

Pre-Paid Cards in Hungary

Market Direction | 2023-11-21 | 25 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

In January 2023, the previously separate pockets - accommodation, hospitality and leisure - were consolidated; therefore, the charges associated with these sectors are now aggregated and considered together. Also, in order to expedite the use of remaining funds, two additional temporary measures have been introduced, which are effective from August to December 2023.

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.

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.

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

List Of Contents And Tables

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 1 Pre-paid Cards: Number of Cards in Circulation 2018-2023

Table 2 Pre-paid Cards Transactions 2018-2023

Table 3 Pre-paid Cards in Circulation: % Growth 2018-2023

Table 4 Pre-paid Cards Transactions: % Growth 2018-2023

Table 5 Closed Loop Pre-paid Cards Transactions 2018-2023

Table 6 Closed Loop Pre-paid Cards Transactions: % Growth 2018-2023

Table 7 Open Loop Pre-paid Cards Transactions 2018-2023

Table 8 Open Loop Pre-paid Cards Transactions: % Growth 2018-2023

Table 9 Pre-paid Cards: Number of Cards by Issuer 2018-2022

Table 10 □Pre-paid Cards: Number of Cards by Operator 2018-2022

Table 11 □Pre-paid Cards Transaction Value by Issuer 2018-2022

Table 12 □Pre-paid Cards Transaction Value by Operator 2018-2022

Table 13 □Closed Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022

Table 14 □Closed Loop Pre-paid Cards: Number of Cards by Operator 2018-2022

Table 15 □Closed Loop Pre-paid Cards Transaction Value by Issuer 2018-2022

Table 16 □Closed Loop Pre-paid Cards Transaction Value by Operator 2018-2022

Table 17 □Open Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022

Table 18 □Open Loop Pre-paid Cards: Number of Cards by Operator 2018-2022

Table 19 □Open Loop Pre-paid Cards Transaction Value by Issuer 2018-2022

Table 20 □Open Loop Pre-paid Cards Transaction Value by Operator 2018-2022

Table 21 □Forecast Pre-paid Cards: Number of Cards in Circulation 2023-2028

Table 22 □Forecast Pre-paid Cards Transactions 2023-2028

Table 23 □Forecast Pre-paid Cards in Circulation: % Growth 2023-2028

Table 24 □Forecast Pre-paid Cards Transactions: % Growth 2023-2028

Table 25 □Forecast Closed Loop Pre-paid Cards Transactions 2023-2028

Table 26 □Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2023-2028

Table 27 □Forecast Open Loop Pre-paid Cards Transactions 2023-2028

Table 28 □Forecast Open Loop Pre-paid Cards Transactions: % Growth 2023-2028

FINANCIAL CARDS AND PAYMENTS IN HUNGARY

EXECUTIVE SUMMARY

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 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 29 Number of POS Terminals: Units 2018-2023

Table 30 Number of ATMs: Units 2018-2023

Table 31 Value Lost to Fraud 2018-2023

Table 32 Card Expenditure by Location 2023

Table 33 Financial Cards in Circulation by Type: % Number of Cards 2018-2023

Table 34 Domestic versus Foreign Spend 2023

MARKET DATA

Table 35 Financial Cards by Category: Number of Cards in Circulation 2018-2023

Table 36 Financial Cards by Category: Number of Accounts 2018-2023

Table 37 Financial Cards Transactions by Category: Value 2018-2023

Table 38 Financial Cards by Category: Number of Transactions 2018-2023

Table 39 Consumer Payments by Category: Value 2018-2023

Table 40 Consumer Payments by Category: Number of Transactions 2018-2023

Table 41 M-Commerce by Category: Value 2018-2023

Table 42 M-Commerce by Category: % Value Growth 2018-2023

Table 43 Financial Cards: Number of Cards by Issuer 2018-2022

Table 44 Financial Cards: Number of Cards by Operator 2018-2022

Table 45 Financial Cards: Card Payment Transactions Value by Operator 2018-2022

Table 46 Financial Cards: Card Payment Transactions Value by Issuer 2018-2022

Table 47 Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028

Table 48 Forecast Financial Cards by Category: Number of Accounts 2023-2028

Table 49 Forecast Financial Cards Transactions by Category: Value 2023-2028

Table 50 Forecast Financial Cards by Category: Number of Transactions 2023-2028

Table 51 Forecast Consumer Payments by Category: Value 2023-2028

Table 52 Forecast Consumer Payments by Category: Number of Transactions 2023-2028

Table 53 Forecast M-Commerce by Category: Value 2023-2028

Table 54 Forecast M-Commerce by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Pre-Paid Cards in Hungary

Market Direction | 2023-11-21 | 25 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*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-03-06
		Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com