

## **Debit Cards in Argentina**

Market Direction | 2024-12-13 | 22 pages | Euromonitor

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### **Report description:**

Volume and current value transaction growth rates for debit cards in Argentina in 2024 are set to be weaker than those recorded in 2023. Visible in both the personal and commercial categories, the slowdown is partly explained by increasing maturity, but also reflects reduced spending by consumers and companies amidst the extremely challenging economic conditions that have resulted from radical and far-reaching fiscal reforms undertaken by the government of President Milei. Nonetheless, transacti...

Euromonitor International's Debit 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 Debit Card Transactions, Personal Debit 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 Debit 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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DEBIT CARDS IN ARGENTINA

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Growth in volume and value transactions slows amidst challenging economic climate  
Lack of high denomination bills continues to encourage payment via debit cards  
Visa remains the leading debit card operator in Argentina

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