



**Euromonitor
International**

Pre-Paid Cards in Argentina

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Absence of extended credit facility continues to limit appeal of charge cards
American Express is the only operator and issuer present

PROSPECTS AND OPPORTUNITIES

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Personal charge cards will continue to be the largest category in value terms

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Weakened purchasing power makes many consumers more reliant on credit cards

Ualá and Mastercard launch limited-edition Lionel Messi credit card

Visa still the top operator in credit cards as competition intensifies

PROSPECTS AND OPPORTUNITIES

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

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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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Store Cards in Argentina - Category analysis

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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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