

Credit Cards in Thailand

Market Direction | 2023-11-22 | 30 pages | Euromonitor

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Report description:

Thai consumers have been spending more on credit cards in 2023 in line with an increase in the consumer confidence index and a marked improvement in the Thai economy. Expenditure on various products and services, including shopping, restaurants, tourism, travel, and petrol have all increased, resulting in double-digit growth in credit card transactions. Additionally, the Thai government's personal income tax deduction programme "Shop Dee Mee Kuen" led to higher domestic spending when it was laun...

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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Table of Contents:

Credit Cards in Thailand
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List Of Contents And Tables

CREDIT CARDS IN THAILAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increased consumer confidence boosts credit card spending

Credit cards face competition from Buy Now Pay Later finance

Kasikorn Bank leads credit card category in Thailand

PROSPECTS AND OPPORTUNITIES

Credit cards face growing threat from BNPL

Bank of Thailand to offer support to help consumers pay off credit card debt

E-Commerce trend will drive credit card transactions

CATEGORY DATA

Table 1 Credit Cards: Number of Cards in Circulation 2018-2023

Table 2 Credit Cards Transactions 2018-2023

Table 3 Credit Cards in Circulation: % Growth 2018-2023

Table 4 Credit Cards Transactions: % Growth 2018-2023

Table 5 Commercial Credit Cards: Number of Cards in Circulation 2018-2023

Table 6 Commercial Credit Cards Transactions 2018-2023

Table 7 Commercial Credit Cards in Circulation: % Growth 2018-2023

Table 8 Commercial Credit Cards Transactions: % Growth 2018-2023

Table 9 Personal Credit Cards: Number of Cards in Circulation 2018-2023

Table 10 Personal Credit Cards Transactions 2018-2023

Table 11 Personal Credit Cards in Circulation: % Growth 2018-2023

Table 12 Personal Credit Cards Transactions: % Growth 2018-2023

Table 13 Credit Cards: Number of Cards by Issuer 2018-2022

Table 14 Credit Cards: Number of Cards by Operator 2018-2022

Table 15 Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 16 Credit Cards Payment Transaction Value by Operator 2018-2022

Table 17 Commercial Credit Cards: Number of Cards by Issuer 2018-2022

Table 18 Commercial Credit Cards: Number of Cards by Operator 2018-2022

Table 19 Commercial Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 20 Commercial Credit Cards Payment Transaction Value by Operator 2018-2022

Table 21 Personal Credit Cards: Number of Cards by Issuer 2018-2022

Table 22 Personal Credit Cards: Number of Cards by Operator 2018-2022

Table 23 Personal Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 24 Personal Credit Cards Payment Transaction Value by Operator 2018-2022

Table 25 Forecast Credit Cards: Number of Cards in Circulation 2023-2028

Table 26 Forecast Credit Cards Transactions 2023-2028

Table 27 Forecast Credit Cards in Circulation: % Growth 2023-2028

Table 28 Forecast Credit Cards Transactions: % Growth 2023-2028

Table 29 Forecast Commercial Credit Cards: Number of Cards in Circulation 2023-2028

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Table 30 □Forecast Commercial Credit Cards Transactions 2023-2028
 Table 31 □Forecast Commercial Credit Cards in Circulation: % Growth 2023-2028
 Table 32 □Forecast Commercial Credit Cards Transactions: % Growth 2023-2028
 Table 33 □Forecast Personal Credit Cards: Number of Cards in Circulation 2023-2028
 Table 34 □Forecast Personal Credit Cards Transactions 2023-2028
 Table 35 □Forecast Personal Credit Cards in Circulation: % Growth 2023-2028
 Table 36 □Forecast Personal Credit Cards Transactions: % Growth 2023-2028

FINANCIAL CARDS AND PAYMENTS IN THAILAND

EXECUTIVE SUMMARY

Financial cards and payments in 2023: The big picture

2023 key trends

Mobile app developments elevate a seamless experience for cardholders.

Bank operators emerge in BNPL finance to compete directly with credit cards

What next for financial cards and payments?

MARKET INDICATORS

Table 37 Number of POS Terminals: Units 2018-2023

Table 38 Number of ATMs: Units 2018-2023

Table 39 Value Lost to Fraud 2018-2023

Table 40 Card Expenditure by Location 2023

Table 41 Financial Cards in Circulation by Type: % Number of Cards 2018-2023

Table 42 Domestic versus Foreign Spend 2023

MARKET DATA

Table 43 Financial Cards by Category: Number of Cards in Circulation 2018-2023

Table 44 Financial Cards by Category: Number of Accounts 2018-2023

Table 45 Financial Cards Transactions by Category: Value 2018-2023

Table 46 □Financial Cards by Category: Number of Transactions 2018-2023

Table 47 □Consumer Payments by Category: Value 2018-2023

Table 48 □Consumer Payments by Category: Number of Transactions 2018-2023

Table 49 □M-Commerce by Category: Value 2018-2023

Table 50 □M-Commerce by Category: % Value Growth 2018-2023

Table 51 □Financial Cards: Number of Cards by Issuer 2018-2022

Table 52 □Financial Cards: Number of Cards by Operator 2018-2022

Table 53 □Financial Cards: Card Payment Transactions Value by Operator 2018-2022

Table 54 □Financial Cards: Card Payment Transactions Value by Issuer 2018-2022

Table 55 □Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028

Table 56 □Forecast Financial Cards by Category: Number of Accounts 2023-2028

Table 57 □Forecast Financial Cards Transactions by Category: Value 2023-2028

Table 58 □Forecast Financial Cards by Category: Number of Transactions 2023-2028

Table 59 □Forecast Consumer Payments by Category: Value 2023-2028

Table 60 □Forecast Consumer Payments by Category: Number of Transactions 2023-2028

Table 61 □Forecast M-Commerce by Category: Value 2023-2028

Table 62 □Forecast M-Commerce by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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