

Store Cards in Thailand

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Store cards are unpopular in Thailand due to the limitation of card usage. Customers find it difficult to use these cards as they are only accepted in one specific store. The only store still operating store cards in 2017 was Tesco Lotus, one of the leading grocery retailers in Thailand. There are over 1,900 branches all over Thailand including supermarkets, hypermarkets, and convenience stores.

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 Content

Headlines

Prospects

Store Cards Not Popular in Thailand

Migration To Co-branded Credit Cards

Competitive Landscape

Tesco Stops Issuing Store Cards

Central Group Migrates To Co-branded Credit Cards

Category Data

Table 1 Store Cards: Number of Cards in Circulation 2012-2017

Table 2 Store Cards Transactions 2012-2017

Table 3 Store Cards in Circulation: % Growth 2012-2017

Table 4 Store Cards Transactions: % Growth 2012-2017

Table 5 Store Cards: Number of Cards by Issuer 2012-2016

Table 6 Store Cards: Payment Transaction Value by Issuer 2012-2016

Table 7 Forecast Store Cards: Number of Cards in Circulation 2017-2022

Table 8 Forecast Store Cards Transactions 2017-2022

Table 9 Forecast Store Cards in Circulation: % Growth 2017-2022

Table 10 Forecast Store Cards Transactions: % Growth 2017-2022

Executive Summary

Financial Cards Development in 2017

National E-payment Master Plan

E-wallets Is the New Leading Platform

Multifunctionality Is the Key for Development

Credit Cards Expected To Remain the Leading Card Category

Market Indicators

Table 11 Number of POS Terminals: Units 2012-2017

Table 12 Number of ATMs: Units 2012-2017

Table 13 Value Lost to Fraud 2012-2017

Table 14 Card Expenditure by Location 2017

Table 15 Financial Cards in Circulation by Type: % Number of Cards 2012-2017

Table 16 Domestic versus Foreign Spend 2017

Market Data

Table 17 Financial Cards by Category: Number of Cards in Circulation 2012-2017

Table 18 Financial Cards by Category: Number of Accounts 2012-2017

Table 19 Financial Cards Transactions by Category: Value 2012-2017

Table 20 Financial Cards by Category: Number of Transactions 2012-2017

Table 21 Consumer Payments by Category: Value 2012-2017

Table 22 Consumer Payments by Category: Number of Transactions 2012-2017

Table 23 M-Commerce by Category: Value 2013-2017

Table 24 M-Commerce by Category: % Value Growth 2013-2017

Table 25 Financial Cards: Number of Cards by Issuer 2012-2016

Table 26 Financial Cards: Number of Cards by Operator 2012-2016

Table 27 Financial Cards: Card Payment Transactions Value by Operator 2012-2016

Table 28 Financial Cards: Card Payment Transactions Value by Issuer 2012-2016

Table 29 Forecast Financial Cards by Category: Number of Cards in Circulation 2017-2022

Table 30 Forecast Financial Cards by Category: Number of Accounts 2017-2022

Table 31 Forecast Financial Cards Transactions by Category: Value 2017-2022

Table 32 Forecast Financial Cards by Category: Number of Transactions 2017-2022

Table 33 Forecast Consumer Payments by Category: Value 2017-2022

Table 34 Forecast Consumer Payments by Category: Number of Transactions 2017-2022

Table 35 Forecast M-Commerce by Category: Value 2017-2022

Table 36 Forecast M-Commerce by Category: % Value Growth 2017-2022

Sources

Summary 1 Research Sources

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