

# Pre-Paid Transactions in Argentina

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## Abstracts

Closed loop pre-paid cards in Argentina are mainly transportation cards dominated by the government-sponsored SUBE, whereas open loop pre-paid cards have been dominated by Tarjeta Alimentaria (Alimentary Card), Tarjeta Social (Social Card) and Ticket Nación cards since 2008. Through these cards, the local government channel provides subsidies under the National Alimentary Security Plan. The first two cards are issued by public provincial banks, such as Banco de la Provincia de Buenos Aires or...

Euromonitor International's Pre-Paid Transactions in Argentina report establishes the size and structure of the market for ATMs cards, smart cards, credit cards, debit cards, charge cards, pre-paid cards and store cards. It looks at key players in the market (issuers and operators), number of cards in circulation, numbers transactions and value of transactions. It offers strategic analysis of sector forecasts and trends to watch.

**Product coverage:** Closed Loop Pre-Paid Card Transactions, Open Loop Pre-Paid Card Transactions.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Pre-Paid Transactions market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Executive Summary

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