

**Store Cards in Thailand**

Market Direction | 2023-11-22 | 21 pages | Euromonitor

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**Report description:**

At the beginning of 2023, the Thai government launched the Shop Dee Mee Khuen (Shop and Pay tax deductions program) allowing a personal income tax deduction of up to THB40,000. This programme covers a variety of goods and services such as fuel, food and beverages, products sold in convenience stores, IT equipment, computers, smartphones, and books (excluding alcohol, cigarettes, and vehicles). The scheme is designed to stimulate private consumption and increase GDP, whilst also encouraging entre...

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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Shop and pay tax deduction scheme boosts store card transactions

Sales promotions support revenue growth

Store expansions are key to increasing cardholder numbers

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Focus on omnichannel strategies will improve customer experience

Technological innovation will encourage consumers to use store cards more often

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