

Financial Cards and Payments in Hungary

Market Direction | 2022-12-01 | 56 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

The COVID-19 pandemic has had a substantial impact on Hungary's financial cards and payments industry and continues to affect it in 2022 with mixed, often contradictory results. Consumers continue to shift away from cash and towards card payments. Previously this was due to widespread fears that banknotes and coins could transmit the COVID-19 virus, presenting a risk to public health. However, the main driver of this in 2022 is convenience, especially given the rising prevalence of contactless p...

Euromonitor International's Financial Cards and Payments 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: Financial Cards in Circulation, M-Commerce, 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 Financial Cards and Payments 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

www.scotts-international.com

Table of Contents:

Financial Cards and Payments in Hungary

Euromonitor International

January 2023

List Of Contents And Tables

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 1 Number of POS Terminals: Units 2017-2022

Table 2 Number of ATMs: Units 2017-2022

Table 3 Value Lost to Fraud 2017-2022

Table 4 Card Expenditure by Location 2022

Table 5 Financial Cards in Circulation by Type: % Number of Cards 2017-2022

Table 6 Domestic versus Foreign Spend 2022

MARKET DATA

Table 7 Financial Cards by Category: Number of Cards in Circulation 2017-2022

Table 8 Financial Cards by Category: Number of Accounts 2017-2022

Table 9 Financial Cards Transactions by Category: Value 2017-2022

Table 10 □Financial Cards by Category: Number of Transactions 2017-2022

Table 11 □Commercial Payments by Category: Value 2017-2022

Table 12 □Commercial Payments by Category: Number of Transactions 2017-2022

Table 13 □Personal Payments by Category: Value 2017-2022

Table 14 □Personal Payments by Category: Number of Transactions 2017-2022

Table 15 □M-Commerce by Category: Value 2017-2022

Table 16 □M-Commerce by Category: % Value Growth 2017-2022

Table 17 □Financial Cards: Number of Cards by Issuer 2017-2021

Table 18 □Financial Cards: Number of Cards by Operator 2017-2021

Table 19 □Financial Cards: Card Payment Transactions Value by Operator 2017-2021

Table 20 □Financial Cards: Card Payment Transactions Value by Issuer 2017-2021

Table 21 □Forecast Financial Cards by Category: Number of Cards in Circulation 2022-2027

Table 22 □Forecast Financial Cards by Category: Number of Accounts 2022-2027

Table 23 □Forecast Financial Cards Transactions by Category: Value 2022-2027

Table 24 □Forecast Financial Cards by Category: Number of Transactions 2022-2027

Table 25 □Forecast Commercial Payments by Category: Value 2022-2027

Table 26 □Forecast Commercial Payments by Category: Number of Transactions 2022-2027

Table 27 □Forecast Personal Payments by Category: Value 2022-2027

Table 28 □Forecast Personal Payments by Category: Number of Transactions 2022-2027

Table 29 □Forecast M-Commerce by Category: Value 2022-2027

Table 30 □Forecast M-Commerce by Category: % Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

DISCLAIMER

SOURCES

Summary 1 Research Sources

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 31 Debit Cards: Number of Cards in Circulation 2017-2022

Table 32 Debit Cards Transactions 2017-2022

Table 33 Debit Cards in Circulation: % Growth 2017-2022

Table 34 Debit Cards Transactions: % Growth 2017-2022

Table 35 Debit Cards: Number of Cards by Issuer 2017-2021

Table 36 Debit Cards: Number of Cards by Operator 2017-2021

Table 37 Debit Cards Payment Transaction Value by Issuer 2017-2021

Table 38 Debit Cards Payment Transaction Value by Operator 2017-2021

Table 39 Forecast Debit Cards: Number of Cards in Circulation 2022-2027

Table 40 □Forecast Debit Cards Transactions 2022-2027

Table 41 □Forecast Debit Cards in Circulation: % Growth 2022-2027

Table 42 □Forecast Debit Cards Transactions: % Growth 2022-2027

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 43 Credit Cards: Number of Cards in Circulation 2017-2022

Table 44 Credit Cards Transactions 2017-2022

Table 45 Credit Cards in Circulation: % Growth 2017-2022

Table 46 Credit Cards Transactions: % Growth 2017-2022

Table 47 Commercial Credit Cards: Number of Cards in Circulation 2017-2022

Table 48 Commercial Credit Cards Transactions 2017-2022

Table 49 Commercial Credit Cards in Circulation: % Growth 2017-2022

Table 50 Commercial Credit Cards Transactions: % Growth 2017-2022

Table 51 Personal Credit Cards: Number of Cards in Circulation 2017-2022

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 52 □Personal Credit Cards Transactions 2017-2022
Table 53 □Personal Credit Cards in Circulation: % Growth 2017-2022
Table 54 □Personal Credit Cards Transactions: % Growth 2017-2022
Table 55 □Credit Cards: Number of Cards by Issuer 2017-2021
Table 56 □Credit Cards: Number of Cards by Operator 2017-2021
Table 57 □Credit Cards Payment Transaction Value by Issuer 2017-2021
Table 58 □Credit Cards Payment Transaction Value by Operator 2017-2021
Table 59 □Commercial Credit Cards: Number of Cards by Issuer 2017-2021
Table 60 □Commercial Credit Cards: Number of Cards by Operator 2017-2021
Table 61 □Commercial Credit Cards Payment Transaction Value by Issuer 2017-2021
Table 62 □Commercial Credit Cards Payment Transaction Value by Operator 2017-2021
Table 63 □Personal Credit Cards: Number of Cards by Issuer 2017-2021
Table 64 □Personal Credit Cards: Number of Cards by Operator 2017-2021
Table 65 □Personal Credit Cards Payment Transaction Value by Issuer 2017-2021
Table 66 □Personal Credit Cards Payment Transaction Value by Operator 2017-2021
Table 67 □Forecast Credit Cards: Number of Cards in Circulation 2022-2027
Table 68 □Forecast Credit Cards Transactions 2022-2027
Table 69 □Forecast Credit Cards in Circulation: % Growth 2022-2027
Table 70 □Forecast Credit Cards Transactions: % Growth 2022-2027
Table 71 □Forecast Commercial Credit Cards: Number of Cards in Circulation 2022-2027
Table 72 □Forecast Commercial Credit Cards Transactions 2022-2027
Table 73 □Forecast Commercial Credit Cards in Circulation: % Growth 2022-2027
Table 74 □Forecast Commercial Credit Cards Transactions: % Growth 2022-2027
Table 75 □Forecast Personal Credit Cards: Number of Cards in Circulation 2022-2027
Table 76 □Forecast Personal Credit Cards Transactions 2022-2027
Table 77 □Forecast Personal Credit Cards in Circulation: % Growth 2022-2027
Table 78 □Forecast Personal Credit Cards Transactions: % Growth 2022-2027

CHARGE CARDS IN HUNGARY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Commercial charge cards dominate as personal charge cards remain absent

Dominant player American Express focuses on multinational companies

Narrowing of competitive environment is a reaction to slow growth

PROSPECTS AND OPPORTUNITIES

Few changes likely with personal charge cards remaining out of circulation

Local companies unlikely to become interested in charge cards

No new entries expected in the future

CATEGORY DATA

Table 79 Charge Cards: Number of Cards in Circulation 2017-2022
Table 80 Charge Cards Transactions 2017-2022
Table 81 Charge Cards in Circulation: % Growth 2017-2022
Table 82 Charge Cards Transactions: % Growth 2017-2022
Table 83 Commercial Charge Cards: Number of Cards in Circulation 2017-2022
Table 84 Commercial Charge Cards Transactions 2017-2022
Table 85 Commercial Charge Cards in Circulation: % Growth 2017-2022
Table 86 Commercial Charge Cards Transactions: % Growth 2017-2022
Table 87 Charge Cards: Number of Cards by Issuer 2017-2021

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 88 □Charge Cards: Number of Cards by Operator 2017-2021
Table 89 □Charge Cards Payment Transaction Value by Issuer 2017-2021
Table 90 □Charge Cards Payment Transaction Value by Operator 2017-2021
Table 91 □Commercial Charge Cards: Number of Cards by Issuer 2017-2021
Table 92 □Commercial Charge Cards: Number of Cards by Operator 2017-2021
Table 93 □Commercial Charge Cards Payment Transaction Value by Issuer 2017-2021
Table 94 □Commercial Charge Cards Payment Transaction Value by Operator 2017-2021
Table 95 □Forecast Charge Cards: Number of Cards in Circulation 2022-2027
Table 96 □Forecast Charge Cards Transactions 2022-2027
Table 97 □Forecast Charge Cards in Circulation: % Growth 2022-2027
Table 98 □Forecast Charge Cards Transactions: % Growth 2022-2027
Table 99 □Forecast Commercial Charge Cards: Number of Cards in Circulation 2022-2027
Table 100 □Forecast Commercial Charge Cards Transactions 2022-2027
Table 101 □Forecast Commercial Charge Cards in Circulation: % Growth 2022-2027
Table 102 □Forecast Commercial Charge Cards Transactions: % Growth 2022-2027

PRE-PAID CARDS IN HUNGARY

KEY DATA FINDINGS

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

Talks about transferring government welfare payments to pre-paid cards to continue

CATEGORY DATA

Table 103 Pre-paid Cards: Number of Cards in Circulation 2017-2022
Table 104 Pre-paid Cards Transactions 2017-2022
Table 105 Pre-paid Cards in Circulation: % Growth 2017-2022
Table 106 Pre-paid Cards Transactions: % Growth 2017-2022
Table 107 Closed Loop Pre-paid Cards Transactions 2017-2022
Table 108 Closed Loop Pre-paid Cards Transactions: % Growth 2017-2022
Table 109 Open Loop Pre-paid Cards Transactions 2017-2022
Table 110 Open Loop Pre-paid Cards Transactions: % Growth 2017-2022
Table 111 Pre-paid Cards: Number of Cards by Issuer 2017-2021
Table 112 □Pre-paid Cards: Number of Cards by Operator 2017-2021
Table 113 □Pre-paid Cards Transaction Value by Issuer 2017-2021
Table 114 □Pre-paid Cards Transaction Value by Operator 2017-2021
Table 115 □Closed Loop Pre-paid Cards: Number of Cards by Issuer 2017-2021
Table 116 □Closed Loop Pre-paid Cards: Number of Cards by Operator 2017-2021
Table 117 □Closed Loop Pre-paid Cards Transaction Value by Issuer 2017-2021
Table 118 □Closed Loop Pre-paid Cards Transaction Value by Operator 2017-2021
Table 119 □Open Loop Pre-paid Cards: Number of Cards by Issuer 2017-2021
Table 120 □Open Loop Pre-paid Cards: Number of Cards by Operator 2017-2021
Table 121 □Open Loop Pre-paid Cards Transaction Value by Issuer 2017-2021
Table 122 □Open Loop Pre-paid Cards Transaction Value by Operator 2017-2021
Table 123 □Forecast Pre-paid Cards: Number of Cards in Circulation 2022-2027

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 124 □Forecast Pre-paid Cards Transactions 2022-2027

Table 125 □Forecast Pre-paid Cards in Circulation: % Growth 2022-2027

Table 126 □Forecast Pre-paid Cards Transactions: % Growth 2022-2027

Table 127 □Forecast Closed Loop Pre-paid Cards Transactions 2022-2027

Table 128 □Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2022-2027

Table 129 □Forecast Open Loop Pre-paid Cards Transactions 2022-2027

Table 130 □Forecast Open Loop Pre-paid Cards Transactions: % Growth 2022-2027

STORE CARDS IN HUNGARY

2022 DEVELOPMENTS

Store cards remain absent from Hungary's financial cards and payments industry

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Financial Cards and Payments in Hungary

Market Direction | 2022-12-01 | 56 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	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		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="2026-03-03"/>
		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