

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

Market Direction | 2025-01-21 | 51 pages | Euromonitor

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### **Report description:**

Financial cards and payments is seeing stable growth in the number of cards in circulation in Hungary in 2024. Indeed, the use of financial cards, both physical cards and their virtual counterparts, continues to grow, driven by a rich array of smartphone applications with built-in payments, and other smart solutions (e.g., QR code payments) that make card payments more convenient, fast and versatile. Added to which, there are also new usage occasions, such as the Budapest Pay and Go ticket purch...

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.

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Rising banking fees prompt consumers to reevaluate their banking partner

From plastic to pixels: debit cards' transition to mobile wallets continues

Commercial debit cards experience steady growth

#### PROSPECTS AND OPPORTUNITIES

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## Financial Cards and Payments in Hungary

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