

Store Cards in Thailand

Market Direction | 2025-01-07 | 23 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

Store card spending in Thailand continues to show steady growth as retailers actively ramp up marketing efforts to attract customers and boost sales. Regular discounts, seasonal events like double day sales, and larger promotional campaigns are playing a key role in stimulating consumer spending. Leading retail chain HomePro, for example, has introduced an appealing trade-in programme for old electronic appliances, offering customers discounts of up to THB10,000 on new products. Meanwhile, Lotus...

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.

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.

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

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

www.scott-international.com

List Of Contents And Tables

STORE CARDS IN THAILAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Steady growth in store card spending, driven by aggressive marketing and promotions

Major retailers invest in expanding customer base through new branches and renovations

Store cards drive sales and loyalty through flexible payments and exclusive offers

PROSPECTS AND OPPORTUNITIES

Thai government's Digital Wallet Stimulus programme set to boost store card usage

Store cards to benefit from growth in retail sector, despite ongoing challenges

Alternative purchasing methods challenge traditional store cards

CATEGORY DATA

Table 1 Store Cards: Number of Cards in Circulation 2019-2024

Table 2 Store Cards Transactions 2019-2024

Table 3 Store Cards in Circulation: % Growth 2019-2024

Table 4 Store Cards Transactions: % Growth 2019-2024

Table 5 Store Cards: Number of Cards by Issuer 2019-2023

Table 6 Store Cards: Payment Transaction Value by Issuer 2019-2023

Table 7 Forecast Store Cards: Number of Cards in Circulation 2024-2029

Table 8 Forecast Store Cards Transactions 2024-2029

Table 9 Forecast Store Cards in Circulation: % Growth 2024-2029

Table 10 Forecast Store 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 11 Number of POS Terminals: Units 2019-2024

Table 12 Number of ATMs: Units 2019-2024

Table 13 Value Lost to Fraud 2019-2024

Table 14 Card Expenditure by Location 2024

Table 15 Financial Cards in Circulation by Type: % Number of Cards 2019-2024

Table 16 Domestic versus Foreign Spend 2024

MARKET DATA

Table 17 Financial Cards by Category: Number of Cards in Circulation 2019-2024

Table 18 Financial Cards by Category: Number of Accounts 2019-2024

Table 19 Financial Cards Transactions by Category: Value 2019-2024

Table 20 Financial Cards by Category: Number of Transactions 2019-2024

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- Table 21 □Consumer Payments by Category: Value 2019-2024
- Table 22 □Consumer Payments by Category: Number of Transactions 2019-2024
- Table 23 □M-Commerce by Category: Value 2019-2024
- Table 24 □M-Commerce by Category: % Value Growth 2019-2024
- Table 25 □Financial Cards: Number of Cards by Issuer 2019-2023
- Table 26 □Financial Cards: Number of Cards by Operator 2019-2023
- Table 27 □Financial Cards: Card Payment Transactions Value by Operator 2019-2023
- Table 28 □Financial Cards: Card Payment Transactions Value by Issuer 2019-2023
- Table 29 □Forecast Financial Cards by Category: Number of Cards in Circulation 2024-2029
- Table 30 □Forecast Financial Cards by Category: Number of Accounts 2024-2029
- Table 31 □Forecast Financial Cards Transactions by Category: Value 2024-2029
- Table 32 □Forecast Financial Cards by Category: Number of Transactions 2024-2029
- Table 33 □Forecast Consumer Payments by Category: Value 2024-2029
- Table 34 □Forecast Consumer Payments by Category: Number of Transactions 2024-2029
- Table 35 □Forecast M-Commerce by Category: Value 2024-2029
- Table 36 □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

www.scotts-international.com

Store Cards in Thailand

Market Direction | 2025-01-07 | 23 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="2026-03-03"/>
		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