

## **Pre-Paid Cards in Hungary**

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

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### **Report description:**

Szechenyi Pihenokartya (SZEPE Card) products will remain the most popular pre-paid cards amongst Hungarian consumers when it comes to fringe benefits. Such benefits include tourism, domestic recreational and eating out activities, and expenses of employees. In 2020, the government made temporary changes to the regulations surrounding such cards to encourage employers to allocate more funds to the self-service cafeterias that Szechenyi Pihenokartya give consumers access to. From 22 April 2020, the...

Euromonitor International's Pre-Paid 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: Closed Loop Pre-Paid Card Transactions, Open Loop Pre-Paid 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 Pre-Paid 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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Euromonitor International  
December 2022

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##### 2022 DEVELOPMENTS

SZEP Card remains popular as government measures are extended and lead to the phasing out of cafeteria cards

Closed loop pre-paid cards sees increased demand for virtual formats

Open loop pre-paid cards benefit from ease of virtual transactions, spending limits, and innovations from fintech companies

##### PROSPECTS AND OPPORTUNITIES

Competitive landscape to remain cluttered though Szechenyi Pihenokartya will remain the favourite for fringe benefits

Fintech innovation set to boost prevalence and usage of pre-paid cards

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