

Debit Cards in Thailand

Market Direction | 2022-12-01 | 25 pages | Euromonitor

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Report description:

The COVID-19 pandemic, which suppressed consumer spending across the board, had a strongly negative impact on debit cards in 2020 and 2021 with notable declines registered in transaction value and overall reduction in the number of cards in circulation. The first half of 2021 saw the second and third waves of the COVID-19 pandemic sweep through Thailand, leading to strongly reduced commercial activity in key sectors of the Thai economy. This piled the pressure on household incomes and forced con...

Euromonitor International's Debit 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 Debit Card Transactions, Personal Debit 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 Debit 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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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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