

Debit Cards in Hungary

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

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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.

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As Google Pay enters Hungary, contactless payments become more common

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

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