

Country

Thailand



Country Facts

Population	68.2 million
Language	Thai
Capital City	Bangkok
Currency	Thai Baht

Smartphone Penetration

70%

Sim Penetration

123%

Transaction Types

- 👍 Premium
- 👍 In-app Purchases
- 👍 Subscriptions

Price Points

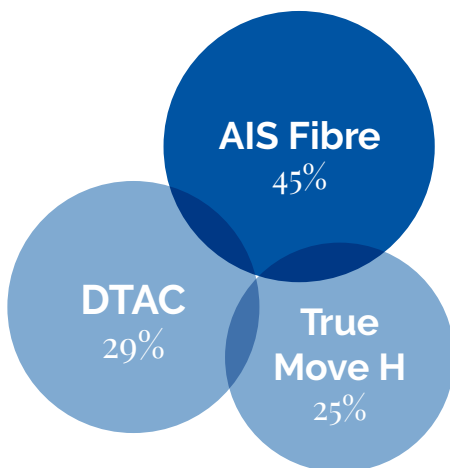
Flexible

Credit Card Penetration

6%

Market Share

Regulator: NBTC



Smartphone Penetration

