Credit Cards in Argentina

February 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Charge cards remain niche, due to low levels of consumer appeal

INDUSTRY PERFORMANCE

Absence of extended credit facility continues to suppress interest in charge cards

Personal charge cards offer a "status symbol" appeal to high-income consumers

WHAT'S NEXT?

No exciting developments expected in charge cards over the forecast period

COMPETITIVE LANDSCAPE

American Express Co remains the only operator and issuer in charge cards

CATEGORY DATA

Credit Cards in Argentina - Category analysis

Credit Cards in Argentina - Company Profile

KEY DATA FINDINGS

2025 DEVELOPMENTS

Transaction values remain robust, while negative performance of open loop cards restricts overall cards in circulation

INDUSTRY PERFORMANCE

Open loop cards impacted by the cessation of the Previaje travel card

High penetration of virtual products in open loop cards, to suit the younger demographic of consumers

WHAT'S NEXT?

Closed loop pre-paid travel cards increasingly replaced by modern payment options

New regulation requiring faster payment terms to merchants creates a disincentive

Younger consumers will remain the main target audience of open loop pre-paid cards

COMPETITIVE LANDSCAPE

Nación Servicios is the main operator and issuer in closed loop pre-paid cards, and Mastercard is the leading operator in open loop pre-paid cards

CATEGORY DATA

COUNTRY REPORTS DISCLAIMER

Store Cards in Argentina - Category analysis

Store Cards in Argentina - Company Profile

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumer interest in store cards continues to decline

INDUSTRY PERFORMANCE

Retailers scale back investment in store cards in favour of more popular options

Store cards target a low-income segment in the interior of the country

WHAT'S NEXT?

Store cards likely to become increasingly absorbed by credit cards

Store cards will remain more concentrated in small towns in the interior of the country

Discounts and instalment plans will remain key drivers of store card usage

COMPETITIVE LANDSCAPE

Coto remains the only named player in store cards, with the remainder of share fragmented

CATEGORY DATA

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Financial Cards and Payments in Argentina - Industry Overview

EXECUTIVE SUMMARY

Positive growth in financial cards and payments, thanks to stabilising inflation and numbers of cards increasing

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

The number of cards in circulation is increasing, mainly due to debit and credit cards

Increased use of electronic wallets to the detriment of cash

Greater concentration in the private banking sector, with Mercado Pago advancing towards a banking license

WHAT'S NEXT?

Growth will continue for both physical and virtual cards, supported by increasing use of digital wallets

Open Finance System will enable easier access to various payment instruments

AI innovations set to revolutionise the entire payment system

COMPETITIVE LANDSCAPE

Banco de la Nación Argentina remains the leading issuer and Visa Inc remains the leading operator

Tarjeta Naranja and Ualá show dynamism

MARKET INDICATORS

MARKET DATA

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SOURCES

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