

## **Charge Cards in Thailand**

Market Direction | 2022-12-01 | 29 pages | Euromonitor

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### **Report description:**

Charge cards is a highly niche financial cards and payments category in Thailand, with the category recording the lowest number of transactions in the entire industry. This number has continued to decline through the pandemic and will continue to drop in 2022 as consumers limit their usage of such cards. However, the transaction value began its recovery last year and will continue to grow in 2022. This demonstrates that although consumers are using such cards less, they are using them to make la...

Euromonitor International's Charge 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: Commercial Charge Card Transactions, Personal Charge 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 Charge 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.

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### CHARGE CARDS IN THAILAND

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Little change for charge cards niche thanks to affluent consumer base

American Express launches promotions to emphasise premium image

American Express expands audience by tapping into rising demand for foodservice delivery and discounting annual fees

#### PROSPECTS AND OPPORTUNITIES

COVID-19-recovery to lead to purchases of big-ticket items via charge cards

Charge card transactions expected to remain under some pressure, leading to focus on travel and tourism benefits

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