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International

# Debit 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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### 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

Cards from smaller regional issuers should retain a key role in the category

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## Debit Cards in Argentina - Company Profile

### KEY DATA FINDINGS

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Growth in volume and value transactions slows amidst challenging economic climate

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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Debit card-based BNPL services set to become more popular and widely available

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## Pre-Paid Cards in Argentina - Company Profile

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Store Cards in Argentina - Category analysis

Store Cards in Argentina - Company Profile

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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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