



**Euromonitor
International**

Charge Cards in Thailand

January 2025

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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

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Debit Cards in Thailand - Category analysis

Debit Cards in Thailand - Company Profile

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- Digital travel cards gain popularity as consumers embrace cashless and convenient payment solutions

PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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