operator 2017-2021
Table 121	□Pre-paid Cards Transaction Value by Issuer 2017-2021
Table 122	□Pre-paid Cards Transaction Value by Operator 2017-2021
Table 123	□Closed Loop Pre-paid Cards: Number of Cards by Issuer 2017-2021
Table 124	□Closed Loop Pre-paid Cards: Number of Cards by Operator 2017-2021
Table 125	□Closed Loop Pre-paid Cards Transaction Value by Issuer 2017-2021

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Table 126	□Closed Loop Pre-paid Cards Transaction Value by Operator 2017-2021
Table 127	□Open Loop Pre-paid Cards: Number of Cards by Issuer 2017-2021
Table 128	□Open Loop Pre-paid Cards: Number of Cards by Operator 2017-2021
Table 129	□Open Loop Pre-paid Cards Transaction Value by Issuer 2017-2021
Table 130	□Open Loop Pre-paid Cards Transaction Value by Operator 2017-2021
Table 131	□Forecast Pre-paid Cards: Number of Cards in Circulation 2022-2027
Table 132	□Forecast Pre-paid Cards Transactions 2022-2027
Table 133	□Forecast Pre-paid Cards in Circulation: % Growth 2022-2027
Table 134	□Forecast Pre-paid Cards Transactions: % Growth 2022-2027
Table 135	□Forecast Closed Loop Pre-paid Cards Transactions 2022-2027
Table 136	□Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2022-2027
Table 137	□Forecast Open Loop Pre-paid Cards Transactions 2022-2027
Table 138	□Forecast Open Loop Pre-paid Cards Transactions: % Growth 2022-2027

STORE CARDS IN ARGENTINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Carrefour's exit drags down overall performance of store cards

Coto becomes the leading issuer

Store cards from large hypermarkets chains remain the most popular

PROSPECTS AND OPPORTUNITIES

Use of store cards will continue falling as consumers migrate to alternatives

More issuers likely to shrink their portfolios or exit the category

Diminishing appeal of store cards will discourage innovation and marketing activities

CATEGORY DATA

Table 139	Store Cards: Number of Cards in Circulation 2017-2022
Table 140	Store Cards Transactions 2017-2022
Table 141	Store Cards in Circulation: % Growth 2017-2022
Table 142	Store Cards Transactions: % Growth 2017-2022
Table 143	Store Cards: Number of Cards by Issuer 2017-2021
Table 144	Store Cards: Payment Transaction Value by Issuer 2017-2021
Table 145	Forecast Store Cards: Number of Cards in Circulation 2022-2027
Table 146	Forecast Store Cards Transactions 2022-2027
Table 147	Forecast Store Cards in Circulation: % Growth 2022-2027
Table 148	□Forecast Store Cards Transactions: % Growth 2022-2027

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