

**Consumer Lending in Hungary**

Market Direction | 2022-10-21 | 15 pages | Euromonitor

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**Report description:**

Despite being hampered by a challenging geopolitical and macroeconomic environment, consumer lending in Hungary will continue to grow and evolve in 2022. Government involvement and intervention was one of the key features that supported an otherwise vulnerable industry, which is suffering under the rise of inflation and interest rates. Digitalisation and simplifying access to lending products is another major factor aiding the industry, especially in the launch of new lending products.

Euromonitor International's Consumer Lending in Hungary 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.

Product coverage: Consumer Credit, Mortgages/Housing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

**Why buy this report?**

- \* Get a detailed picture of the Consumer Lending 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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## Table of Contents:

Consumer Lending in Hungary  
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### List Of Contents And Tables

#### CONSUMER LENDING IN HUNGARY

##### EXECUTIVE SUMMARY

Consumer lending in 2022: The big picture

2022 key trends - doubts around borrowing persist in an unstable economic climate

Price cap on mortgage loans extended by mid-2023

Competitive landscape becomes more concentrated as MKB and Budapest Bank merge and Sberbank exits

What next for consumer lending?

##### MARKET DATA

Table 1 Consumer Lending: Outstanding Balance by Category: Value 2017-2022

Table 2 Consumer Lending: Outstanding Balance by Category: % Value Growth 2017-2022

Table 3 Consumer Lending: Gross Lending by Category: Value 2017-2022

Table 4 Consumer Lending: Gross Lending by Category: % Value Growth 2017-2022

Table 5 Consumer Lending: Non-performing vs Other Loans Outstanding Balance: % Value 2017-2022

Table 6 Mortgages/Housing: Non-performing vs Other Loans Outstanding Balance: % Value 2017-2022

Table 7 Consumer Credit: Non-performing vs Other Loans Outstanding Balance: % Value 2017-2022

Table 8 Card Lending: Non-performing vs Other Loans Outstanding Balance: % Value 2017-2022

Table 9 Forecast Consumer Lending: Outstanding Balance by Category: Value 2022-2027

Table 10 Forecast Consumer Lending: Outstanding Balance by Category: % Value Growth 2022-2027

Table 11 Forecast Consumer Lending: Gross Lending by Category: Value 2022-2027

Table 12 Forecast Consumer Lending: Gross Lending by Category: % Value Growth 2022-2027

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##### SOURCES

Summary 1 Research Sources

#### CONSUMER CREDIT IN HUNGARY

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

High fluctuation of demand for credits amid increasing cost of borrowing

Personal credit cards are back following the lifting of the APR cap

Greater transparency emerging via "certified consumer-friendly" loans

##### PROSPECTS AND OPPORTUNITIES

Fear of recession and inflation quickly replaces the upbeat mood of post-COVID-19 recovery

Loan repayments protocol after end of moratorium remains uncertain

Innovative fintech solutions to provide competition to traditional banks

##### CATEGORY DATA

Table 13 Consumer Credit: Outstanding Balance by Category: Value 2017-2022

Table 14 Consumer Credit: Outstanding Balance by Category: % Value Growth 2017-2022

Table 15 Consumer Credit: Gross Lending by Category: Value 2017-2022

Table 16 Consumer Credit: Gross Lending by Category: % Value Growth 2017-2022

Table 17 Forecast Consumer Credit: Outstanding Balance by Category: Value 2022-2027

Table 18 Forecast Consumer Credit: Outstanding Balance by Category: % Value Growth 2022-2027

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Table 19 Forecast Consumer Credit: Gross Lending by Category: Value 2022-2027

Table 20 Forecast Consumer Credit: Gross Lending by Category: % Value Growth 2022-2027

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