

Credit Cards in Hungary

Market Direction | 2022-12-01 | 28 pages | Euromonitor

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Report description:

The loan repayment moratorium for vulnerable borrowers has been extended to the end of 2022, with this policy available for credit card owners as well. It applies to credit amounts that were drawn down by 18 March 2020, but it not mandatory. Therefore, customers can opt to repay debts from credit cards, and many are choosing to do so thanks to growing financial awareness, the desire to avoid hefty fees, and the keenness of Hungarians to avoid indebtedness. With more users paying off the entire o...

Euromonitor International's Credit Card Transactions 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: Commercial Credit Card Transactions, Personal Credit Card Transactions.

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

Why buy this report?

- * Get a detailed picture of the Credit Card 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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Table of Contents:

Credit Cards in Hungary
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List Of Contents And Tables

CREDIT CARDS IN HUNGARY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Loan repayment moratorium extended but many consumers choose not to use this

Personal credit card offers return to the category with new offers backed by Mastercard

Commercial credit cards to remain a small niche category

PROSPECTS AND OPPORTUNITIES

Growth potential will be limited by rising interest rates on loans and consumer cautiousness towards spending and indebtedness

Limited innovation expected as credit cards faces high competition from technological solutions

New strategic alliance of three major retail banks set to influence credit cards

CATEGORY DATA

Table 1 Credit Cards: Number of Cards in Circulation 2017-2022

Table 2 Credit Cards Transactions 2017-2022

Table 3 Credit Cards in Circulation: % Growth 2017-2022

Table 4 Credit Cards Transactions: % Growth 2017-2022

Table 5 Commercial Credit Cards: Number of Cards in Circulation 2017-2022

Table 6 Commercial Credit Cards Transactions 2017-2022

Table 7 Commercial Credit Cards in Circulation: % Growth 2017-2022

Table 8 Commercial Credit Cards Transactions: % Growth 2017-2022

Table 9 Personal Credit Cards: Number of Cards in Circulation 2017-2022

Table 10 Personal Credit Cards Transactions 2017-2022

Table 11 Personal Credit Cards in Circulation: % Growth 2017-2022

Table 12 Personal Credit Cards Transactions: % Growth 2017-2022

Table 13 Credit Cards: Number of Cards by Issuer 2017-2021

Table 14 Credit Cards: Number of Cards by Operator 2017-2021

Table 15 Credit Cards Payment Transaction Value by Issuer 2017-2021

Table 16 Credit Cards Payment Transaction Value by Operator 2017-2021

Table 17 Commercial Credit Cards: Number of Cards by Issuer 2017-2021

Table 18 Commercial Credit Cards: Number of Cards by Operator 2017-2021

Table 19 Commercial Credit Cards Payment Transaction Value by Issuer 2017-2021

Table 20 Commercial Credit Cards Payment Transaction Value by Operator 2017-2021

Table 21 Personal Credit Cards: Number of Cards by Issuer 2017-2021

Table 22 Personal Credit Cards: Number of Cards by Operator 2017-2021

Table 23 Personal Credit Cards Payment Transaction Value by Issuer 2017-2021

Table 24 Personal Credit Cards Payment Transaction Value by Operator 2017-2021

Table 25 Forecast Credit Cards: Number of Cards in Circulation 2022-2027

Table 26 Forecast Credit Cards Transactions 2022-2027

Table 27 Forecast Credit Cards in Circulation: % Growth 2022-2027

Table 28 Forecast Credit Cards Transactions: % Growth 2022-2027

Table 29 Forecast Commercial Credit Cards: Number of Cards in Circulation 2022-2027

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Table 30 □Forecast Commercial Credit Cards Transactions 2022-2027
Table 31 □Forecast Commercial Credit Cards in Circulation: % Growth 2022-2027
Table 32 □Forecast Commercial Credit Cards Transactions: % Growth 2022-2027
Table 33 □Forecast Personal Credit Cards: Number of Cards in Circulation 2022-2027
Table 34 □Forecast Personal Credit Cards Transactions 2022-2027
Table 35 □Forecast Personal Credit Cards in Circulation: % Growth 2022-2027
Table 36 □Forecast Personal Credit Cards Transactions: % Growth 2022-2027

FINANCIAL CARDS AND PAYMENTS IN HUNGARY

EXECUTIVE SUMMARY

Financial cards and payments in 2022: The big picture

2022 key trends

Debit card spending to benefit from personal income tax refunds

Rising digitalisation leads to increased sophistication of the industry

Competitive landscape

What next for financial cards and payments?

MARKET INDICATORS

Table 37 Number of POS Terminals: Units 2017-2022

Table 38 Number of ATMs: Units 2017-2022

Table 39 Value Lost to Fraud 2017-2022

Table 40 Card Expenditure by Location 2022

Table 41 Financial Cards in Circulation by Type: % Number of Cards 2017-2022

Table 42 Domestic versus Foreign Spend 2022

MARKET DATA

Table 43 Financial Cards by Category: Number of Cards in Circulation 2017-2022

Table 44 Financial Cards by Category: Number of Accounts 2017-2022

Table 45 Financial Cards Transactions by Category: Value 2017-2022

Table 46 □Financial Cards by Category: Number of Transactions 2017-2022

Table 47 □Consumer Payments by Category: Value 2017-2022

Table 48 □Consumer Payments by Category: Number of Transactions 2017-2022

Table 49 □M-Commerce by Category: Value 2017-2022

Table 50 □M-Commerce by Category: % Value Growth 2017-2022

Table 51 □Financial Cards: Number of Cards by Issuer 2017-2021

Table 52 □Financial Cards: Number of Cards by Operator 2017-2021

Table 53 □Financial Cards: Card Payment Transactions Value by Operator 2017-2021

Table 54 □Financial Cards: Card Payment Transactions Value by Issuer 2017-2021

Table 55 □Forecast Financial Cards by Category: Number of Cards in Circulation 2022-2027

Table 56 □Forecast Financial Cards by Category: Number of Accounts 2022-2027

Table 57 □Forecast Financial Cards Transactions by Category: Value 2022-2027

Table 58 □Forecast Financial Cards by Category: Number of Transactions 2022-2027

Table 59 □Forecast Consumer Payments by Category: Value 2022-2027

Table 60 □Forecast Consumer Payments by Category: Number of Transactions 2022-2027

Table 61 □Forecast M-Commerce by Category: Value 2022-2027

Table 62 □Forecast M-Commerce by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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