

Pre-Paid Cards in Hungary

Market Direction | 2025-01-21 | 25 pages | Euromonitor

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Report description:

Pre-paid cards saw positive growth in Hungary in 2024, with major news in the category being the acquisition of HelloPay, a payment ecosystem, by OTP Mobil Kft, a subsidiary of OTP Bank that operates the Simple smartphone application and SimplePay payment solution. HelloPay has established itself as one of Hungary's leading providers of integrated and innovative digital payment solutions in the hospitality and events sector. With a reported 5 million users so far and 1000+ partners, HelloPay's o...

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.

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FINANCIAL CARDS AND PAYMENTS IN HUNGARY

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