

## **Financial Cards and Payments in Hungary**

Market Direction | 2023-11-21 | 51 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 significantly influenced payment habits in Hungary, leading to an increased reliance on cards, online payments and smartphone applications. This trend continued as pandemic-related restrictions were gradually lifted throughout 2022. The prevalence of card usage and online payments has improved, attracting new customer segments who have also become frequent users.

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, Mobile Payments, 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](mailto:support@scotts-international.com)

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

## Table of Contents:

Financial Cards and Payments in Hungary  
Euromonitor International  
November 2023

List Of Contents And Tables

### FINANCIAL CARDS AND PAYMENTS IN HUNGARY

#### EXECUTIVE SUMMARY

Financial cards and payments in 2023: The big picture

2023 key trends

Regulating the market: the number and distribution of ATMs is regulated by the Hungarian National Bank

Competitive landscape

What next for financial cards and payments?

#### MARKET INDICATORS

Table 1 Number of POS Terminals: Units 2018-2023

Table 2 Number of ATMs: Units 2018-2023

Table 3 Value Lost to Fraud 2018-2023

Table 4 Card Expenditure by Location 2023

Table 5 Financial Cards in Circulation by Type: % Number of Cards 2018-2023

Table 6 Domestic versus Foreign Spend 2023

#### MARKET DATA

Table 7 Financial Cards by Category: Number of Cards in Circulation 2018-2023

Table 8 Financial Cards by Category: Number of Accounts 2018-2023

Table 9 Financial Cards Transactions by Category: Value 2018-2023

Table 10 Financial Cards by Category: Number of Transactions 2018-2023

Table 11 Consumer Payments by Category: Value 2018-2023

Table 12 Consumer Payments by Category: Number of Transactions 2018-2023

Table 13 M-Commerce by Category: Value 2018-2023

Table 14 M-Commerce by Category: % Value Growth 2018-2023

Table 15 Financial Cards: Number of Cards by Issuer 2018-2022

Table 16 Financial Cards: Number of Cards by Operator 2018-2022

Table 17 Financial Cards: Card Payment Transactions Value by Operator 2018-2022

Table 18 Financial Cards: Card Payment Transactions Value by Issuer 2018-2022

Table 19 Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028

Table 20 Forecast Financial Cards by Category: Number of Accounts 2023-2028

Table 21 Forecast Financial Cards Transactions by Category: Value 2023-2028

Table 22 Forecast Financial Cards by Category: Number of Transactions 2023-2028

Table 23 Forecast Consumer Payments by Category: Value 2023-2028

Table 24 Forecast Consumer Payments by Category: Number of Transactions 2023-2028

Table 25 Forecast M-Commerce by Category: Value 2023-2028

Table 26 Forecast M-Commerce by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

#### DEBIT CARDS IN HUNGARY

#### KEY DATA FINDINGS

**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)

## 2023 DEVELOPMENTS

MBH Bank - the new brand on the market

Number of cards registered in mobile wallets continues to rise

Extension of the Szechenyi Card Programme

## PROSPECTS AND OPPORTUNITIES

In-app and contactless payments set to take further share

Rising popularity of cross-border fintech services and the Szechenyi Card

Growing financial literacy

## CATEGORY DATA

Table 27 Debit Cards: Number of Cards in Circulation 2018-2023

Table 28 Debit Cards Transactions 2018-2023

Table 29 Debit Cards in Circulation: % Growth 2018-2023

Table 30 Debit Cards Transactions: % Growth 2018-2023

Table 31 Debit Cards: Number of Cards by Issuer 2018-2022

Table 32 Debit Cards: Number of Cards by Operator 2018-2022

Table 33 Debit Cards Payment Transaction Value by Issuer 2018-2022

Table 34 Debit Cards Payment Transaction Value by Operator 2018-2022

Table 35 Forecast Debit Cards: Number of Cards in Circulation 2023-2028

Table 36 □Forecast Debit Cards Transactions 2023-2028

Table 37 □Forecast Debit Cards in Circulation: % Growth 2023-2028

Table 38 □Forecast Debit Cards Transactions: % Growth 2023-2028

## CREDIT CARDS IN HUNGARY

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Loan repayment moratorium cancelled in 2023, whilst BNPL remains in a nascent stage

Costly finances: credit cards lose appeal, being expensive solutions in today's market

Commercial credit cards remain a niche

## PROSPECTS AND OPPORTUNITIES

Credit cards face strong competition

No new market entries expected in the near future

Personal credit cards: mature market without significant innovation to generate extra demand

## CATEGORY DATA

Table 39 Credit Cards: Number of Cards in Circulation 2018-2023

Table 40 Credit Cards Transactions 2018-2023

Table 41 Credit Cards in Circulation: % Growth 2018-2023

Table 42 Credit Cards Transactions: % Growth 2018-2023

Table 43 Commercial Credit Cards: Number of Cards in Circulation 2018-2023

Table 44 Commercial Credit Cards Transactions 2018-2023

Table 45 Commercial Credit Cards in Circulation: % Growth 2018-2023

Table 46 Commercial Credit Cards Transactions: % Growth 2018-2023

Table 47 Personal Credit Cards: Number of Cards in Circulation 2018-2023

Table 48 □Personal Credit Cards Transactions 2018-2023

Table 49 □Personal Credit Cards in Circulation: % Growth 2018-2023

Table 50 □Personal Credit Cards Transactions: % Growth 2018-2023

Table 51 □Credit Cards: Number of Cards by Issuer 2018-2022

Table 52 □Credit Cards: Number of Cards by Operator 2018-2022

Table 53 □Credit Cards Payment Transaction Value by Issuer 2018-2022

**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 54 □Credit Cards Payment Transaction Value by Operator 2018-2022  
 Table 55 □Commercial Credit Cards: Number of Cards by Issuer 2018-2022  
 Table 56 □Commercial Credit Cards: Number of Cards by Operator 2018-2022  
 Table 57 □Commercial Credit Cards Payment Transaction Value by Issuer 2018-2022  
 Table 58 □Commercial Credit Cards Payment Transaction Value by Operator 2018-2022  
 Table 59 □Personal Credit Cards: Number of Cards by Issuer 2018-2022  
 Table 60 □Personal Credit Cards: Number of Cards by Operator 2018-2022  
 Table 61 □Personal Credit Cards Payment Transaction Value by Issuer 2018-2022  
 Table 62 □Personal Credit Cards Payment Transaction Value by Operator 2018-2022  
 Table 63 □Forecast Credit Cards: Number of Cards in Circulation 2023-2028  
 Table 64 □Forecast Credit Cards Transactions 2023-2028  
 Table 65 □Forecast Credit Cards in Circulation: % Growth 2023-2028  
 Table 66 □Forecast Credit Cards Transactions: % Growth 2023-2028  
 Table 67 □Forecast Commercial Credit Cards: Number of Cards in Circulation 2023-2028  
 Table 68 □Forecast Commercial Credit Cards Transactions 2023-2028  
 Table 69 □Forecast Commercial Credit Cards in Circulation: % Growth 2023-2028  
 Table 70 □Forecast Commercial Credit Cards Transactions: % Growth 2023-2028  
 Table 71 □Forecast Personal Credit Cards: Number of Cards in Circulation 2023-2028  
 Table 72 □Forecast Personal Credit Cards Transactions 2023-2028  
 Table 73 □Forecast Personal Credit Cards in Circulation: % Growth 2023-2028  
 Table 74 □Forecast Personal Credit Cards Transactions: % Growth 2023-2028

## CHARGE CARDS IN HUNGARY

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Charge cards remains a very niche segment in 2023

American Express continues to dominate, focusing on multinational companies

Narrowing of competitive environment

### PROSPECTS AND OPPORTUNITIES

Further limited demand and no relaunch of personal charge cards expected

Smaller local companies unlikely to favour charge cards over other options

No new entries expected over the forecast period

### CATEGORY DATA

Table 75 Charge Cards: Number of Cards in Circulation 2018-2023  
 Table 76 Charge Cards Transactions 2018-2023  
 Table 77 Charge Cards in Circulation: % Growth 2018-2023  
 Table 78 Charge Cards Transactions: % Growth 2018-2023  
 Table 79 Commercial Charge Cards: Number of Cards in Circulation 2018-2023  
 Table 80 Commercial Charge Cards Transactions 2018-2023  
 Table 81 Commercial Charge Cards in Circulation: % Growth 2018-2023  
 Table 82 Commercial Charge Cards Transactions: % Growth 2018-2023  
 Table 83 Charge Cards: Number of Cards by Issuer 2018-2022  
 Table 84 □Charge Cards: Number of Cards by Operator 2018-2022  
 Table 85 □Charge Cards Payment Transaction Value by Issuer 2018-2022  
 Table 86 □Charge Cards Payment Transaction Value by Operator 2018-2022  
 Table 87 □Commercial Charge Cards: Number of Cards by Issuer 2018-2022  
 Table 88 □Commercial Charge Cards: Number of Cards by Operator 2018-2022  
 Table 89 □Commercial Charge Cards Payment Transaction Value by Issuer 2018-2022

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

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

www.scotts-international.com

Table 90 □Commercial Charge Cards Payment Transaction Value by Operator 2018-2022

Table 91 □Forecast Charge Cards: Number of Cards in Circulation 2023-2028

Table 92 □Forecast Charge Cards Transactions 2023-2028

Table 93 □Forecast Charge Cards in Circulation: % Growth 2023-2028

Table 94 □Forecast Charge Cards Transactions: % Growth 2023-2028

Table 95 □Forecast Commercial Charge Cards: Number of Cards in Circulation 2023-2028

Table 96 □Forecast Commercial Charge Cards Transactions 2023-2028

Table 97 □Forecast Commercial Charge Cards in Circulation: % Growth 2023-2028

Table 98 □Forecast Commercial Charge Cards Transactions: % Growth 2023-2028

PRE-PAID CARDS IN HUNGARY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Szechenyi Pihenokartya fringe benefit cards with greater flexibility

Reloadable gift cards overtake paper vouchers

No new types of pre-paid cards due to replacement with alternative digital solutions

PROSPECTS AND OPPORTUNITIES

Szechenyi Pihenokartya to remain the preferred financial card for distributing fringe benefits

Rising demand for measures to tackle scams and fraudulent activity

Further shift from physical plastic cards to digital alternatives

CATEGORY DATA

Table 99 Pre-paid Cards: Number of Cards in Circulation 2018-2023

Table 100 Pre-paid Cards Transactions 2018-2023

Table 101 Pre-paid Cards in Circulation: % Growth 2018-2023

Table 102 Pre-paid Cards Transactions: % Growth 2018-2023

Table 103 Closed Loop Pre-paid Cards Transactions 2018-2023

Table 104 Closed Loop Pre-paid Cards Transactions: % Growth 2018-2023

Table 105 Open Loop Pre-paid Cards Transactions 2018-2023

Table 106 Open Loop Pre-paid Cards Transactions: % Growth 2018-2023

Table 107 Pre-paid Cards: Number of Cards by Issuer 2018-2022

Table 108 □Pre-paid Cards: Number of Cards by Operator 2018-2022

Table 109 □Pre-paid Cards Transaction Value by Issuer 2018-2022

Table 110 □Pre-paid Cards Transaction Value by Operator 2018-2022

Table 111 □Closed Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022

Table 112 □Closed Loop Pre-paid Cards: Number of Cards by Operator 2018-2022

Table 113 □Closed Loop Pre-paid Cards Transaction Value by Issuer 2018-2022

Table 114 □Closed Loop Pre-paid Cards Transaction Value by Operator 2018-2022

Table 115 □Open Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022

Table 116 □Open Loop Pre-paid Cards: Number of Cards by Operator 2018-2022

Table 117 □Open Loop Pre-paid Cards Transaction Value by Issuer 2018-2022

Table 118 □Open Loop Pre-paid Cards Transaction Value by Operator 2018-2022

Table 119 □Forecast Pre-paid Cards: Number of Cards in Circulation 2023-2028

Table 120 □Forecast Pre-paid Cards Transactions 2023-2028

Table 121 □Forecast Pre-paid Cards in Circulation: % Growth 2023-2028

Table 122 □Forecast Pre-paid Cards Transactions: % Growth 2023-2028

Table 123 □Forecast Closed Loop Pre-paid Cards Transactions 2023-2028

Table 124 □Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2023-2028

Table 125 □Forecast Open Loop Pre-paid Cards Transactions 2023-2028

**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 126 □Forecast Open Loop Pre-paid Cards Transactions: % Growth 2023-2028

STORE CARDS IN HUNGARY

2023 DEVELOPMENTS

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

## Financial Cards and Payments in Hungary

Market Direction | 2023-11-21 | 51 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="2026-02-18"/>
		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