



Euromonitor
International

Credit Cards in Thailand

January 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

American Express targets affluent Thais with premium charge cards
AMEX leverages post-pandemic travel surge with tailored premium rewards
AMEX expands consumer base to include younger card holders

PROSPECTS AND OPPORTUNITIES

AMEX seeks to expand merchant acceptance with emphasis on growing tourism market
AMEX targets younger consumers with tailored offerings and marketing strategies
Number of high-net worth individuals is set to rise, creating opportunities for premium charge card players

CATEGORY DATA

Table 1 - Charge Cards: Number of Cards in Circulation 2019-2024
Table 2 - Charge Cards Transactions 2019-2024
Table 3 - Charge Cards in Circulation: % Growth 2019-2024
Table 4 - Charge Cards Transactions: % Growth 2019-2024
Table 5 - Commercial Charge Cards: Number of Cards in Circulation 2019-2024
Table 6 - Commercial Charge Cards Transactions 2019-2024
Table 7 - Commercial Charge Cards in Circulation: % Growth 2019-2024
Table 8 - Commercial Charge Cards Transactions: % Growth 2019-2024
Table 9 - Personal Charge Cards: Number of Cards in Circulation 2019-2024
Table 10 - Personal Charge Cards Transactions 2019-2024
Table 11 - Personal Charge Cards in Circulation: % Growth 2019-2024
Table 12 - Personal Charge Cards Transactions: % Growth 2019-2024
Table 13 - Charge Cards: Number of Cards by Issuer 2019-2023
Table 14 - Charge Cards: Number of Cards by Operator 2019-2023
Table 15 - Charge Cards Payment Transaction Value by Issuer 2019-2023
Table 16 - Charge Cards Payment Transaction Value by Operator 2019-2023
Table 17 - Commercial Charge Cards: Number of Cards by Issuer 2019-2023
Table 18 - Commercial Charge Cards: Number of Cards by Operator 2019-2023
Table 19 - Commercial Charge Cards Payment Transaction Value by Issuer 2019-2023
Table 20 - Commercial Charge Cards Payment Transaction Value by Operator 2019-2023
Table 21 - Personal Charge Cards: Number of Cards by Issuer 2019-2023
Table 22 - Personal Charge Cards: Number of Cards by Operator 2019-2023
Table 23 - Personal Charge Cards Transaction Value by Issuer 2019-2023
Table 24 - Personal Charge Cards Transaction Value by Operator 2019-2023
Table 25 - Forecast Charge Cards: Number of Cards in Circulation 2024-2029
Table 26 - Forecast Charge Cards Transactions 2024-2029
Table 27 - Forecast Charge Cards in Circulation: % Growth 2024-2029
Table 28 - Forecast Charge Cards Transactions: % Growth 2024-2029
Table 29 - Forecast Commercial Charge Cards: Number of Cards in Circulation 2024-2029
Table 30 - Forecast Commercial Charge Cards Transactions 2024-2029
Table 31 - Forecast Commercial Charge Cards in Circulation: % Growth 2024-2029
Table 32 - Forecast Commercial Charge Cards Transactions: % Growth 2024-2029
Table 33 - Forecast Personal Charge Cards: Number of Cards in Circulation 2024-2029
Table 34 - Forecast Personal Charge Cards Transactions 2024-2029
Table 35 - Forecast Personal Charge Cards in Circulation: % Growth 2024-2029
Table 36 - Forecast Personal Charge Cards Transactions: % Growth 2024-2029

KEY DATA FINDINGS

2024 DEVELOPMENTS

Thailand's credit card market sees continued growth, driven by rewards and strategic partnerships

Rising credit card debt prompts flexible payment solutions

Tourism boom drives credit card usage

PROSPECTS AND OPPORTUNITIES

BOT imposes stricter guidelines to address high levels of household debt

BNPL's rapid Growth in Thailand challenges credit cards and highlights need for regulation

BOT set to raise minimum credit card payment

CATEGORY DATA

Table 37 - Credit Cards: Number of Cards in Circulation 2019-2024
Table 38 - Credit Cards Transactions 2019-2024
Table 39 - Credit Cards in Circulation: % Growth 2019-2024
Table 40 - Credit Cards Transactions: % Growth 2019-2024
Table 41 - Commercial Credit Cards: Number of Cards in Circulation 2019-2024
Table 42 - Commercial Credit Cards Transactions 2019-2024
Table 43 - Commercial Credit Cards in Circulation: % Growth 2019-2024
Table 44 - Commercial Credit Cards Transactions: % Growth 2019-2024
Table 45 - Personal Credit Cards: Number of Cards in Circulation 2019-2024
Table 46 - Personal Credit Cards Transactions 2019-2024
Table 47 - Personal Credit Cards in Circulation: % Growth 2019-2024
Table 48 - Personal Credit Cards Transactions: % Growth 2019-2024
Table 49 - Credit Cards: Number of Cards by Issuer 2019-2023
Table 50 - Credit Cards: Number of Cards by Operator 2019-2023
Table 51 - Credit Cards Payment Transaction Value by Issuer 2019-2023
Table 52 - Credit Cards Payment Transaction Value by Operator 2019-2023
Table 53 - Commercial Credit Cards: Number of Cards by Issuer 2019-2023
Table 54 - Commercial Credit Cards: Number of Cards by Operator 2019-2023
Table 55 - Commercial Credit Cards Payment Transaction Value by Issuer 2019-2023
Table 56 - Commercial Credit Cards Payment Transaction Value by Operator 2019-2023
Table 57 - Personal Credit Cards: Number of Cards by Issuer 2019-2023
Table 58 - Personal Credit Cards: Number of Cards by Operator 2019-2023
Table 59 - Personal Credit Cards Payment Transaction Value by Issuer 2019-2023
Table 60 - Personal Credit Cards Payment Transaction Value by Operator 2019-2023
Table 61 - Forecast Credit Cards: Number of Cards in Circulation 2024-2029
Table 62 - Forecast Credit Cards Transactions 2024-2029
Table 63 - Forecast Credit Cards in Circulation: % Growth 2024-2029
Table 64 - Forecast Credit Cards Transactions: % Growth 2024-2029
Table 65 - Forecast Commercial Credit Cards: Number of Cards in Circulation 2024-2029
Table 66 - Forecast Commercial Credit Cards Transactions 2024-2029
Table 67 - Forecast Commercial Credit Cards in Circulation: % Growth 2024-2029
Table 68 - Forecast Commercial Credit Cards Transactions: % Growth 2024-2029
Table 69 - Forecast Personal Credit Cards: Number of Cards in Circulation 2024-2029
Table 70 - Forecast Personal Credit Cards Transactions 2024-2029
Table 71 - Forecast Personal Credit Cards in Circulation: % Growth 2024-2029
Table 72 - Forecast Personal Credit Cards Transactions: % Growth 2024-2029

[Debit Cards in Thailand - Category analysis](#)

[Debit Cards in Thailand - Company Profile](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Shift towards cardless banking solutions
- PromptPay and QR codes drive cashless transformation
- Consumers favour credit cards for higher value purchases

PROSPECTS AND OPPORTUNITIES

- Shift towards cashless society will drive decline in debit card usage
- Introduction of cross-bank cardless withdrawals may further reduce reliance on physical debit cards
- Cardless withdrawal fee proposal faces delay amid consumer backlash

CATEGORY DATA

- Table 73 - Debit Cards: Number of Cards in Circulation 2019-2024
- Table 74 - Debit Cards Transactions 2019-2024
- Table 75 - Debit Cards in Circulation: % Growth 2019-2024
- Table 76 - Debit Cards Transactions: % Growth 2019-2024
- Table 77 - Debit Cards: Number of Cards by Issuer 2019-2023
- Table 78 - Debit Cards: Number of Cards by Operator 2019-2023
- Table 79 - Debit Cards Payment Transaction Value by Issuer 2019-2023
- Table 80 - Debit Cards Payment Transaction Value by Operator 2019-2023
- Table 81 - Forecast Debit Cards: Number of Cards in Circulation 2024-2029
- Table 82 - Forecast Debit Cards Transactions 2024-2029
- Table 83 - Forecast Debit Cards in Circulation: % Growth 2024-2029
- Table 84 - Forecast Debit Cards Transactions: % Growth 2024-2029

[Pre-Paid Cards in Thailand - Category analysis](#)

[Pre-Paid Cards in Thailand - Company Profile](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Improved transport infrastructure boosts growth in pre-paid card transactions
- Rabbit Card expands reach and usage across Thailand's transportation and retail sectors
- Digital travel cards gain popularity as consumers embrace cashless and convenient payment solutions

PROSPECTS AND OPPORTUNITIES

- Ministry of Transport plans significant transportation investments under 'Quick Win' policy for 2024-2025
- Starbucks to expand presence in Thailand, with plans to double its branch network by 2030
- Travel cards poised for significant growth as consumers shift from traditional currency exchange

CATEGORY DATA

- Table 85 - Pre-paid Cards: Number of Cards in Circulation 2019-2024
- Table 86 - Pre-paid Cards Transactions 2019-2024
- Table 87 - Pre-paid Cards in Circulation: % Growth 2019-2024
- Table 88 - Pre-paid Cards Transactions: % Growth 2019-2024
- Table 89 - Closed Loop Pre-paid Cards Transactions 2019-2024
- Table 90 - Closed Loop Pre-paid Cards Transactions: % Growth 2019-2024
- Table 91 - Open Loop Pre-paid Cards Transactions 2019-2024
- Table 92 - Open Loop Pre-paid Cards Transactions: % Growth 2019-2024

Table 93 - Pre-paid Cards: Number of Cards by Issuer 2019-2023

Table 94 - Pre-paid Cards: Number of Cards by Operator 2019-2023

Table 95 - Pre-paid Cards Transaction Value by Issuer 2019-2023

Table 96 - Pre-paid Cards Transaction Value by Operator 2019-2023

Table 97 - Closed Loop Pre-paid Cards: Number of Cards by Issuer 2019-2023

Table 98 - Closed Loop Pre-paid Cards: Number of Cards by Operator 2019-2023

Table 99 - Closed Loop Pre-paid Cards Transaction Value by Issuer 2019-2023

Table 100 - Closed Loop Pre-paid Cards Transaction Value by Operator 2019-2023

Table 101 - Open Loop Pre-paid Cards: Number of Cards by Issuer 2019-2023

Table 102 - Open Loop Pre-paid Cards: Number of Cards by Operator 2019-2023

Table 103 - Open Loop Pre-paid Cards Transaction Value by Issuer 2019-2023

Table 104 - Open Loop Pre-paid Cards Transaction Value by Operator 2019-2023

Table 105 - Forecast Pre-paid Cards: Number of Cards in Circulation 2024-2029

Table 106 - Forecast Pre-paid Cards Transactions 2024-2029

Table 107 - Forecast Pre-paid Cards in Circulation: % Growth 2024-2029

Table 108 - Forecast Pre-paid Cards Transactions: % Growth 2024-2029

Table 109 - Forecast Closed Loop Pre-paid Cards Transactions 2024-2029

Table 110 - Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2024-2029

Table 111 - Forecast Open Loop Pre-paid Cards Transactions 2024-2029

Table 112 - Forecast Open Loop Pre-paid Cards Transactions: % Growth 2024-2029

[Store Cards in Thailand - Category analysis](#)

[Store Cards in Thailand - Company Profile](#)

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 113 - Store Cards: Number of Cards in Circulation 2019-2024

Table 114 - Store Cards Transactions 2019-2024

Table 115 - Store Cards in Circulation: % Growth 2019-2024

Table 116 - Store Cards Transactions: % Growth 2019-2024

Table 117 - Store Cards: Number of Cards by Issuer 2019-2023

Table 118 - Store Cards: Payment Transaction Value by Issuer 2019-2023

Table 119 - Forecast Store Cards: Number of Cards in Circulation 2024-2029

Table 120 - Forecast Store Cards Transactions 2024-2029

Table 121 - Forecast Store Cards in Circulation: % Growth 2024-2029

Table 122 - Forecast Store Cards Transactions: % Growth 2024-2029

[Financial Cards and Payments in Thailand - Industry Overview](#)

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 123 - Number of POS Terminals: Units 2019-2024
Table 124 - Number of ATMs: Units 2019-2024
Table 125 - Value Lost to Fraud 2019-2024
Table 126 - Card Expenditure by Location 2024
Table 127 - Financial Cards in Circulation by Type: % Number of Cards 2019-2024
Table 128 - Domestic versus Foreign Spend 2024

MARKET DATA

Table 129 - Financial Cards by Category: Number of Cards in Circulation 2019-2024
Table 130 - Financial Cards by Category: Number of Accounts 2019-2024
Table 131 - Financial Cards Transactions by Category: Value 2019-2024
Table 132 - Financial Cards by Category: Number of Transactions 2019-2024
Table 133 - Consumer Payments by Category: Value 2019-2024
Table 134 - Consumer Payments by Category: Number of Transactions 2019-2024
Table 135 - M-Commerce by Category: Value 2019-2024
Table 136 - M-Commerce by Category: % Value Growth 2019-2024
Table 137 - Financial Cards: Number of Cards by Issuer 2019-2023
Table 138 - Financial Cards: Number of Cards by Operator 2019-2023
Table 139 - Financial Cards: Card Payment Transactions Value by Operator 2019-2023
Table 140 - Financial Cards: Card Payment Transactions Value by Issuer 2019-2023
Table 141 - Forecast Financial Cards by Category: Number of Cards in Circulation 2024-2029
Table 142 - Forecast Financial Cards by Category: Number of Accounts 2024-2029
Table 143 - Forecast Financial Cards Transactions by Category: Value 2024-2029
Table 144 - Forecast Financial Cards by Category: Number of Transactions 2024-2029
Table 145 - Forecast Consumer Payments by Category: Value 2024-2029
Table 146 - Forecast Consumer Payments by Category: Number of Transactions 2024-2029
Table 147 - Forecast M-Commerce by Category: Value 2024-2029
Table 148 - Forecast M-Commerce by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer

trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/credit-cards-in-thailand/report.