

Financial Cards and Payments in Argentina

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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.

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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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

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CREDIT CARDS IN ARGENTINA

KEY DATA FINDINGS

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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

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