

## **Debit Cards in Hungary**

Market Direction | 2022-12-01 | 22 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Debit cards (including those cross-sold to current accounts) are perceived by Hungarian consumers as the most essential product for controlling daily finances and will remain a key payment tool in 2022. The prevalence of these cards in Hungary is expected to grow further as those currently not using debit cards become more aware of the benefits and open debit cards accounts. Such groups include those in the older generation (who have historically favoured paying via cash) and the financially und...

Euromonitor International's Debit 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 Debit Card Transactions, Personal Debit 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 Debit 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.

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.

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Debit Cards in Hungary  
Euromonitor International  
December 2022

List Of Contents And Tables

### DEBIT CARDS IN HUNGARY

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Debit cards gain transactions shares as more consumers open accounts

As Google Pay enters Hungary, contactless payments become more common

Revolut, Wise and other fintech companies pose threat to established players

#### PROSPECTS AND OPPORTUNITIES

Dominance of debit cards is set to remain even with less reliance on the physical card as contactless technology advances

Commercial debit cards has strong growth potential with the Szechenyi Card set to remain a popular choice for smaller businesses

Three-bank merger is only expected major change in competitive landscape

#### CATEGORY DATA

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

Table 2 Debit Cards Transactions 2017-2022

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

Table 4 Debit Cards Transactions: % Growth 2017-2022

Table 5 Debit Cards: Number of Cards by Issuer 2017-2021

Table 6 Debit Cards: Number of Cards by Operator 2017-2021

Table 7 Debit Cards Payment Transaction Value by Issuer 2017-2021

Table 8 Debit Cards Payment Transaction Value by Operator 2017-2021

Table 9 Forecast Debit Cards: Number of Cards in Circulation 2022-2027

Table 10 □Forecast Debit Cards Transactions 2022-2027

Table 11 □Forecast Debit Cards in Circulation: % Growth 2022-2027

Table 12 □Forecast Debit 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 13 Number of POS Terminals: Units 2017-2022

Table 14 Number of ATMs: Units 2017-2022

Table 15 Value Lost to Fraud 2017-2022

Table 16 Card Expenditure by Location 2022

Table 17 Financial Cards in Circulation by Type: % Number of Cards 2017-2022

Table 18 Domestic versus Foreign Spend 2022

#### MARKET DATA

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scotts-international.com](http://www.scotts-international.com)

Table 19 Financial Cards by Category: Number of Cards in Circulation 2017-2022  
Table 20 Financial Cards by Category: Number of Accounts 2017-2022  
Table 21 Financial Cards Transactions by Category: Value 2017-2022  
Table 22 Financial Cards by Category: Number of Transactions 2017-2022  
Table 23 Consumer Payments by Category: Value 2017-2022  
Table 24 Consumer Payments by Category: Number of Transactions 2017-2022  
Table 25 M-Commerce by Category: Value 2017-2022  
Table 26 M-Commerce by Category: % Value Growth 2017-2022  
Table 27 Financial Cards: Number of Cards by Issuer 2017-2021  
Table 28 Financial Cards: Number of Cards by Operator 2017-2021  
Table 29 Financial Cards: Card Payment Transactions Value by Operator 2017-2021  
Table 30 Financial Cards: Card Payment Transactions Value by Issuer 2017-2021  
Table 31 Forecast Financial Cards by Category: Number of Cards in Circulation 2022-2027  
Table 32 Forecast Financial Cards by Category: Number of Accounts 2022-2027  
Table 33 Forecast Financial Cards Transactions by Category: Value 2022-2027  
Table 34 Forecast Financial Cards by Category: Number of Transactions 2022-2027  
Table 35 Forecast Consumer Payments by Category: Value 2022-2027  
Table 36 Forecast Consumer Payments by Category: Number of Transactions 2022-2027  
Table 37 Forecast M-Commerce by Category: Value 2022-2027  
Table 38 Forecast M-Commerce by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scotts-international.com](http://www.scotts-international.com)

## Debit Cards in Hungary

Market Direction | 2022-12-01 | 22 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-08"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com