Debit Cards in Thailand

Description:
Debit and ATM cards underwent a period of transition in Thailand in 2016. From 16 May 2016, all magnetic ATM and debit cards were earmarked for replacement by new chip cards, according to the Thai Standard Format of Bank of Thailand. The transition period for the move to chip-based cards is scheduled to be completed by 2019. According to industry sources, the chip technology has to be applied to all new debit card issues, but not ATM only cards.

The Debit 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 Debit 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.

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DEBIT CARDS IN THAILAND

November 2016

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