

Pre-Paid Cards in Argentina

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

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Report description:

Open loop pre-paid cards initially gained significant traction, targeting individuals without a financial history to access traditional credit cards, particularly those in lower socioeconomic levels. However, the momentum of this segment has gradually waned over time. Early players like Uala and Mercado Pago, who were pivotal in its development, have shifted their focus away from these cards, emphasising other financial instruments. Moreover, the ongoing challenging economic environment has disp...

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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FINANCIAL CARDS AND PAYMENTS IN ARGENTINA

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