

Store Cards in Thailand

Market Direction | 2022-12-01 | 23 pages | Euromonitor

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Report description:

Store cards will strengthen its performance in 2022 and is set to register strong growth in both transaction volume and value terms. This is thanks to the easing of COVID-19 restrictions, which is encouraging consumers to shop in physical stores more often as well as boosting the economy and people's incomes. However, store cards are also seeing greater use as online payment tools. Given that the Thai government encouraged people to stay at home throughout most of 2020 and 2021, consumers have b...

Euromonitor International's Store 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.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Store 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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Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Store card benefits strengthen performance with issuers launching more offers

Launch of UChoose app offers convenience, facilitating the use of store cards

Revised regulations on pay-later cards eases burden on store card borrowers

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