

Store Cards in Argentina

Market Direction | 2023-11-21 | 20 pages | Euromonitor

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Report description:

In recent years, there has been a notable shift in consumer preference from store-specific cards to more versatile credit cards, allowing them to use a single card for all purchases. This shift has compelled store cards to transition into credit cards, with the majority being operated by Mastercard, significantly reducing the number of cards in this segment.

Euromonitor International's Store Card Transactions in Argentina report establishes the size and structure of the market for ATM 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.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Store 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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