

Credit Cards in Hungary

Market Direction | 2025-01-21 | 26 pages | Euromonitor

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Report description:

Credit card debt remained the most expensive forms of debt offered by financial institutions in Hungary in 2024. Under current regulations, the APR on credit cards can reach up to 39% percentage points above the prevailing base rate of the central bank. However, actual credit card rates are significantly below this maximum. Additionally, the APR on credit cards has been steadily decreasing, currently standing approximately 5ppt lower than the previous year. This trend is expected to continue, as...

Euromonitor International's Credit 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 Credit Card Transactions, Personal Credit 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 Credit 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.

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Credit cards still remain a competitive alternative for managing daily finances

Cofidis Group acquires Magyar Cetelem Bank and credit cards are phased out

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