

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.

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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 Previaje scheme will further limit growth potential of open loop category
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FINANCIAL CARDS AND PAYMENTS IN ARGENTINA

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EXECUTIVE SUMMARY

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