

Credit Cards in Argentina

Market Direction | 2024-12-13 | 30 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

With sweeping reforms pursued by the Milei administration initially pushing the economy further into recession and greatly weakening purchasing power among the population, more cautious attitudes to spending mean credit cards in Argentina has seen growth in volume and current value transactions dip in 2024. However, the slowdown has been mitigated by the fact that the rapidly rising cost of living has made many people more dependent on these products to finance essential needs. Moreover, the cat...

Euromonitor International's Credit 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 Credit Card Transactions, Personal Credit 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 Credit 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Credit Cards in Argentina
Euromonitor International
December 2024

List Of Contents And Tables

CREDIT CARDS IN ARGENTINA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Weakened purchasing power makes many consumers more reliant on credit cards

Uala and Mastercard launch limited-edition Lionel Messi credit card

Visa still the top operator in credit cards as competition intensifies

PROSPECTS AND OPPORTUNITIES

Cards from smaller regional issuers should retain a key role in the category

Promotional offers via digital wallets will continue to incentivise credit card usage

Expected entry of Mercado Pago could shake up the competitive environment

CATEGORY DATA

Table 1 Credit Cards: Number of Cards in Circulation 2019-2024

Table 2 Credit Cards Transactions 2019-2024

Table 3 Credit Cards in Circulation: % Growth 2019-2024

Table 4 Credit Cards Transactions: % Growth 2019-2024

Table 5 Commercial Credit Cards: Number of Cards in Circulation 2019-2024

Table 6 Commercial Credit Cards Transactions 2019-2024

Table 7 Commercial Credit Cards in Circulation: % Growth 2019-2024

Table 8 Commercial Credit Cards Transactions: % Growth 2019-2024

Table 9 Personal Credit Cards: Number of Cards in Circulation 2019-2024

Table 10 □Personal Credit Cards Transactions 2019-2024

Table 11 □Personal Credit Cards in Circulation: % Growth 2019-2024

Table 12 □Personal Credit Cards Transactions: % Growth 2019-2024

Table 13 □Credit Cards: Number of Cards by Issuer 2019-2023

Table 14 □Credit Cards: Number of Cards by Operator 2019-2023

Table 15 □Credit Cards Payment Transaction Value by Issuer 2019-2023

Table 16 □Credit Cards Payment Transaction Value by Operator 2019-2023

Table 17 □Commercial Credit Cards: Number of Cards by Issuer 2019-2023

Table 18 □Commercial Credit Cards: Number of Cards by Operator 2019-2023

Table 19 □Commercial Credit Cards Payment Transaction Value by Issuer 2019-2023

Table 20 □Commercial Credit Cards Payment Transaction Value by Operator 2019-2023

Table 21 □Personal Credit Cards: Number of Cards by Issuer 2019-2023

Table 22 □Personal Credit Cards: Number of Cards by Operator 2019-2023

Table 23 □Personal Credit Cards Payment Transaction Value by Issuer 2019-2023

Table 24 □Personal Credit Cards Payment Transaction Value by Operator 2019-2023

Table 25 □Forecast Credit Cards: Number of Cards in Circulation 2024-2029

Table 26 □Forecast Credit Cards Transactions 2024-2029

Table 27 □Forecast Credit Cards in Circulation: % Growth 2024-2029

Table 28 □Forecast Credit Cards Transactions: % Growth 2024-2029

Table 29 □Forecast Commercial Credit Cards: Number of Cards in Circulation 2024-2029

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 30	Forecast Commercial Credit Cards Transactions 2024-2029
Table 31	Forecast Commercial Credit Cards in Circulation: % Growth 2024-2029
Table 32	Forecast Commercial Credit Cards Transactions: % Growth 2024-2029
Table 33	Forecast Personal Credit Cards: Number of Cards in Circulation 2024-2029
Table 34	Forecast Personal Credit Cards Transactions 2024-2029
Table 35	Forecast Personal Credit Cards in Circulation: % Growth 2024-2029
Table 36	Forecast Personal Credit Cards Transactions: % Growth 2024-2029
FINANCIAL CARDS AND PAYMENTS IN ARGENTINA	
EXECUTIVE SUMMARY	
Financial cards and payments in 2024: The big picture	
2024 key trends	
Adoption of NFC payments continues to gain momentum	
Banking system sees greater consolidation as more foreign lenders exit	
What next for financial cards and payments?	
MARKET INDICATORS	
Table 37	Number of POS Terminals: Units 2019-2024
Table 38	Number of ATMs: Units 2019-2024
Table 39	Value Lost to Fraud 2019-2024
Table 40	Card Expenditure by Location 2024
Table 41	Financial Cards in Circulation by Type: % Number of Cards 2019-2024
Table 42	Domestic versus Foreign Spend 2024
MARKET DATA	
Table 43	Financial Cards by Category: Number of Cards in Circulation 2019-2024
Table 44	Financial Cards by Category: Number of Accounts 2019-2024
Table 45	Financial Cards Transactions by Category: Value 2019-2024
Table 46	Financial Cards by Category: Number of Transactions 2019-2024
Table 47	Consumer Payments by Category: Value 2019-2024
Table 48	Consumer Payments by Category: Number of Transactions 2019-2024
Table 49	M-Commerce by Category: Value 2019-2024
Table 50	M-Commerce by Category: % Value Growth 2019-2024
Table 51	Financial Cards: Number of Cards by Issuer 2019-2023
Table 52	Financial Cards: Number of Cards by Operator 2019-2023
Table 53	Financial Cards: Card Payment Transactions Value by Operator 2019-2023
Table 54	Financial Cards: Card Payment Transactions Value by Issuer 2019-2023
Table 55	Forecast Financial Cards by Category: Number of Cards in Circulation 2024-2029
Table 56	Forecast Financial Cards by Category: Number of Accounts 2024-2029
Table 57	Forecast Financial Cards Transactions by Category: Value 2024-2029
Table 58	Forecast Financial Cards by Category: Number of Transactions 2024-2029
Table 59	Forecast Consumer Payments by Category: Value 2024-2029
Table 60	Forecast Consumer Payments by Category: Number of Transactions 2024-2029
Table 61	Forecast M-Commerce by Category: Value 2024-2029
Table 62	Forecast M-Commerce by Category: % Value Growth 2024-2029
DISCLAIMER	
SOURCES	
Summary 1 Research Sources	

Credit Cards in Argentina

Market Direction | 2024-12-13 | 30 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-26"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com