

Financial Cards and Payments in Hungary

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

AVAILABLE LICENSES:

- Single User Licence €2150.00
- Multiple User License (1 Site) €4300.00
- Multiple User License (Global) €6450.00

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.

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

www.scotts-international.com

Table of Contents:

Financial Cards and Payments in Hungary

Euromonitor International

January 2025

List Of Contents And Tables

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 1 Number of POS Terminals: Units 2019-2024

Table 2 Number of ATMs: Units 2019-2024

Table 3 Value Lost to Fraud 2019-2024

Table 4 Card Expenditure by Location 2024

Table 5 Financial Cards in Circulation by Type: % Number of Cards 2019-2024

Table 6 Domestic versus Foreign Spend 2024

MARKET DATA

Table 7 Financial Cards by Category: Number of Cards in Circulation 2019-2024

Table 8 Financial Cards by Category: Number of Accounts 2019-2024

Table 9 Financial Cards Transactions by Category: Value 2019-2024

Table 10 □Financial Cards by Category: Number of Transactions 2019-2024

Table 11 □Consumer Payments by Category: Value 2019-2024

Table 12 □Consumer Payments by Category: Number of Transactions 2019-2024

Table 13 □M-Commerce by Category: Value 2019-2024

Table 14 □M-Commerce by Category: % Value Growth 2019-2024

Table 15 □Financial Cards: Number of Cards by Issuer 2019-2023

Table 16 □Financial Cards: Number of Cards by Operator 2019-2023

Table 17 □Financial Cards: Card Payment Transactions Value by Operator 2019-2023

Table 18 □Financial Cards: Card Payment Transactions Value by Issuer 2019-2023

Table 19 □Forecast Financial Cards by Category: Number of Cards in Circulation 2024-2029

Table 20 □Forecast Financial Cards by Category: Number of Accounts 2024-2029

Table 21 □Forecast Financial Cards Transactions by Category: Value 2024-2029

Table 22 □Forecast Financial Cards by Category: Number of Transactions 2024-2029

Table 23 □Forecast Consumer Payments by Category: Value 2024-2029

Table 24 □Forecast Consumer Payments by Category: Number of Transactions 2024-2029

Table 25 □Forecast M-Commerce by Category: Value 2024-2029

Table 26 □Forecast M-Commerce by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

DEBIT CARDS IN HUNGARY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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

Contactless payments become more common, decreasing the need for PIN codes or even physical cards

Cards increasingly used for payments over cash withdrawals

Card fraud prevention - safety concerns remain a top concern

CATEGORY DATA

Table 27 Debit Cards: Number of Cards in Circulation 2019-2024

Table 28 Debit Cards Transactions 2019-2024

Table 29 Debit Cards in Circulation: % Growth 2019-2024

Table 30 Debit Cards Transactions: % Growth 2019-2024

Table 31 Debit Cards: Number of Cards by Issuer 2019-2023

Table 32 Debit Cards: Number of Cards by Operator 2019-2023

Table 33 Debit Cards Payment Transaction Value by Issuer 2019-2023

Table 34 Debit Cards Payment Transaction Value by Operator 2019-2023

Table 35 Forecast Debit Cards: Number of Cards in Circulation 2024-2029

Table 36 □Forecast Debit Cards Transactions 2024-2029

Table 37 □Forecast Debit Cards in Circulation: % Growth 2024-2029

Table 38 □Forecast Debit Cards Transactions: % Growth 2024-2029

CREDIT CARDS IN HUNGARY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Lower base rate reduces cost of credit card borrowing

Credit cards still remain a competitive alternative for managing daily finances

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

PROSPECTS AND OPPORTUNITIES

Co-branded cards are being phased out

Commercial credit cards remain niche

Competitive threats to domestic credit cards come from international neobanks and BNPL

CATEGORY DATA

Table 39 Credit Cards: Number of Cards in Circulation 2019-2024

Table 40 Credit Cards Transactions 2019-2024

Table 41 Credit Cards in Circulation: % Growth 2019-2024

Table 42 Credit Cards Transactions: % Growth 2019-2024

Table 43 Commercial Credit Cards: Number of Cards in Circulation 2019-2024

Table 44 Commercial Credit Cards Transactions 2019-2024

Table 45 Commercial Credit Cards in Circulation: % Growth 2019-2024

Table 46 Commercial Credit Cards Transactions: % Growth 2019-2024

Table 47 Personal Credit Cards: Number of Cards in Circulation 2019-2024

Table 48 □Personal Credit Cards Transactions 2019-2024

Table 49 □Personal Credit Cards in Circulation: % Growth 2019-2024

Table 50 □Personal Credit Cards Transactions: % Growth 2019-2024

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

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

Table 53 □Credit Cards Payment Transaction Value by Issuer 2019-2023

Table 54 □Credit Cards Payment Transaction Value by Operator 2019-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 55 □Commercial Credit Cards: Number of Cards by Issuer 2019-2023
 Table 56 □Commercial Credit Cards: Number of Cards by Operator 2019-2023
 Table 57 □Commercial Credit Cards Payment Transaction Value by Issuer 2019-2023
 Table 58 □Commercial Credit Cards Payment Transaction Value by Operator 2019-2023
 Table 59 □Personal Credit Cards: Number of Cards by Issuer 2019-2023
 Table 60 □Personal Credit Cards: Number of Cards by Operator 2019-2023
 Table 61 □Personal Credit Cards Payment Transaction Value by Issuer 2019-2023
 Table 62 □Personal Credit Cards Payment Transaction Value by Operator 2019-2023
 Table 63 □Forecast Credit Cards: Number of Cards in Circulation 2024-2029
 Table 64 □Forecast Credit Cards Transactions 2024-2029
 Table 65 □Forecast Credit Cards in Circulation: % Growth 2024-2029
 Table 66 □Forecast Credit Cards Transactions: % Growth 2024-2029
 Table 67 □Forecast Commercial Credit Cards: Number of Cards in Circulation 2024-2029
 Table 68 □Forecast Commercial Credit Cards Transactions 2024-2029
 Table 69 □Forecast Commercial Credit Cards in Circulation: % Growth 2024-2029
 Table 70 □Forecast Commercial Credit Cards Transactions: % Growth 2024-2029
 Table 71 □Forecast Personal Credit Cards: Number of Cards in Circulation 2024-2029
 Table 72 □Forecast Personal Credit Cards Transactions 2024-2029
 Table 73 □Forecast Personal Credit Cards in Circulation: % Growth 2024-2029
 Table 74 □Forecast Personal Credit Cards Transactions: % Growth 2024-2029

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 75 Charge Cards: Number of Cards in Circulation 2019-2024
 Table 76 Charge Cards Transactions 2019-2024
 Table 77 Charge Cards in Circulation: % Growth 2019-2024
 Table 78 Charge Cards Transactions: % Growth 2019-2024
 Table 79 Commercial Charge Cards: Number of Cards in Circulation 2019-2024
 Table 80 Commercial Charge Cards Transactions 2019-2024
 Table 81 Commercial Charge Cards in Circulation: % Growth 2019-2024
 Table 82 Commercial Charge Cards Transactions: % Growth 2019-2024
 Table 83 Personal Charge Cards: Number of Cards in Circulation 2019-2024
 Table 84 □Personal Charge Cards Transactions 2019-2024
 Table 85 □Personal Charge Cards in Circulation: % Growth 2019-2024
 Table 86 □Personal Charge Cards Transactions: % Growth 2019-2024
 Table 87 □Charge Cards: Number of Cards by Issuer 2019-2023
 Table 88 □Charge Cards: Number of Cards by Operator 2019-2023
 Table 89 □Charge Cards Payment Transaction Value by Issuer 2019-2023
 Table 90 □Charge Cards Payment Transaction Value by Operator 2019-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 91 □Commercial Charge Cards: Number of Cards by Issuer 2019-2023
 Table 92 □Commercial Charge Cards: Number of Cards by Operator 2019-2023
 Table 93 □Commercial Charge Cards Payment Transaction Value by Issuer 2019-2023
 Table 94 □Commercial Charge Cards Payment Transaction Value by Operator 2019-2023
 Table 95 □Personal Charge Cards: Number of Cards by Issuer 2019-2023
 Table 96 □Personal Charge Cards: Number of Cards by Operator 2019-2023
 Table 97 □Personal Charge Cards Transaction Value by Issuer 2019-2023
 Table 98 □Personal Charge Cards Transaction Value by Operator 2019-2023
 Table 99 □Forecast Charge Cards: Number of Cards in Circulation 2024-2029
 Table 100 □Forecast Charge Cards Transactions 2024-2029
 Table 101 □Forecast Charge Cards in Circulation: % Growth 2024-2029
 Table 102 □Forecast Charge Cards Transactions: % Growth 2024-2029
 Table 103 □Forecast Commercial Charge Cards: Number of Cards in Circulation 2024-2029
 Table 104 □Forecast Commercial Charge Cards Transactions 2024-2029
 Table 105 □Forecast Commercial Charge Cards in Circulation: % Growth 2024-2029
 Table 106 □Forecast Commercial Charge Cards Transactions: % Growth 2024-2029
 Table 107 □Forecast Personal Charge Cards: Number of Cards in Circulation 2024-2029
 Table 108 □Forecast Personal Charge Cards Transactions 2024-2029
 Table 109 □Forecast Personal Charge Cards in Circulation: % Growth 2024-2029
 Table 110 □Forecast Personal Charge Cards Transactions: % Growth 2024-2029

PRE-PAID CARDS IN HUNGARY

KEY DATA FINDINGS

2024 DEVELOPMENTS

OTP Mobil Kft acquires HelloPay

SZEP fringe benefit card incorporated into smartphone application

Revolut continues to develop and grow in Hungary

PROSPECTS AND OPPORTUNITIES

Contactless transactions and virtualisation revolutionise pre-paid cards

Neobanks provide alternative financial services to drive market transformation

SZEP card remains crucial in fringe benefit distribution

CATEGORY DATA

Table 111 Pre-paid Cards: Number of Cards in Circulation 2019-2024
 Table 112 Pre-paid Cards Transactions 2019-2024
 Table 113 Pre-paid Cards in Circulation: % Growth 2019-2024
 Table 114 Pre-paid Cards Transactions: % Growth 2019-2024
 Table 115 Closed Loop Pre-paid Cards Transactions 2019-2024
 Table 116 Closed Loop Pre-paid Cards Transactions: % Growth 2019-2024
 Table 117 Open Loop Pre-paid Cards Transactions 2019-2024
 Table 118 Open Loop Pre-paid Cards Transactions: % Growth 2019-2024
 Table 119 Pre-paid Cards: Number of Cards by Issuer 2019-2023
 Table 120 □Pre-paid Cards: Number of Cards by Operator 2019-2023
 Table 121 □Pre-paid Cards Transaction Value by Issuer 2019-2023
 Table 122 □Pre-paid Cards Transaction Value by Operator 2019-2023
 Table 123 □Closed Loop Pre-paid Cards: Number of Cards by Issuer 2019-2023
 Table 124 □Closed Loop Pre-paid Cards: Number of Cards by Operator 2019-2023
 Table 125 □Closed Loop Pre-paid Cards Transaction Value by Issuer 2019-2023
 Table 126 □Closed Loop Pre-paid Cards Transaction Value by Operator 2019-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 127 □Open Loop Pre-paid Cards: Number of Cards by Issuer 2019-2023

Table 128 □Open Loop Pre-paid Cards: Number of Cards by Operator 2019-2023

Table 129 □Open Loop Pre-paid Cards Transaction Value by Issuer 2019-2023

Table 130 □Open Loop Pre-paid Cards Transaction Value by Operator 2019-2023

Table 131 □Forecast Pre-paid Cards: Number of Cards in Circulation 2024-2029

Table 132 □Forecast Pre-paid Cards Transactions 2024-2029

Table 133 □Forecast Pre-paid Cards in Circulation: % Growth 2024-2029

Table 134 □Forecast Pre-paid Cards Transactions: % Growth 2024-2029

Table 135 □Forecast Closed Loop Pre-paid Cards Transactions 2024-2029

Table 136 □Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2024-2029

Table 137 □Forecast Open Loop Pre-paid Cards Transactions 2024-2029

Table 138 □Forecast Open Loop Pre-paid Cards Transactions: % Growth 2024-2029

STORE CARDS IN HUNGARY

2024 DEVELOPMENTS

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

Financial Cards and Payments in Hungary

Market Direction | 2025-01-21 | 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	€2150.00
	Multiple User License (1 Site)	€4300.00
	Multiple User License (Global)	€6450.00
		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="2025-05-11"/>
		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