

Credit Cards in Thailand

Market Direction | 2022-12-01 | 32 pages | Euromonitor

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Report description:

In 2022, credit card transactions will begin its transaction recovery from the negative performances seen in 2020 and 2021. The declines of the last couple of years were the result of the impact of the COVID-19 pandemic placing strong pressure on consumer spending and making consumers reluctant to take on debt at a time when their ability to repay was uncertain. Furthermore, credit cards are widely regarded in Thailand as a relatively expensive and thus unfavourable form of consumer credit, with...

Euromonitor International's Credit 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 Credit Card Transactions, Personal Credit 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 Credit 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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CREDIT CARDS IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Transaction values start to recover as Thailand emerges from COVID-19 measures

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

Promotions likely to be used to urge consumers to use credit cards more often

Lifting of COVID-19 restrictions and shift towards cashless society will bolster credit card usage

No shift from increment repayments to revolving credit expected in issuer communication strategies

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