

Pre-Paid Cards in Thailand

Market Direction | 2022-12-01 | 27 pages | Euromonitor

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Report description:

Pre-paid cards was the worst performing category in financial cards and payments last year due to the negative effects of several lockdowns. Pre-paid cards are largely used for commuting and travelling, with a considerable amount of closed loop pre-paid card usage is accounted for by electronic ticketing on the Thai capital's public transportation systems BTS and MRT. Given that consumers were confined to their homes for large portions of the year, including working from home, there was far lowe...

Euromonitor International's Pre-Paid Card Transactions 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: 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 Card 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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PRE-PAID CARDS IN THAILAND

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2022 DEVELOPMENTS

Lifting of lockdown measures significantly boosts pre-paid cards usage

Transference of pre-paid cards to e-wallets supports category use

Limited demand amongst Thai consumers hits open loop pre-paid cards

PROSPECTS AND OPPORTUNITIES

Total reopening of society after COVID-19 will boost demand for pre-paid cards

Increased online accessibility boosts convenience to benefit category usage

Increasing number of non-cash stores in consumer foodservice industry presents growth opportunities

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EXECUTIVE SUMMARY

Financial cards and payments in 2022: The big picture

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