

Thailand Prepaid Cards Business and Investment Opportunities (Databook Series) – Market Size and Forecast (2011-2020), Consumer Attitude & Behaviour, Retail Spend, Market Risk

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Abstracts

This is a data centric report, primarily consisting of charts and tables. This report from PayNXT360 provides trend analysis (market size and forecast) of prepaid (pay before) cards, offering a wealth of insights to help companies understand this growing but quickly changing market.

Market dynamics: Provides data and forecast which helps in understanding size and structure, industry dynamics, market trends, and consumer attitude and behaviour in the prepaid card industry.

Open loop and closed loop: Provides market estimates and forecasts to assess opportunities in open loop and closed loop prepaid market segments. Details four essential KPIs – number of cards in circulation, number of transactions, load value, and value of transactions.

Prepaid card categories: Details market opportunities across 11 market segments in prepaid cards for the period 2011-2020 and identifies potential risks, and consumer adoption.

Benchmarking and risk index: Benchmarks the prepaid card industry in the country with key global markets along with a risk assessment through PayNXT360's proprietary Prepaid Cards Industry Risk Index (PCIRI).

Consumer attitude and behaviour: Drawing from proprietary survey results, this

report identifies and interprets key prepaid KPIs, including spend by age, gender, and income level. In addition, it provides an overview of how consumers are currently using prepaid cards across five key categories – travel, bill payment, retail spend, cash withdrawal, and P2P transfers. It also provides a breakdown by transaction size.

Retail spend: Breaks down retail spend across 11 categories to provide detailed insights on consumer behaviour and changing dynamics of prepaid card spend.

Gift cards: Drawing from proprietary survey results, this report provides in-depth analysis of opportunities in both open loop and closed loop prepaid gift card categories. Assesses consumer behaviour by type of consumer (retail and corporate), gifting occasion, card type (paper, plastic, digital), and market share by retail categories.

Contents

1. ABOUT THIS REPORT

- 1.1 Summary
- 1.2 Scope
- 1.3 Methodology
- 1.4 Definitions
- 1.5 About PayNXT360
- 1.6 Related Research
- 1.7 Disclaimer

2. THAILAND PREPAID CARD INDUSTRY MARKET ATTRACTIVENESS

- 2.1 Prepaid Card Market Size and Future Growth Dynamics by Key Performance Indicators
 - 2.1.1 Thailand Prepaid Card – Gross Dollar Value Trend Analysis, 2011-2020
 - 2.1.2 Thailand Prepaid Card – Transaction Value Trend Analysis, 2011-2020
 - 2.1.3 Thailand Prepaid Card – Transaction Volume Trend Analysis, 2011-2020
 - 2.1.4 Thailand Prepaid Card – Number of Cards Trend Analysis, 2011-2020
- 2.2 Market Share Analysis by Functional Attributes – Open Loop vs. Closed Loop, 2011 – 2020
- 2.3 Prepaid Card Market Share Analysis by Consumer Segments
- 2.4 Benchmarking Thailand Open Loop with Key Global Markets
 - 2.4.1 Global Prepaid Card Industry Snapshot – Top 40 Markets and Hotspots
 - 2.4.2 Prepaid Cards Market Opportunity – Global Benchmarking in Value Terms, 2011-2020
 - 2.4.3 PayNXT360 Global Prepaid Card Risk Index
- 2.5 Prepaid Card Fraud Statistics

3. THAILAND OPEN LOOP PREPAID CARD FUTURE GROWTH DYNAMICS, 2011 – 2020

- 3.1 Trend Analysis by Key Performance Indicators
 - 3.1.1 Open Loop Prepaid Card – Gross Dollar Value Trend Analysis, 2011-2020
 - 3.1.2 Open Loop Prepaid Card – Transaction Value Trend Analysis, 2011-2020
 - 3.1.3 Open Loop Prepaid Card – Transaction Volume Trend Analysis, 2011-2020
 - 3.1.4 Open Loop Prepaid Card – Number of Cards Trend Analysis, 2011-2020
- 3.2 Market Share Analysis by Open Loop Prepaid Card Categories

4. THAILAND CLOSED LOOP PREPAID CARD FUTURE GROWTH DYNAMICS, 2011 – 2020

- 4.1 Closed Loop Prepaid Card – Gross Dollar Value Trend Analysis, 2011-2020
- 4.2 Closed Loop Prepaid Card – Transaction Value Trend Analysis, 2011-2020
- 4.3 Closed Loop Prepaid Card – Transaction Volume Trend Analysis, 2011-2020
- 4.4 Closed Loop Prepaid Card – Number of Cards Trend Analysis, 2011-2020

5. THAILAND PREPAID CARDS CONSUMER USAGE TRENDS

- 5.1 Prepaid Card Spend Analysis by Age Group
 - 5.1.1 Trend Analysis by Age Group in Value Terms
 - 5.1.2 Trend Analysis by Age Group in Volume Terms
- 5.2 Prepaid Card Transaction Value and Volume Analysis by Income Group
 - 5.2.1 Trend Analysis by Income Group in Value Terms
 - 5.2.2 Trend Analysis by Income Group in Volume Terms
- 5.3 Prepaid Card Transaction Value Analysis by Gender
- 5.4 Prepaid Cards Usage Analysis
- 5.5 Prepaid Cards Analysis by Transaction Size

6. THAILAND OPEN LOOP PREPAID CARDS RETAIL SPEND DYNAMICS

- 6.1 Spend Analysis by Retail Segment, Value
- 6.2 Spend Analysis by Retail Segment, Volume
- 6.3 Prepaid Penetration by Retail Categories

7. THAILAND GIFT CARDS MARKET SIZE AND FORECAST, 2011-2020

- 7.1 Gift Cards – Transaction Value Trend Analysis, 2011-2020
- 7.2 Market Size and Forecast by Functional Attribute
 - 7.2.1 Open Loop Gift Card – Transaction Value Trend Analysis, 2011-2020
 - 7.2.2 Closed Loop Gift Card – Transaction Value Trend Analysis, 2011-2020
- 7.3 Market Size and Forecast by Consumer Segments
 - 7.3.1 Trend Analysis by Retail Consumer Segment
 - 7.3.2 Trend Analysis by Corporate Consumer Segment
- 7.4 Market Share Analysis by Retail Categories
- 7.5 Market Share Analysis by Gifting Occasion
- 7.6 Market Share Analysis by Card Type

7.7 Market Share Analysis by Purchase Location

8. THAILAND CORPORATE PREPAID CARDS MARKET SIZE AND FORECAST, 2011-2020

8.1 Corporate Prepaid Card – Transaction Value Trend Analysis, 2011-2020

8.2 Analysis by Key Corporate Prepaid Card Categories

8.2.1 Prepaid Business Expense Card – Transaction Value Trend Analysis, 2011-2020

8.2.2 Payroll Card – Transaction Value Trend Analysis, 2011-2020

8.2.3 Corporate Incentive Prepaid Card – Transaction Value Trend Analysis, 2011-2020

8.2.4 Consumer Incentive Prepaid Card – Transaction Value Trend Analysis, 2011-2020

9. THAILAND GOVERNMENT / BENEFIT PREPAID CARDS MARKET SIZE AND FORECAST, 2011-2020

10. THAILAND GENERAL PURPOSE PREPAID CARDS MARKET SIZE AND FUTURE GROWTH DYNAMICS

11. THAILAND TRAVEL PREPAID CARDS TRANSACTION VALUE TREND ANALYSIS AND FORECAST, 2011-2020

12. THAILAND REMITTANCE PREPAID CARDS TRANSACTION VALUE TREND ANALYSIS AND FORECAST, 2011-2020

13. THAILAND TEEN AND CAMPUS PREPAID CARDS TRANSACTION VALUE TREND ANALYSIS AND FORECAST, 2011-2020

14. THAILAND HEALTHCARE AND INSURANCE PREPAID CARDS TRANSACTION VALUE TREND ANALYSIS AND FORECAST, 2011-2020

List Of Figures

LIST OF FIGURES

Figure 1: PayNXT360's Methodology Framework

Figure 2: Thailand Prepaid Card – Gross Dollar Value Trend Analysis (US\$ Million), 2011-2020

Figure 3: Thailand Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 4: Thailand Prepaid Card – Transaction Volume Trend Analysis (Million), 2011-2020

Figure 5: Thailand Prepaid Card – Number of Cards Trend Analysis ('000), 2011-2020

Figure 6: Thailand Prepaid Cards – Market Share Analysis (Value) by Open Loop vs. Closed Loop, 2011 – 2020

Figure 7: Thailand Prepaid Card Market Share Analysis by Consumer Segments (Value)

Figure 8: Global Prepaid Card Industry Snapshot – Top 40 Markets and Hotspots

Figure 9: Prepaid Cards Benchmarking Thailand Open Loop with Key Global Markets, 2011-2020

Figure 10: PayNXT360 Global Prepaid Card Risk Index, 2015

Figure 11: Thailand Prepaid Cards Fraud Statistics by Type of Fraud, 2011-2020

Figure 12: Thailand Open Loop Prepaid Card – Gross Dollar Value Trend Analysis (US\$ Million), 2011-2020

Figure 13: Thailand Open Loop Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 14: Thailand Open Loop Prepaid Card – Transaction Volume Trend Analysis (Million), 2011-2020

Figure 15: Thailand Open Loop Prepaid Card – Number of Cards Trend Analysis ('000), 2011-2020

Figure 16: Thailand Open Loop Prepaid Card – Market Share Analysis by Open Loop Prepaid Card Categories

Figure 17: Thailand Closed Loop Prepaid Card – Gross Dollar Value Trend Analysis (US\$ Million), 2011-2020

Figure 18: Thailand Closed Loop Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 19: Thailand Closed Loop Prepaid Card – Transaction Volume Trend Analysis (Million), 2011-2020

Figure 20: Thailand Closed Loop Prepaid Card – Number of Cards Trend Analysis ('000), 2011-2020

Figure 21: Thailand Prepaid Card – Trend Analysis by Age Group in Transaction Value Terms

Figure 22: Thailand Prepaid Card – Trend Analysis by Age Group in Volume Terms

Figure 23: Thailand Prepaid Card – Trend Analysis by Income Group in Value Terms

Figure 24: Thailand Prepaid Card – Trend Analysis by Income Group in Volume Terms

Figure 25: Thailand Prepaid Card – Trend Analysis by Gender in Value Terms

Figure 26: Thailand Prepaid Card – Usage Analysis

Figure 27: Thailand Prepaid Card – Analysis by Transaction Size

Figure 28: Thailand Prepaid Card – Spend Analysis by Retail Segment, Value

Figure 29: Thailand Prepaid Card – Spend Analysis by Retail Segment, Volume

Figure 30: Thailand Prepaid Card – Prepaid Penetration by Retail Categories

Figure 31: Thailand Prepaid Gift Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 32: Thailand Open Loop Prepaid Gift Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 33: Thailand Closed Loop Prepaid Gift Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 34: Thailand Prepaid Gift Card – Market Size and Forecast by Retail Consumer Segment (Transaction Value in US\$ Million), 2011-2020

Figure 35: Thailand Prepaid Gift Card – Market Size and Forecast by Corporate Consumer Segment (Transaction Value in US\$ Million), 2011-2020

Figure 36: Thailand Prepaid Gift Card – Market Share Analysis by Retail Categories (by Value)

Figure 37: Thailand Prepaid Gift Card – Market Share Analysis by Gifting Occasion (by Value)

Figure 38: Thailand Prepaid Gift Card – Market Share Analysis by Card Type (by Value)

Figure 39: Thailand Prepaid Gift Card – Market Share Analysis by Purchase Location (by Value)

Figure 40: Thailand Corporate Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 41: Thailand Business Expense Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 42: Thailand Payroll Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 43: Thailand Corporate Incentive Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 44: Thailand Consumer Incentive Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 45: Thailand Government Benefit and Other Program Prepaid Card –

Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 46: Thailand General Purpose Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 47: Thailand Open Loop Travel Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 48: Thailand Remittance Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 49: Thailand Teen and Campus Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 50: Thailand Insurance Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

List Of Tables

LIST OF TABLES

Table 1: Thailand Prepaid Card – Gross Dollar Value Trend Analysis (US\$ Million), 2011-2020

Table 2: Thailand Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 3: Thailand Prepaid Card – Transaction Volume Trend Analysis (Million), 2011-2020

Table 4: Thailand Prepaid Card – Number of Cards Trend Analysis ('000), 2011-2020

Table 5: Thailand Prepaid Cards – Market Share Analysis (Value) by Open Loop vs. Closed Loop, 2011 – 2020

Table 6: Thailand Open Loop Prepaid Card – Gross Dollar Value Trend Analysis (US\$ Million), 2011-2020

Table 7: Thailand Open Loop Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 8: Thailand Open Loop Prepaid Card – Transaction Volume Trend Analysis (Million), 2011-2020

Table 9: Thailand Open Loop Prepaid Card – Number of Cards Trend Analysis ('000), 2011-2020

Table 10: Thailand Closed Loop Prepaid Card - Gross Dollar Value Trend Analysis (US\$ Million), 2011-2020

Table 11: Thailand Closed Loop Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 12: Thailand Closed Loop Prepaid Card – Transaction Volume Trend Analysis (Million), 2011-2020

Table 13: Thailand Closed Loop Prepaid Card – Number of Cards Trend Analysis ('000), 2011-2020

Table 14: Thailand Gift Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 15: Thailand Open Loop Prepaid Gift Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 16: Thailand Closed Loop Prepaid Gift Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 17: Thailand Prepaid Gift Card – Market Size and Forecast by Retail Consumer Segment (US\$ Million), 2011-2020

Table 18: Thailand Prepaid Gift Card – Market Size and Forecast by Corporate Consumer Segment (US\$ Million), 2011-2020

Table 19: Thailand Corporate Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 20: Thailand Business Expense Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 21: Thailand Payroll Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 22: Thailand Corporate Incentive Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 23: Thailand Consumer Incentive Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 24: Thailand Government Benefit and Other Program Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 25: Thailand General Purpose Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 26: Thailand Open Loop Travel Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 27: Thailand Remittance Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 28: Thailand Teen and Campus Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 29: Thailand Insurance Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

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