



Euromonitor  
International

# Financial Cards and Payments in Argentina

December 2024

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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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### KEY DATA FINDINGS

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Visa remains the leading debit card operator in Argentina

### PROSPECTS AND OPPORTUNITIES

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### PROSPECTS AND OPPORTUNITIES

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

Coto remains the outright leader in store cards

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