



**Euromonitor
International**

Pre-Paid 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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KEY DATA FINDINGS

2024 DEVELOPMENTS

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Tourism boom drives credit card usage

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

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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

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KEY DATA FINDINGS

2024 DEVELOPMENTS

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- 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
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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

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

EXECUTIVE SUMMARY

Financial cards and payments in 2024: The big picture

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