

## **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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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Euromonitor International  
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