



Capital
Bangkok


Population
71.7M

Time zone
GMT +7


Currency
THB ฿
Thai Baht

THAILAND

Top E-commerce Industries

 **Electronics**
(25.3%)

 **Fashion**
(20.0%)


 **Hobby & Leisure**
(19.2%)

Top 20 Websites include

Google, Youtube, Facebook, Pantip, 123-hd, Shopee, Line.me, Sanook, Lazada, Twitter, Clip2vip, Twitter (X), Instagram, Wikipedia, Tiktok, Animeyuzu, VK

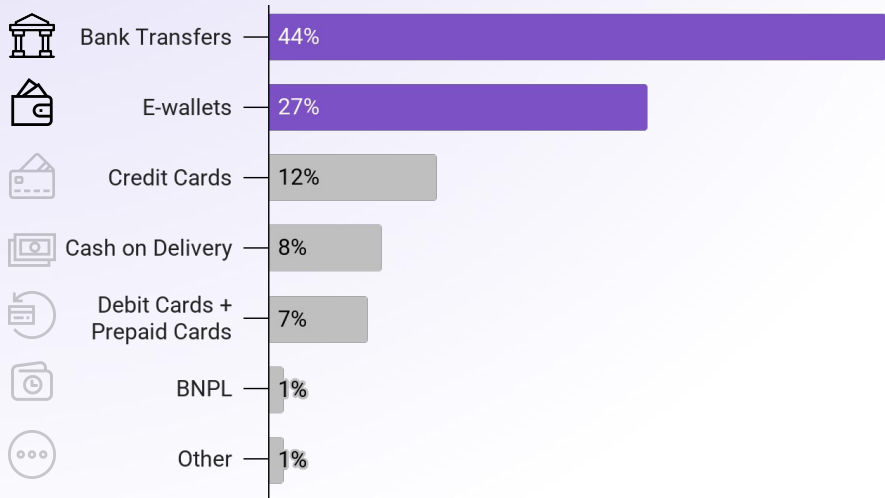
Top Content Categories

 **Social Media & Messaging**
7 out of top twenty websites

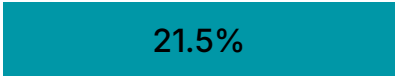
 **E-commerce**
2 out of top twenty websites

PAYMENTS METHODS. THAILAND

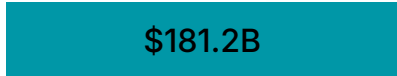
Popularity of e-commerce payment methods



Market Projection



Annual CAGR growth rate of Digital Payments during 2024-2029



Anticipated Digital Payments transaction value in 2029 **compared to current \$83.2B**

sources: Statista, Dec 2024









LPM ADOPTION. THAILAND



Method	PromptPay
Type	Bank Transfer
Category	Bank
Payments	Yes
Disbursements	No
Authorization speed	Instant
Refunds	Yes
Available with	All banks in Thailand

PromptPay is a digital payment system in Thailand, developed and regulated by the Bank of Thailand (BoT). It allows users to send and receive funds via bank transfers using a mobile phone number or national ID as a proxy, eliminating the need for detailed bank account information

Reasons for popularity

-  **Convenience:** Users can make payments directly from their bank accounts using their mobile phone number or National ID number
-  **Government Support:** PromptPay was introduced as part of Thailand's government initiative to promote digital payments and reduce the country's reliance on cash transactions
-  **Integration with Government Services:** PromptPay is integrated with various government services, such as tax refunds, social security payments, and welfare benefits
-  **Interoperability:** PromptPay is an interbank electronic funds transfer service, and allows users to transfer money between different banks seamlessly
-  **Low Transaction Fees:** PromptPay transactions typically have low or no fees, making it cost-effective, especially for small-value transactions
-  **Security:** transactions are secured by the banking infrastructure and adhere to strict security protocols



80M Users





LPM ADOPTION. THAILAND

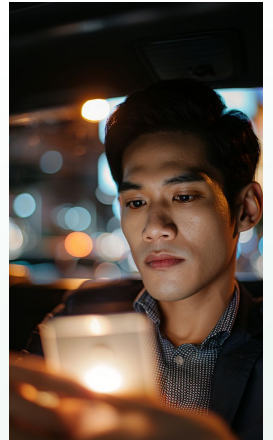


Method	Internet banking
Type	Bank transfer
Category	Bank
Payments	Yes
Disbursements	No
Authorization speed	Instant
Refunds	Yes

Internet banking, also known as online banking, allows users to conduct financial transactions via the internet. This includes activities such as checking account balances, transferring funds, paying bills, and applying for loans without needing to visit a physical bank branch. In Thailand, both traditional banks and emerging digital banks offer these services through user-friendly mobile applications and websites.

Reasons for popularity

-  **Accessibility** and convenience to access accounts from any location with an internet connection.
-  **Security:** Banks have implemented robust security measures to protect online transactions.
-  **Cost Savings:** Many banks in Thailand offer lower fees and reduced or waived charges for transactions conducted through internet banking.
-  **Enhanced Services:** account management, investment options, loan applications, and more.








LPM ADOPTION. THAILAND



Method	Mobile banking
Type	Mobile banking
Category	Wallet
Payments	Yes
Disbursements	No
Authorization speed	Instant
Refunds	Yes

Mobile banking is the use of a mobile device, such as a cellphone or tablet, to manage financial accounts

Reasons for popularity

-  Convenience: Mobile banking allows users to perform various financial transactions on the go, such as fund transfers, bill payments, and account management.
-  Accessibility: 24/7, from anywhere with an internet connection.
-  Enhanced Security: Banks and financial institutions incorporate robust security measures to protect mobile banking transactions.
-  Wide Range of Services: mobile payments, investment management, loan applications, and account aggregation.
-  Advancements in Technology: user-friendly and feature-rich mobile banking applications.



107.2M Users




LPM ADOPTION. THAILAND

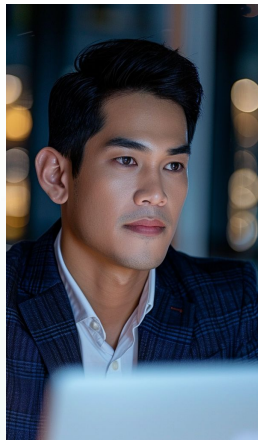


Method	TrueMoney Wallet
Type	E-Wallet
Category	Wallet
Payments	Yes
Disbursements	No
Authorization speed	Instant
Refunds	Yes
Available with	

TrueMoney Wallet is a digital wallet service primarily offered in Southeast Asia. It allows users to perform various financial transactions directly from their mobile devices.

Reasons for popularity

-  **TrueMoney Wallet** simplifies transactions by allowing users to make payments with just their phone number and a one-time password (OTP).
-  TrueMoney is accepted at over **7 million points** across Thailand, including major retailers like 7-Eleven and Makro
-  Beyond basic payment functions, TrueMoney offers various financial services such as savings accounts, loans, and international remittances



27M Users