

## **Consumer Credit in Thailand**

Market Direction | 2022-10-25 | 17 pages | Euromonitor

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### **Report description:**

In the face of the economic effects of the COVID-19 pandemic, the Bank of Thailand temporarily made changes to its lending policy, facilitating access to credit and relieving pressure on lenders and borrowers alike. The consumer lending category to benefit the most from this was card lending, which came under severe pressure due to the reluctance of Thai people to use their credit cards as a payment tool fearing they may not be able to repay their debts in a timely manner with their jobs and inc...

Euromonitor International's Consumer Credit in Thailand 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: Auto Lending, Card Lending, Durables Lending, Education Lending, Home Lending, Other Personal Lending.

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

Why buy this report?

- \* Get a detailed picture of the Consumer Credit 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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Card lending to record strongest growth thanks to pent-up desire to travel and the rise of BNPL services

Other personal lending benefits as Thais look to improve their liquidity

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## SOURCES

### Summary 1 Research Sources

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