

## 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.

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