

Pre-Paid Transactions in Thailand

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Abstracts

In 2014, open loop pre-paid cards in Thailand continued the pattern of the previous year. Majority of open loop pre-paid cards consisted of general purpose reloadable cards eg Smart Purse by Thai Smart Card Co and network branded gift cards from True Money Co. The minority of open loop pre-paid cards was concentrated in employee benefit cards, healthcare cards and Krungsri Visa gift cards. Open loop pre-paid cards received a good response from provincial customers who wanted to acquire cards...

Euromonitor International's Pre-Paid 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 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.

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