

## **Financial Cards and Payments in Thailand**

Market Direction | 2022-12-01 | 66 pages | Euromonitor

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### **Report description:**

Financial cards will record growth across both value and volume transactions as well as number of accounts and cards in circulation in 2022. This is largely thanks to the country's emergence from the COVID-19 pandemic and the return to pre-pandemic lives and shopping habits. Many people are keen to indulge and enjoy the experiences they missed out in the last couple of years, including travelling, dining-out, and seeking out-of-home entertainment. This pent-up demand, along with higher consumer...

Euromonitor International's Financial Cards and Payments 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: Financial Cards in Circulation, M-Commerce, 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 Financial Cards and Payments 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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## 2022 DEVELOPMENTS

Relaxation of COVID-19 measures increases debit card usage and transaction value

Key players turn to strong marketing campaigns and e-commerce to bolster demand

Transition into cashless society as younger consumers become more of a focus for debit card issuers

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Despite less stringent regulations and more relaxed lending criteria, banks reject a high rate of credit card applications fearing NPLs

Competitors launch promotional campaigns and partner with retail players to offer customers more benefits

## PROSPECTS AND OPPORTUNITIES

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### PROSPECTS AND OPPORTUNITIES

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