

Pre-Paid Cards in Argentina

Market Direction | 2022-12-02 | 26 pages | Euromonitor

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Report description:

After having expanded at an impressive pace throughout the review period, open loop pre-paid cards is poised to record steep declines in volume and value transactions and circulation numbers in 2022. This is mainly explained by the decision of Argentina's national government to stop making Alimentar child benefit payments via this format, and instead transfer funds directly into the same accounts that Universal Child Allowance (AUH) is paid. The category's contraction looks set to be short-lived...

Euromonitor International's Pre-Paid 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: Closed Loop Pre-Paid Card Transactions, Open Loop Pre-Paid 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 Pre-Paid 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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PRE-PAID CARDS IN ARGENTINA

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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

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FINANCIAL CARDS AND PAYMENTS IN ARGENTINA

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EXECUTIVE SUMMARY

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Visa and Mastercard remain the leading operators

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