

## **Charge Cards in Argentina**

Market Direction | 2023-11-21 | 25 pages | Euromonitor

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### **Report description:**

Charge cards represent a diminishing segment within the payment industry, primarily due to their inability to provide financing options. Consumers increasingly favour credit cards over charge cards when making purchases, further contributing to the decline of this segment. Notably, American Express (AMEX) stands as the solitary player in this fading category, with the company itself not placing significant emphasis on its charge card offerings.

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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