

Debit Cards in Argentina

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

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Report description:

The high inflation rate in Argentina has led to a significant increase in the use of debit cards. The government has refrained from printing higher denomination bills, and the highest available denomination is ARS2000, roughly equivalent to USD8 at the official exchange rate. Consequently, individuals would need to carry a substantial amount of cash for their purchases if restricted to cash transactions. Given the widespread preference for cash payments, the usage of debit cards has been steady...

Euromonitor International's Debit 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 Debit Card Transactions, Personal Debit 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 Debit 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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