

Financial Cards and Payments in Argentina

Market Direction | 2024-12-13 | 62 pages | Euromonitor

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Report description:

While financial cards and payments in Argentina has continued to expand in 2024, volume and current value transaction growth rates look set to be markedly lower than those recorded the previous year. Growth in the number of cards in circulation has also slowed, albeit at a gentler pace. The downturn reflects the extremely challenging economic environment that has resulted from sweeping reforms undertaken by the administration of President Javier Milei in an effort to put the country on a path to...

Euromonitor International's Financial Cards and Payments 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: Financial Cards in Circulation, Mobile Payments, 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 Financial Cards and Payments 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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2024 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

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CREDIT CARDS IN ARGENTINA

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Visa still the top operator in credit cards as competition intensifies

PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

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Regional supermarkets chains account for lion?s share of circulation numbers

Coto remains the outright leader in store cards

PROSPECTS AND OPPORTUNITIES

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Coto anticipated to remain the top player in the category

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