

Financial Cards and Payments in Argentina

Market Direction | 2023-11-21 | 59 pages | Euromonitor

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Report description:

The credit card business has become less lucrative for banks, primarily serving as a means to entice customers to deposit their salaries into banking institutions. The prevalent monthly inflation in Argentina has soared to alarming levels. Banks face the obligation of reimbursing merchants for expenses within eight to 10 business days, but often experience delays in receiving these payments. This financing gap necessitates absorbing costs, making the credit card business less profitable. Despite...

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, Mobile Payments, 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 2023: The big picture

2023 key trends

Stimulating consumption: Promotions, instalments, and card leaders in the Argentine financial market

Visa: A dominant brand in the financial market

What next for financial cards and payments?

MARKET INDICATORS

Table 1 Number of POS Terminals: Units 2018-2023

Table 2 Number of ATMs: Units 2018-2023

Table 3 Value Lost to Fraud 2018-2023

Table 4 Card Expenditure by Location 2023

Table 5 Financial Cards in Circulation by Type: % Number of Cards 2018-2023

Table 6 Domestic versus Foreign Spend 2023

MARKET DATA

Table 7 Financial Cards by Category: Number of Cards in Circulation 2018-2023

Table 8 Financial Cards by Category: Number of Accounts 2018-2023

Table 9 Financial Cards Transactions by Category: Value 2018-2023

Table 10 Financial Cards by Category: Number of Transactions 2018-2023

Table 11 Consumer Payments by Category: Value 2018-2023

Table 12 Consumer Payments by Category: Number of Transactions 2018-2023

Table 13 M-Commerce by Category: Value 2018-2023

Table 14 M-Commerce by Category: % Value Growth 2018-2023

Table 15 Financial Cards: Number of Cards by Issuer 2018-2022

Table 16 Financial Cards: Number of Cards by Operator 2018-2022

Table 17 Financial Cards: Card Payment Transactions Value by Operator 2018-2022

Table 18 Financial Cards: Card Payment Transactions Value by Issuer 2018-2022

Table 19 Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028

Table 20 Forecast Financial Cards by Category: Number of Accounts 2023-2028

Table 21 Forecast Financial Cards Transactions by Category: Value 2023-2028

Table 22 Forecast Financial Cards by Category: Number of Transactions 2023-2028

Table 23 Forecast Consumer Payments by Category: Value 2023-2028

Table 24 Forecast Consumer Payments by Category: Number of Transactions 2023-2028

Table 25 Forecast M-Commerce by Category: Value 2023-2028

Table 26 Forecast M-Commerce by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

DEBIT CARDS IN ARGENTINA

KEY DATA FINDINGS

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2023 DEVELOPMENTS

The rise of debit card usage to mitigate inflation and the cash challenge

Visa: Pioneering debit card services

Debit cards outpace credit cards

PROSPECTS AND OPPORTUNITIES

Shifting consumer habits during the pandemic drive debit card usage

Buy Now, Pay Later Companies debiting from debit cards offer interest-free instalments

Increased accessibility to cash withdrawal points beyond banks

CATEGORY DATA

Table 27 Debit Cards: Number of Cards in Circulation 2018-2023

Table 28 Debit Cards Transactions 2018-2023

Table 29 Debit Cards in Circulation: % Growth 2018-2023

Table 30 Debit Cards Transactions: % Growth 2018-2023

Table 31 Debit Cards: Number of Cards by Issuer 2018-2022

Table 32 Debit Cards: Number of Cards by Operator 2018-2022

Table 33 Debit Cards Payment Transaction Value by Issuer 2018-2022

Table 34 Debit Cards Payment Transaction Value by Operator 2018-2022

Table 35 Forecast Debit Cards: Number of Cards in Circulation 2023-2028

Table 36 □Forecast Debit Cards Transactions 2023-2028

Table 37 □Forecast Debit Cards in Circulation: % Growth 2023-2028

Table 38 □Forecast Debit Cards Transactions: % Growth 2023-2028

CREDIT CARDS IN ARGENTINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Regulatory constraints dampen credit card promotion by banks

Challenges for regional cards unaffiliated with financial institutions due to rate regulations

Visa's dominance in the credit card segment

PROSPECTS AND OPPORTUNITIES

Navigating regulatory constraints: Shifting focus from credit cards to debit cards

Potential disruption to Quick Response payments by Near Field Communication technology

Continuation of instalment payment plans ("Ahora") expected despite government change

CATEGORY DATA

Table 39 Credit Cards: Number of Cards in Circulation 2018-2023

Table 40 Credit Cards Transactions 2018-2023

Table 41 Credit Cards in Circulation: % Growth 2018-2023

Table 42 Credit Cards Transactions: % Growth 2018-2023

Table 43 Commercial Credit Cards: Number of Cards in Circulation 2018-2023

Table 44 Commercial Credit Cards Transactions 2018-2023

Table 45 Commercial Credit Cards in Circulation: % Growth 2018-2023

Table 46 Commercial Credit Cards Transactions: % Growth 2018-2023

Table 47 Personal Credit Cards: Number of Cards in Circulation 2018-2023

Table 48 □Personal Credit Cards Transactions 2018-2023

Table 49 □Personal Credit Cards in Circulation: % Growth 2018-2023

Table 50 □Personal Credit Cards Transactions: % Growth 2018-2023

Table 51 □Credit Cards: Number of Cards by Issuer 2018-2022

Table 52 □Credit Cards: Number of Cards by Operator 2018-2022

Table 53 □Credit Cards Payment Transaction Value by Issuer 2018-2022

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Table 54	□Credit Cards Payment Transaction Value by Operator 2018-2022
Table 55	□Commercial Credit Cards: Number of Cards by Issuer 2018-2022
Table 56	□Commercial Credit Cards: Number of Cards by Operator 2018-2022
Table 57	□Commercial Credit Cards Payment Transaction Value by Issuer 2018-2022
Table 58	□Commercial Credit Cards Payment Transaction Value by Operator 2018-2022
Table 59	□Personal Credit Cards: Number of Cards by Issuer 2018-2022
Table 60	□Personal Credit Cards: Number of Cards by Operator 2018-2022
Table 61	□Personal Credit Cards Payment Transaction Value by Issuer 2018-2022
Table 62	□Personal Credit Cards Payment Transaction Value by Operator 2018-2022
Table 63	□Forecast Credit Cards: Number of Cards in Circulation 2023-2028
Table 64	□Forecast Credit Cards Transactions 2023-2028
Table 65	□Forecast Credit Cards in Circulation: % Growth 2023-2028
Table 66	□Forecast Credit Cards Transactions: % Growth 2023-2028
Table 67	□Forecast Commercial Credit Cards: Number of Cards in Circulation 2023-2028
Table 68	□Forecast Commercial Credit Cards Transactions 2023-2028
Table 69	□Forecast Commercial Credit Cards in Circulation: % Growth 2023-2028
Table 70	□Forecast Commercial Credit Cards Transactions: % Growth 2023-2028
Table 71	□Forecast Personal Credit Cards: Number of Cards in Circulation 2023-2028
Table 72	□Forecast Personal Credit Cards Transactions 2023-2028
Table 73	□Forecast Personal Credit Cards in Circulation: % Growth 2023-2028
Table 74	□Forecast Personal Credit Cards Transactions: % Growth 2023-2028

CHARGE CARDS IN ARGENTINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

The diminishing landscape of charge cards: AMEX as the sole player in a declining segment

PROSPECTS AND OPPORTUNITIES

Stagnation and limited prospects for charge cards in the Argentine market

CATEGORY DATA

Table 75	Charge Cards: Number of Cards in Circulation 2018-2023
Table 76	Charge Cards Transactions 2018-2023
Table 77	Charge Cards in Circulation: % Growth 2018-2023
Table 78	Charge Cards Transactions: % Growth 2018-2023
Table 79	Commercial Charge Cards: Number of Cards in Circulation 2018-2023
Table 80	Commercial Charge Cards Transactions 2018-2023
Table 81	Commercial Charge Cards in Circulation: % Growth 2018-2023
Table 82	Commercial Charge Cards Transactions: % Growth 2018-2023
Table 83	Personal Charge Cards: Number of Cards in Circulation 2018-2023
Table 84	□Personal Charge Cards Transactions 2018-2023
Table 85	□Personal Charge Cards in Circulation: % Growth 2018-2023
Table 86	□Personal Charge Cards Transactions: % Growth 2018-2023
Table 87	□Charge Cards: Number of Cards by Issuer 2018-2022
Table 88	□Charge Cards: Number of Cards by Operator 2018-2022
Table 89	□Charge Cards Payment Transaction Value by Issuer 2018-2022
Table 90	□Charge Cards Payment Transaction Value by Operator 2018-2022
Table 91	□Commercial Charge Cards: Number of Cards by Issuer 2018-2022
Table 92	□Commercial Charge Cards: Number of Cards by Operator 2018-2022
Table 93	□Commercial Charge Cards Payment Transaction Value by Issuer 2018-2022

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Table 94	Commercial Charge Cards Payment Transaction Value by Operator 2018-2022
Table 95	Personal Charge Cards: Number of Cards by Issuer 2018-2022
Table 96	Personal Charge Cards: Number of Cards by Operator 2018-2022
Table 97	Personal Charge Cards Transaction Value by Issuer 2018-2022
Table 98	Personal Charge Cards Transaction Value by Operator 2018-2022
Table 99	Forecast Charge Cards: Number of Cards in Circulation 2023-2028
Table 100	Forecast Charge Cards Transactions 2023-2028
Table 101	Forecast Charge Cards in Circulation: % Growth 2023-2028
Table 102	Forecast Charge Cards Transactions: % Growth 2023-2028
Table 103	Forecast Commercial Charge Cards: Number of Cards in Circulation 2023-2028
Table 104	Forecast Commercial Charge Cards Transactions 2023-2028
Table 105	Forecast Commercial Charge Cards in Circulation: % Growth 2023-2028
Table 106	Forecast Commercial Charge Cards Transactions: % Growth 2023-2028
Table 107	Forecast Personal Charge Cards: Number of Cards in Circulation 2023-2028
Table 108	Forecast Personal Charge Cards Transactions 2023-2028
Table 109	Forecast Personal Charge Cards in Circulation: % Growth 2023-2028
Table 110	Forecast Personal Charge Cards Transactions: % Growth 2023-2028

PRE-PAID CARDS IN ARGENTINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Open loop pre-paid cards: Economic context impacts usage and focus

Alimentar: Central role in open loop pre-paid cards

Mastercard: Pioneering open loop pre-paid cards

PROSPECTS AND OPPORTUNITIES

Potential shifts in open loop pre-paid cards: Factors and strategies for adaptation

Targeting the younger population: A strategy for growth

Shifting landscape of transportation payments: Impact on Sube cards

CATEGORY DATA

Table 111	Pre-paid Cards: Number of Cards in Circulation 2018-2023
Table 112	Pre-paid Cards Transactions 2018-2023
Table 113	Pre-paid Cards in Circulation: % Growth 2018-2023
Table 114	Pre-paid Cards Transactions: % Growth 2018-2023
Table 115	Closed Loop Pre-paid Cards Transactions 2018-2023
Table 116	Closed Loop Pre-paid Cards Transactions: % Growth 2018-2023
Table 117	Open Loop Pre-paid Cards Transactions 2018-2023
Table 118	Open Loop Pre-paid Cards Transactions: % Growth 2018-2023
Table 119	Pre-paid Cards: Number of Cards by Issuer 2018-2022
Table 120	Pre-paid Cards: Number of Cards by Operator 2018-2022
Table 121	Pre-paid Cards Transaction Value by Issuer 2018-2022
Table 122	Pre-paid Cards Transaction Value by Operator 2018-2022
Table 123	Closed Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022
Table 124	Closed Loop Pre-paid Cards: Number of Cards by Operator 2018-2022
Table 125	Closed Loop Pre-paid Cards Transaction Value by Issuer 2018-2022
Table 126	Closed Loop Pre-paid Cards Transaction Value by Operator 2018-2022
Table 127	Open Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022
Table 128	Open Loop Pre-paid Cards: Number of Cards by Operator 2018-2022
Table 129	Open Loop Pre-paid Cards Transaction Value by Issuer 2018-2022

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Table 130 □Open Loop Pre-paid Cards Transaction Value by Operator 2018-2022
Table 131 □Forecast Pre-paid Cards: Number of Cards in Circulation 2023-2028
Table 132 □Forecast Pre-paid Cards Transactions 2023-2028
Table 133 □Forecast Pre-paid Cards in Circulation: % Growth 2023-2028
Table 134 □Forecast Pre-paid Cards Transactions: % Growth 2023-2028
Table 135 □Forecast Closed Loop Pre-paid Cards Transactions 2023-2028
Table 136 □Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2023-2028
Table 137 □Forecast Open Loop Pre-paid Cards Transactions 2023-2028
Table 138 □Forecast Open Loop Pre-paid Cards Transactions: % Growth 2023-2028

STORE CARDS IN ARGENTINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Evolution and prospects: Shifting dynamics of store cards in Argentina

Coto's dominance in the store card segment

Store cards concentrated in smaller towns with limited banking access

PROSPECTS AND OPPORTUNITIES

Store cards will continue its reduction

Coto's sustained leadership

Usage drivers: Promotions and special discounts

CATEGORY DATA

Table 139 Store Cards: Number of Cards in Circulation 2018-2023
Table 140 Store Cards Transactions 2018-2023
Table 141 Store Cards in Circulation: % Growth 2018-2023
Table 142 Store Cards Transactions: % Growth 2018-2023
Table 143 Store Cards: Number of Cards by Issuer 2018-2022
Table 144 Store Cards: Payment Transaction Value by Issuer 2018-2022
Table 145 Forecast Store Cards: Number of Cards in Circulation 2023-2028
Table 146 Forecast Store Cards Transactions 2023-2028
Table 147 Forecast Store Cards in Circulation: % Growth 2023-2028
Table 148 □Forecast Store Cards Transactions: % Growth 2023-2028

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