

Charge Cards in Hungary

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Report description:

Charge cards remained niche in Hungary in 2024. Currently, only commercial charge cards are offered for top corporate managers and there are no indications to re-launch personal charge cards, as the last products were pulled from the market during 2012 and remain absent. The sales generated by charge cards are also expected to decline, due to the popularity of commercial debit cards over charge cards. This situation is not expected to change over the forecast period.

Euromonitor International's Charge 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 Charge Card Transactions, Personal Charge 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 Charge 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Table of Contents:

Charge Cards in Hungary
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List Of Contents And Tables

CHARGE CARDS IN HUNGARY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Charge cards remain niche in 2024

American Express continues to dominate, focussing on multinational companies

Current situation created by the narrowing of the 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 1 Charge Cards: Number of Cards in Circulation 2019-2024

Table 2 Charge Cards Transactions 2019-2024

Table 3 Charge Cards in Circulation: % Growth 2019-2024

Table 4 Charge Cards Transactions: % Growth 2019-2024

Table 5 Commercial Charge Cards: Number of Cards in Circulation 2019-2024

Table 6 Commercial Charge Cards Transactions 2019-2024

Table 7 Commercial Charge Cards in Circulation: % Growth 2019-2024

Table 8 Commercial Charge Cards Transactions: % Growth 2019-2024

Table 9 Personal Charge Cards: Number of Cards in Circulation 2019-2024

Table 10 □Personal Charge Cards Transactions 2019-2024

Table 11 □Personal Charge Cards in Circulation: % Growth 2019-2024

Table 12 □Personal Charge Cards Transactions: % Growth 2019-2024

Table 13 □Charge Cards: Number of Cards by Issuer 2019-2023

Table 14 □Charge Cards: Number of Cards by Operator 2019-2023

Table 15 □Charge Cards Payment Transaction Value by Issuer 2019-2023

Table 16 □Charge Cards Payment Transaction Value by Operator 2019-2023

Table 17 □Commercial Charge Cards: Number of Cards by Issuer 2019-2023

Table 18 □Commercial Charge Cards: Number of Cards by Operator 2019-2023

Table 19 □Commercial Charge Cards Payment Transaction Value by Issuer 2019-2023

Table 20 □Commercial Charge Cards Payment Transaction Value by Operator 2019-2023

Table 21 □Personal Charge Cards: Number of Cards by Issuer 2019-2023

Table 22 □Personal Charge Cards: Number of Cards by Operator 2019-2023

Table 23 □Personal Charge Cards Transaction Value by Issuer 2019-2023

Table 24 □Personal Charge Cards Transaction Value by Operator 2019-2023

Table 25 □Forecast Charge Cards: Number of Cards in Circulation 2024-2029

Table 26 □Forecast Charge Cards Transactions 2024-2029

Table 27 □Forecast Charge Cards in Circulation: % Growth 2024-2029

Table 28 □Forecast Charge Cards Transactions: % Growth 2024-2029

Table 29 □Forecast Commercial Charge Cards: Number of Cards in Circulation 2024-2029

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Table 30 □Forecast Commercial Charge Cards Transactions 2024-2029

Table 31 □Forecast Commercial Charge Cards in Circulation: % Growth 2024-2029

Table 32 □Forecast Commercial Charge Cards Transactions: % Growth 2024-2029

Table 33 □Forecast Personal Charge Cards: Number of Cards in Circulation 2024-2029

Table 34 □Forecast Personal Charge Cards Transactions 2024-2029

Table 35 □Forecast Personal Charge Cards in Circulation: % Growth 2024-2029

Table 36 □Forecast Personal Charge Cards Transactions: % Growth 2024-2029

FINANCIAL CARDS AND PAYMENTS IN HUNGARY

EXECUTIVE SUMMARY

Financial cards and payments in 2024: The big picture

2024 key trends - neobanks and fintech solutions to disrupt traditional market; and the card or cash question

Competitive landscape

What next for financial cards and payments?

MARKET INDICATORS

Table 37 Number of POS Terminals: Units 2019-2024

Table 38 Number of ATMs: Units 2019-2024

Table 39 Value Lost to Fraud 2019-2024

Table 40 Card Expenditure by Location 2024

Table 41 Financial Cards in Circulation by Type: % Number of Cards 2019-2024

Table 42 Domestic versus Foreign Spend 2024

MARKET DATA

Table 43 Financial Cards by Category: Number of Cards in Circulation 2019-2024

Table 44 Financial Cards by Category: Number of Accounts 2019-2024

Table 45 Financial Cards Transactions by Category: Value 2019-2024

Table 46 □Financial Cards by Category: Number of Transactions 2019-2024

Table 47 □Consumer Payments by Category: Value 2019-2024

Table 48 □Consumer Payments by Category: Number of Transactions 2019-2024

Table 49 □M-Commerce by Category: Value 2019-2024

Table 50 □M-Commerce by Category: % Value Growth 2019-2024

Table 51 □Financial Cards: Number of Cards by Issuer 2019-2023

Table 52 □Financial Cards: Number of Cards by Operator 2019-2023

Table 53 □Financial Cards: Card Payment Transactions Value by Operator 2019-2023

Table 54 □Financial Cards: Card Payment Transactions Value by Issuer 2019-2023

Table 55 □Forecast Financial Cards by Category: Number of Cards in Circulation 2024-2029

Table 56 □Forecast Financial Cards by Category: Number of Accounts 2024-2029

Table 57 □Forecast Financial Cards Transactions by Category: Value 2024-2029

Table 58 □Forecast Financial Cards by Category: Number of Transactions 2024-2029

Table 59 □Forecast Consumer Payments by Category: Value 2024-2029

Table 60 □Forecast Consumer Payments by Category: Number of Transactions 2024-2029

Table 61 □Forecast M-Commerce by Category: Value 2024-2029

Table 62 □Forecast M-Commerce by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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