

Charge Cards in Argentina

Market Direction | 2024-12-13 | 26 pages | Euromonitor

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Report description:

Charge cards has remained a niche area in Argentina in 2024. These types of cards have never been widely used by consumers or businesses in the country, as annual maintenance fees are high and balances typically have to be paid in full each month. Credit cards are overwhelmingly favoured due to their revolving financing component and greater flexibility. The core base for charge cards consists of more affluent individuals, who are often inclined to see them as status symbols, and larger corporat...

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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Euromonitor International
December 2024

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