



**Euromonitor  
International**

# Credit 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

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

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### KEY DATA FINDINGS

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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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Growth in volume and value transactions slows amidst challenging economic climate  
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Visa remains the leading debit card operator in Argentina

### PROSPECTS AND OPPORTUNITIES

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## Pre-Paid Cards in Argentina - Company Profile

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### PROSPECTS AND OPPORTUNITIES

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Store Cards in Argentina - Category analysis

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Interest in store cards continues to wane as consumers favour more versatile options

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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