

## **Pre-Paid Cards in Thailand**

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

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Table of Contents:**

Pre-Paid Cards in Thailand  
Euromonitor International  
January 2025

List Of Contents And Tables

PRE-PAID CARDS IN THAILAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Improved transport infrastructure boosts growth in pre-paid card transactions  
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

Ministry of Transport plans significant transportation investments under 'Quick Win' policy for 2024-2025  
Starbucks to expand presence in Thailand, with plans to double its branch network by 2030  
Travel cards poised for significant growth as consumers shift from traditional currency exchange

CATEGORY DATA

- Table 1 Pre-paid Cards: Number of Cards in Circulation 2019-2024
- Table 2 Pre-paid Cards Transactions 2019-2024
- Table 3 Pre-paid Cards in Circulation: % Growth 2019-2024
- Table 4 Pre-paid Cards Transactions: % Growth 2019-2024
- Table 5 Closed Loop Pre-paid Cards Transactions 2019-2024
- Table 6 Closed Loop Pre-paid Cards Transactions: % Growth 2019-2024
- Table 7 Open Loop Pre-paid Cards Transactions 2019-2024
- Table 8 Open Loop Pre-paid Cards Transactions: % Growth 2019-2024
- Table 9 Pre-paid Cards: Number of Cards by Issuer 2019-2023
- Table 10 □Pre-paid Cards: Number of Cards by Operator 2019-2023
- Table 11 □Pre-paid Cards Transaction Value by Issuer 2019-2023
- Table 12 □Pre-paid Cards Transaction Value by Operator 2019-2023
- Table 13 □Closed Loop Pre-paid Cards: Number of Cards by Issuer 2019-2023
- Table 14 □Closed Loop Pre-paid Cards: Number of Cards by Operator 2019-2023
- Table 15 □Closed Loop Pre-paid Cards Transaction Value by Issuer 2019-2023
- Table 16 □Closed Loop Pre-paid Cards Transaction Value by Operator 2019-2023
- Table 17 □Open Loop Pre-paid Cards: Number of Cards by Issuer 2019-2023
- Table 18 □Open Loop Pre-paid Cards: Number of Cards by Operator 2019-2023
- Table 19 □Open Loop Pre-paid Cards Transaction Value by Issuer 2019-2023
- Table 20 □Open Loop Pre-paid Cards Transaction Value by Operator 2019-2023
- Table 21 □Forecast Pre-paid Cards: Number of Cards in Circulation 2024-2029
- Table 22 □Forecast Pre-paid Cards Transactions 2024-2029
- Table 23 □Forecast Pre-paid Cards in Circulation: % Growth 2024-2029
- Table 24 □Forecast Pre-paid Cards Transactions: % Growth 2024-2029
- Table 25 □Forecast Closed Loop Pre-paid Cards Transactions 2024-2029
- Table 26 □Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2024-2029
- Table 27 □Forecast Open Loop Pre-paid Cards Transactions 2024-2029
- Table 28 □Forecast Open Loop Pre-paid Cards Transactions: % Growth 2024-2029

FINANCIAL CARDS AND PAYMENTS IN THAILAND

## EXECUTIVE SUMMARY

Financial cards and payments in 2024: The big picture

2024 key trends

Government push towards cashless society

Younger generations shape payment behaviour

Growing adoption of BNPL platforms

What next for financial cards and payments?

## MARKET INDICATORS

Table 29 Number of POS Terminals: Units 2019-2024

Table 30 Number of ATMs: Units 2019-2024

Table 31 Value Lost to Fraud 2019-2024

Table 32 Card Expenditure by Location 2024

Table 33 Financial Cards in Circulation by Type: % Number of Cards 2019-2024

Table 34 Domestic versus Foreign Spend 2024

## MARKET DATA

Table 35 Financial Cards by Category: Number of Cards in Circulation 2019-2024

Table 36 Financial Cards by Category: Number of Accounts 2019-2024

Table 37 Financial Cards Transactions by Category: Value 2019-2024

Table 38 □Financial Cards by Category: Number of Transactions 2019-2024

Table 39 □Consumer Payments by Category: Value 2019-2024

Table 40 □Consumer Payments by Category: Number of Transactions 2019-2024

Table 41 □M-Commerce by Category: Value 2019-2024

Table 42 □M-Commerce by Category: % Value Growth 2019-2024

Table 43 □Financial Cards: Number of Cards by Issuer 2019-2023

Table 44 □Financial Cards: Number of Cards by Operator 2019-2023

Table 45 □Financial Cards: Card Payment Transactions Value by Operator 2019-2023

Table 46 □Financial Cards: Card Payment Transactions Value by Issuer 2019-2023

Table 47 □Forecast Financial Cards by Category: Number of Cards in Circulation 2024-2029

Table 48 □Forecast Financial Cards by Category: Number of Accounts 2024-2029

Table 49 □Forecast Financial Cards Transactions by Category: Value 2024-2029

Table 50 □Forecast Financial Cards by Category: Number of Transactions 2024-2029

Table 51 □Forecast Consumer Payments by Category: Value 2024-2029

Table 52 □Forecast Consumer Payments by Category: Number of Transactions 2024-2029

Table 53 □Forecast M-Commerce by Category: Value 2024-2029

Table 54 □Forecast M-Commerce by Category: % Value Growth 2024-2029

## DISCLAIMER

## SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Pre-Paid Cards in Thailand

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-09"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com