



Argentina

**LATAM's Most Dynamic
Land of Opportunities**

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The Argentinian market

Argentina is one of the largest economies in Latin America, with a GDP of \$491.5 billion in 2021¹. The country is rich in natural resources, both in terms of quantity and diversity. Its terrain, spanning across 2.8 million square kilometres, is endowed with fertile soil as well as huge gas and lithium reserves.

Argentina is a leader in the agricultural produce and livestock industry². Apart from the vast agricultural and mineral resources, Argentina has a highly educated population³.

The Argentinian economy is expected to grow by:

3.6% in 2022
1.9% in 2023



45.60 million

population⁴



31.5 Years

median age of
Argentina's population⁵



Argentine peso

(ARS) – currency



81%

internet user
penetration⁶



37 million

internet users in
Argentina



\$29.34 billion

payments in 2022

Argentina is the largest producer of grains in Latin America and is second largest in cattle rearing, after Brazil⁸. The country also has a thriving tourism sector, second only to Mexico in Latin America.

**Argentina ranks #2
in tourist arrivals
in Latin America**

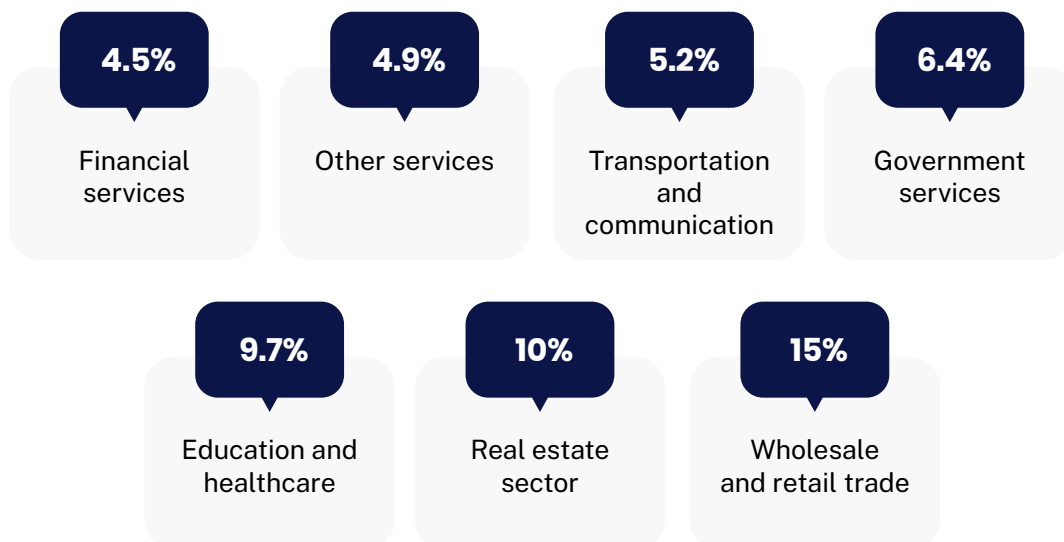
Argentinian's thriving services sector

The services sector is the most important in Argentina, accounting for 55% of the country's total GDP¹⁰.

The services sector employs 68% of the country's working population



The largest segments, as per their percentage contribution to GDP, are:¹¹



Argentina has the 3rd largest internet user base in Latin America¹²



Argentina's ecommerce market

By 2022, Argentina's ecommerce market boasted an impressive 27 million registered users, and this number is anticipated to surge past the 30 million milestone by 2027.

Ecommerce market in Argentina

56%

online purchases
in 2021 made via
smartphone¹⁴

\$11.14

billion in ecommerce
sales expected in
2022¹⁵

21%

CAGR expected
in 2022-2025

What do Argentinians shop for online?¹⁴



Fashion



Electronics & media



Furniture & appliances



Food & personal care¹⁶

30m

ecommerce users by
2027¹⁷

**\$19.76
bn**

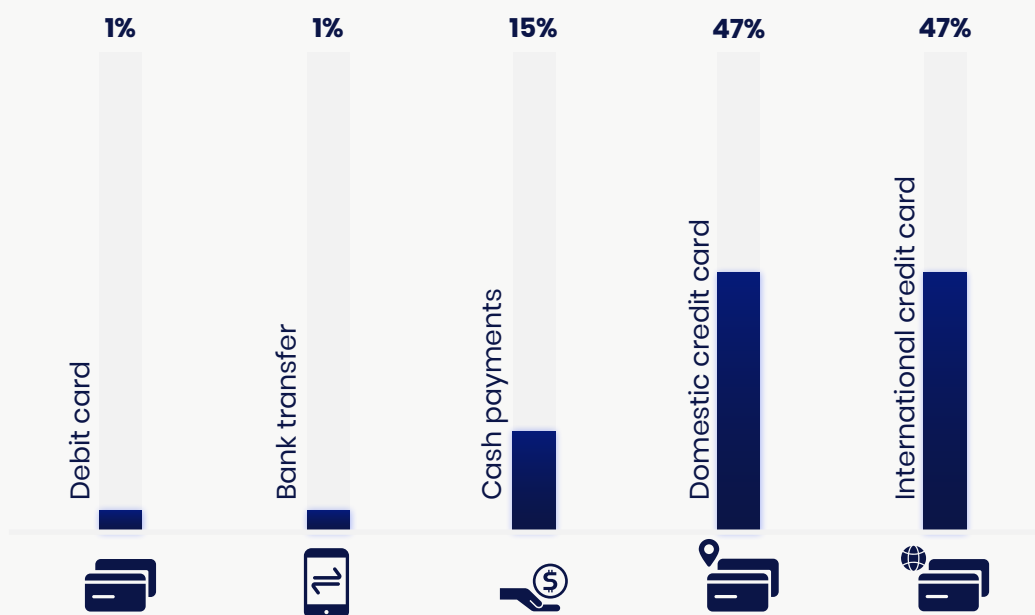
ecommerce sales
projected by 2025

19%

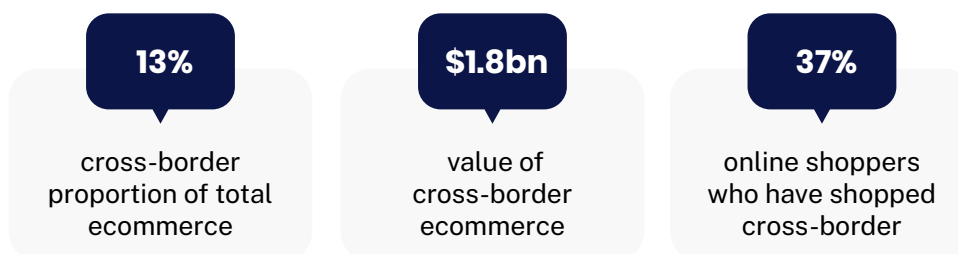
second fastest-growing
ecommerce country
in the Americas

Argentina is the largest ecommerce market in Latin America, with 78% of the population engaged in online shopping¹⁸.

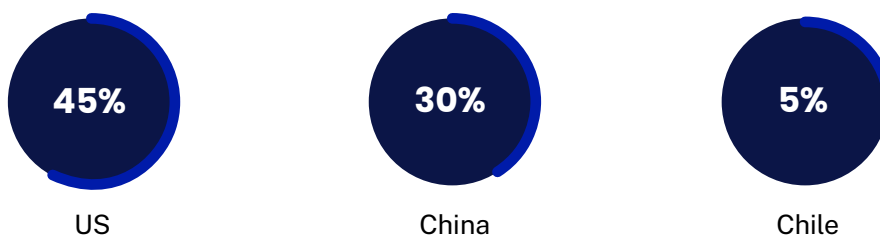
Argentina's ecommerce payment mix¹⁹



Cross-border ecommerce²⁰



Top 3 cross-border shopping origin markets



The digital transformation of Argentina

Argentina has a vibrant and growing entrepreneurial ecosystem, with hundreds of tech start-ups²¹. Many of these have gained global recognition for their innovation-driven growth. While policymakers are orchestrating a more conducive environment for start-ups, legacy firms are focusing on digital technologies to respond to the winds of change and accelerate growth.

Argentina recorded a total of 56.28 million mobile connections in January 2022. With some people using more than one phone, the country's mobile connections stood at 123% of its total population²².

87.2% internet penetration, 37+ million users.



59%

internet traffic from smartphones



72.5%

e-commerce adoption rate



48.2%

people use banking and financial apps

eServices

The eServices market is projected to generate revenues of \$255.30 million in 2022²³.

Revenue in 2022

\$180.60
million

from online food delivery

\$36.47
million

from event tickets

\$23.98
million

from online education

Online food delivery is the largest segment of the eServices market

Why do business in Argentina

GDP growth

Despite the setback in 2020, Argentina's economy recovered faster than expected in 2021, with GDP growth of 10.3%. By the end of 2021, the country's economic activity was 5% above the pre-pandemic level.

High urban population

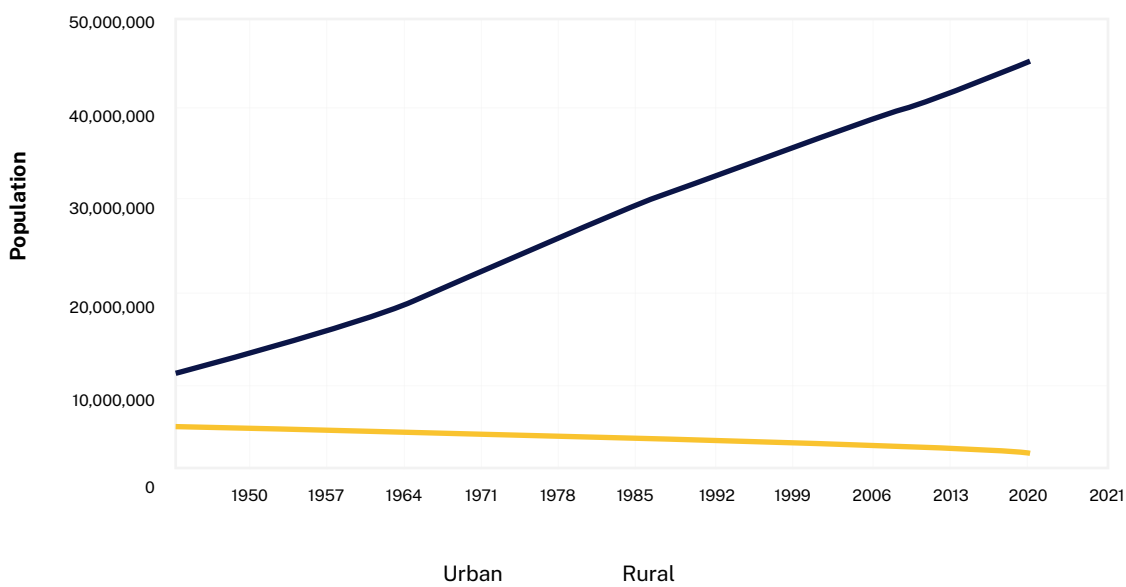
Argentina is among the most urbanised countries in the world²⁵. Located on the outskirts of the national capital, the province of Buenos Aires is home to almost 17 million people, representing around 39% of the country's population. The population of small and medium-sized cities has been growing steadily.

\$10,729
GDP per capita in 2021, a 24.97%
increase from 2020²⁴

92.8%
of Argentina's population is urban and
is expected to reach 95% by 2040²⁶



Urban and rural population of Argentina



Highly educated population

Argentina has a high literacy rate is 98.1%, the second highest in Latin America²⁷. The country has a large English-speaking population²⁸, which has made it easier for foreign companies to set up operations and hire locally.

Around 21% of Argentina's population has at least a college degree, which is the highest in Latin America. The percentage is higher among the younger population²⁹.

566

is Argentina's English Proficiency Index (EPI) score, the highest in Latin America³⁰

Free trade agreements

Argentina is a founding member of the Association for Latin American Integration and has numerous multilateral and bilateral agreements in place³¹. Argentina has been a member of the World Trade Organization (WTO) since January 1995. In 2017, the country hosted the WTO's ministerial conference, signalling its openness to foreign investors. Argentina is also one of the original members of the MERCOSUR trade group.

19

international trade agreements in force³²

Government's efforts to promote international investments

The Argentinian government has made several substantial efforts to promote international investments in the country. Among these initiatives are the lifting of controls on foreign exchange, increased participation in global markets and creating a conducive legal framework for domestic and foreign investors³³.

300+

US companies are doing business in Argentina³⁴



Argentina's economic expansion

Sectors that traditionally led the growth of the Argentinian economy were:

Mining

Agriculture

Textiles

Food processing

Automobile production

Sectors spearheading growth include:

Power generation

Digital payments

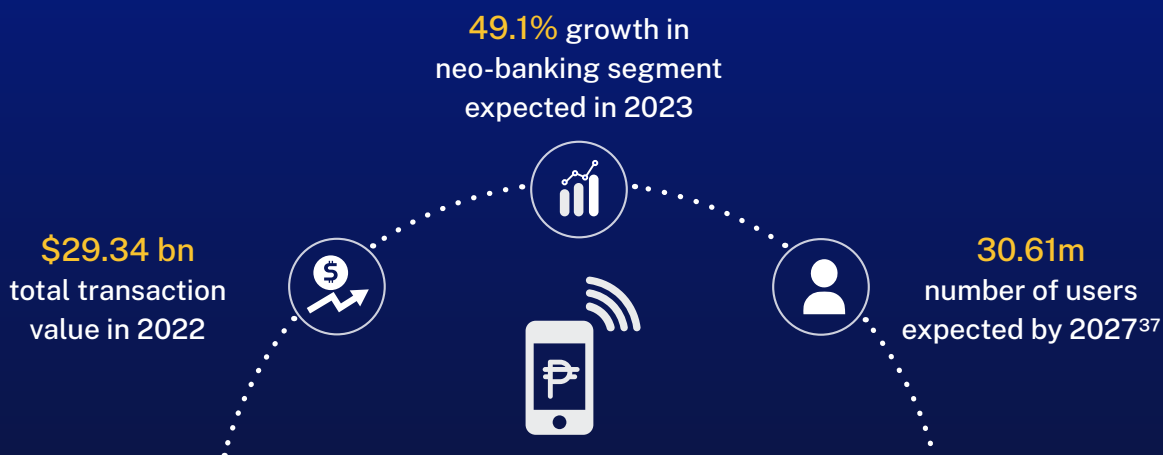
Ecommerce

One of the world's five largest producers of soy, maize, sunflower seeds, lemons, and pears.

Power generation in Argentina

Argentina has an abundance of energy resources and is self-sufficient in fossil fuels and hydroelectric generation. It is a net exporter of petroleum. Hydroelectric stations have grown exponentially since the 1970s. With several nuclear plants, Argentina is one of Latin America's main producers of nuclear power³⁶.

The growth of digital payments in Argentina



73% of population used smartphones to access the internet³⁸

Top 5 payment methods in Argentina



1. Pagofácil

Established in 2009, Pagofácil allows customers to pay for online purchases with cash, without the need for credit or debit cards. Customers can also use Pagofácil to pay utility bills, pay taxes and recharge mobile phones. However, it cannot be used for money transfers. When a customer makes a purchase, a voucher with a unique barcode is generated at checkout. The customer can take this voucher to a branch store and pay with other preferred methods, including cash.

Available at **4,000+** locations across Argentina³⁹



2. RapiPago

Established in 1996, RapiPago allows customers to use barcodes on vouchers to pay at payment kiosks located across Argentina. Customers have two days to pay but can extend this by up to 30 days by contacting their bank. RapiPago is being used by over 5,500 companies to receive payments.

Has **9,000+** branches in Argentina⁴⁰



3. Visa

Visa, which has a presence in over 200 countries, set up its global payment network (known as VisaNet) in Argentina in January 2018. With this, Visa became one of the largest payment networks in the country to facilitate electronic and digital payments. Visa has a 61% share in ecommerce payments in Argentina⁴¹.

Crossed the **100,000** mark in cards issued in 2019⁴²



4. Ualá

Launched in October 2017, Ualá is the largest fintech bank in Argentina and Latin America⁴³. It offers a mobile app (both Android or iOS versions) and a linked virtual card to manage all your finances from one place. One can also make purchases, pay bills and recharge prepaid services using the card.

Ualá is secure, **100%** digital, easy to use and low cost



5. Khipu

A Modern Payment Solution. Khipu provides a convenient and secure way for individuals and businesses to manage transactions. As a trusted option in the realm of digital payments, Khipu is swiftly gaining popularity for its efficiency and reliability.

Khipu processes over **10 million** successful payments annually

Expand your business in Argentina with PayRetailers

PayRetailers takes your business to Argentina with more payment alternatives for your customers, all in a single platform.

Being able to offer flexibility in payments can empower your business to grow. With PayRetailers, you get to achieve just that from anywhere in the world to drive business growth in Latin America. We offer a fully localised solution for payment processing in the region. With a single API integration, you gain access to over 250 local payment methods.

Our payment gateway supports multi-channel and multi-currency payments, enabling you to provide unparalleled customer check-out experiences to maximise sales. With our always-available, robust and scalable payment infrastructure, you can start processing transactions within 48 hours.

Fraud prevention & risk management

PayRetailers ensures a completely compliant solution with a focus on the highest standards of security as part of our fraud prevention solutions.

Local collection, global settlements

Make sales in Argentine pesos and receive US dollars, anywhere in the world. We offer unified settlement across all currencies through a 24-hour fixed forex rate in USD and EUR.

Turnkey merchant services

With our highly scalable cloud-based solutions, you can access data quickly and easily, at any time and from anywhere.

Localised solutions

Maximise your market reach by offering the most popular local payments methods without needing to set up a local entity.

Cash Payments



Card Payments



Online Payments



+ AND MORE



Fintech associations



Our commitment to financial inclusion & financial education

We foster business growth for your company to drive innovation in financial solutions with an aim to building financial inclusion. We believe that we can further ensure inclusion by providing knowledge and skills for people to better manage their personal finances and improve their well-being. We use our collective knowledge and industry best practices to improve financial services for everyone.

Are you interested in the Argentinian market?

Our team of experts can help you:

- Understand your Argentinian customer and their preferences.
- Get local expertise and assistance.
- Find the reliable payment methods trusted by Argentinian consumers in your industry to form a local payment strategy.

50+ leading companies trust us.
Operate via a local partner, so that there is no need to set up a local entity.

PayRetailers bridges the access gap between Latin Americans and international companies. Contact our sales expert team and discover our solutions for yourself.



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