

## Pre-Paid Cards in Argentina

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

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### Report description:

In keeping with the trend witnessed across financial cards and payments, pre-paid cards in Argentina has seen growth in volume and current value transactions slow in 2024 amidst a sharp economic contraction. Expansion in value terms has been further constrained by the fact that the Milei administration's shock therapy reforms have helped to bring about a sustained reduction in inflation since May. A steeper downturn in the open loop category has been prevented by the decision to increase social...

Euromonitor International's Pre-Paid 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: Closed Loop Pre-Paid Card Transactions, Open Loop Pre-Paid 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 Pre-Paid 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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## Table of Contents:

Pre-Paid Cards in Argentina  
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### List Of Contents And Tables

#### PRE-PAID CARDS IN ARGENTINA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Downturn in open loop category softened by increase in Alimentar card spending

Penetration of virtual products remains high in open loop pre-paid cards

Nacion Servicios continues to dominate closed loop pre-paid cards

##### PROSPECTS AND OPPORTUNITIES

Competitive pressures likely to spur innovation in open loop pre-paid cards

End of Previale scheme will further limit growth potential of open loop category

Closed loop category will be greatly affected by deregulation of transport fares

##### CATEGORY DATA

Table 1 Pre-paid Cards: Number of Cards in Circulation 2019-2024

Table 2 Pre-paid Cards Transactions 2019-2024

Table 3 Pre-paid Cards in Circulation: % Growth 2019-2024

Table 4 Pre-paid Cards Transactions: % Growth 2019-2024

Table 5 Closed Loop Pre-paid Cards Transactions 2019-2024

Table 6 Closed Loop Pre-paid Cards Transactions: % Growth 2019-2024

Table 7 Open Loop Pre-paid Cards Transactions 2019-2024

Table 8 Open Loop Pre-paid Cards Transactions: % Growth 2019-2024

Table 9 Pre-paid Cards: Number of Cards by Issuer 2019-2023

Table 10 Pre-paid Cards: Number of Cards by Operator 2019-2023

Table 11 Pre-paid Cards Transaction Value by Issuer 2019-2023

Table 12 Pre-paid Cards Transaction Value by Operator 2019-2023

Table 13 Closed Loop Pre-paid Cards: Number of Cards by Issuer 2019-2023

Table 14 Closed Loop Pre-paid Cards: Number of Cards by Operator 2019-2023

Table 15 Closed Loop Pre-paid Cards Transaction Value by Issuer 2019-2023

Table 16 Closed Loop Pre-paid Cards Transaction Value by Operator 2019-2023

Table 17 Open Loop Pre-paid Cards: Number of Cards by Issuer 2019-2023

Table 18 Open Loop Pre-paid Cards: Number of Cards by Operator 2019-2023

Table 19 Open Loop Pre-paid Cards Transaction Value by Issuer 2019-2023

Table 20 Open Loop Pre-paid Cards Transaction Value by Operator 2019-2023

Table 21 Forecast Pre-paid Cards: Number of Cards in Circulation 2024-2029

Table 22 Forecast Pre-paid Cards Transactions 2024-2029

Table 23 Forecast Pre-paid Cards in Circulation: % Growth 2024-2029

Table 24 Forecast Pre-paid Cards Transactions: % Growth 2024-2029

Table 25 Forecast Closed Loop Pre-paid Cards Transactions 2024-2029

Table 26 Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2024-2029

Table 27 Forecast Open Loop Pre-paid Cards Transactions 2024-2029

Table 28 Forecast Open Loop Pre-paid Cards Transactions: % Growth 2024-2029

#### FINANCIAL CARDS AND PAYMENTS IN ARGENTINA

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## 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 29 Number of POS Terminals: Units 2019-2024

Table 30 Number of ATMs: Units 2019-2024

Table 31 Value Lost to Fraud 2019-2024

Table 32 Card Expenditure by Location 2024

Table 33 Financial Cards in Circulation by Type: % Number of Cards 2019-2024

Table 34 Domestic versus Foreign Spend 2024

## MARKET DATA

Table 35 Financial Cards by Category: Number of Cards in Circulation 2019-2024

Table 36 Financial Cards by Category: Number of Accounts 2019-2024

Table 37 Financial Cards Transactions by Category: Value 2019-2024

Table 38 Financial Cards by Category: Number of Transactions 2019-2024

Table 39 Consumer Payments by Category: Value 2019-2024

Table 40 Consumer Payments by Category: Number of Transactions 2019-2024

Table 41 M-Commerce by Category: Value 2019-2024

Table 42 M-Commerce by Category: % Value Growth 2019-2024

Table 43 Financial Cards: Number of Cards by Issuer 2019-2023

Table 44 Financial Cards: Number of Cards by Operator 2019-2023

Table 45 Financial Cards: Card Payment Transactions Value by Operator 2019-2023

Table 46 Financial Cards: Card Payment Transactions Value by Issuer 2019-2023

Table 47 Forecast Financial Cards by Category: Number of Cards in Circulation 2024-2029

Table 48 Forecast Financial Cards by Category: Number of Accounts 2024-2029

Table 49 Forecast Financial Cards Transactions by Category: Value 2024-2029

Table 50 Forecast Financial Cards by Category: Number of Transactions 2024-2029

Table 51 Forecast Consumer Payments by Category: Value 2024-2029

Table 52 Forecast Consumer Payments by Category: Number of Transactions 2024-2029

Table 53 Forecast M-Commerce by Category: Value 2024-2029

Table 54 Forecast M-Commerce by Category: % Value Growth 2024-2029

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## SOURCES

Summary 1 Research Sources

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