

Pre-Paid Cards in Thailand

Market Direction | 2025-01-07 | 29 pages | Euromonitor

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Report description:

Pre-paid card transactions in Thailand are set to continue to rise in 2024, with volumes exceeding nearing pre-COVID-19 levels. This growth is being fuelled by the opening of new MRT lines, the launch of major office building projects, and reduced fares for MRT and BTS services under the new government's economic stimulus programme. The introduction of the MRT Yellow and Pink Lines has played a significant role in this increase, boosting passenger traffic on the main MRT Blue Line. The much-anti...

Euromonitor International's Pre-Paid 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: Closed Loop Pre-Paid Card Transactions, Open Loop Pre-Paid 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 Pre-Paid 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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Rabbit Card expands reach and usage across Thailand's transportation and retail sectors

Digital travel cards gain popularity as consumers embrace cashless and convenient payment solutions

PROSPECTS AND OPPORTUNITIES

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