



# Store Cards in Hungary

December 2022

Table of Contents

## Charge Cards in Hungary - Category analysis

### Charge Cards in Hungary - Company Profile

#### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Commercial charge cards dominate as personal charge cards remain absent  
Dominant player American Express focuses on multinational companies  
Narrowing of competitive environment is a reaction to slow growth

##### PROSPECTS AND OPPORTUNITIES

Few changes likely with personal charge cards remaining out of circulation  
Local companies unlikely to become interested in charge cards  
No new entries expected in the future

##### CATEGORY DATA

- Table 1 - Charge Cards: Number of Cards in Circulation 2017-2022
- Table 2 - Charge Cards Transactions 2017-2022
- Table 3 - Charge Cards in Circulation: % Growth 2017-2022
- Table 4 - Charge Cards Transactions: % Growth 2017-2022
- Table 5 - Commercial Charge Cards: Number of Cards in Circulation 2017-2022
- Table 6 - Commercial Charge Cards Transactions 2017-2022
- Table 7 - Commercial Charge Cards in Circulation: % Growth 2017-2022
- Table 8 - Commercial Charge Cards Transactions: % Growth 2017-2022
- Table 9 - Charge Cards: Number of Cards by Issuer 2017-2021
- Table 10 - Charge Cards: Number of Cards by Operator 2017-2021
- Table 11 - Charge Cards Payment Transaction Value by Issuer 2017-2021
- Table 12 - Charge Cards Payment Transaction Value by Operator 2017-2021
- Table 13 - Commercial Charge Cards: Number of Cards by Issuer 2017-2021
- Table 14 - Commercial Charge Cards: Number of Cards by Operator 2017-2021
- Table 15 - Commercial Charge Cards Payment Transaction Value by Issuer 2017-2021
- Table 16 - Commercial Charge Cards Payment Transaction Value by Operator 2017-2021
- Table 17 - Forecast Charge Cards: Number of Cards in Circulation 2022-2027
- Table 18 - Forecast Charge Cards Transactions 2022-2027
- Table 19 - Forecast Charge Cards in Circulation: % Growth 2022-2027
- Table 20 - Forecast Charge Cards Transactions: % Growth 2022-2027
- Table 21 - Forecast Commercial Charge Cards: Number of Cards in Circulation 2022-2027
- Table 22 - Forecast Commercial Charge Cards Transactions 2022-2027
- Table 23 - Forecast Commercial Charge Cards in Circulation: % Growth 2022-2027
- Table 24 - Forecast Commercial Charge Cards Transactions: % Growth 2022-2027

## Credit Cards in Hungary - Category analysis

### Credit Cards in Hungary - Company Profile

#### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Loan repayment moratorium extended but many consumers choose not to use this  
Personal credit card offers return to the category with new offers backed by Mastercard  
Commercial credit cards to remain a small niche category

##### PROSPECTS AND OPPORTUNITIES

Growth potential will be limited by rising interest rates on loans and consumer cautiousness towards spending and indebtedness  
Limited innovation expected as credit cards faces high competition from technological solutions  
New strategic alliance of three major retail banks set to influence credit cards

## CATEGORY DATA

Table 25 - Credit Cards: Number of Cards in Circulation 2017-2022  
Table 26 - Credit Cards Transactions 2017-2022  
Table 27 - Credit Cards in Circulation: % Growth 2017-2022  
Table 28 - Credit Cards Transactions: % Growth 2017-2022  
Table 29 - Commercial Credit Cards: Number of Cards in Circulation 2017-2022  
Table 30 - Commercial Credit Cards Transactions 2017-2022  
Table 31 - Commercial Credit Cards in Circulation: % Growth 2017-2022  
Table 32 - Commercial Credit Cards Transactions: % Growth 2017-2022  
Table 33 - Personal Credit Cards: Number of Cards in Circulation 2017-2022  
Table 34 - Personal Credit Cards Transactions 2017-2022  
Table 35 - Personal Credit Cards in Circulation: % Growth 2017-2022  
Table 36 - Personal Credit Cards Transactions: % Growth 2017-2022  
Table 37 - Credit Cards: Number of Cards by Issuer 2017-2021  
Table 38 - Credit Cards: Number of Cards by Operator 2017-2021  
Table 39 - Credit Cards Payment Transaction Value by Issuer 2017-2021  
Table 40 - Credit Cards Payment Transaction Value by Operator 2017-2021  
Table 41 - Commercial Credit Cards: Number of Cards by Issuer 2017-2021  
Table 42 - Commercial Credit Cards: Number of Cards by Operator 2017-2021  
Table 43 - Commercial Credit Cards Payment Transaction Value by Issuer 2017-2021  
Table 44 - Commercial Credit Cards Payment Transaction Value by Operator 2017-2021  
Table 45 - Personal Credit Cards: Number of Cards by Issuer 2017-2021  
Table 46 - Personal Credit Cards: Number of Cards by Operator 2017-2021  
Table 47 - Personal Credit Cards Payment Transaction Value by Issuer 2017-2021  
Table 48 - Personal Credit Cards Payment Transaction Value by Operator 2017-2021  
Table 49 - Forecast Credit Cards: Number of Cards in Circulation 2022-2027  
Table 50 - Forecast Credit Cards Transactions 2022-2027  
Table 51 - Forecast Credit Cards in Circulation: % Growth 2022-2027  
Table 52 - Forecast Credit Cards Transactions: % Growth 2022-2027  
Table 53 - Forecast Commercial Credit Cards: Number of Cards in Circulation 2022-2027  
Table 54 - Forecast Commercial Credit Cards Transactions 2022-2027  
Table 55 - Forecast Commercial Credit Cards in Circulation: % Growth 2022-2027  
Table 56 - Forecast Commercial Credit Cards Transactions: % Growth 2022-2027  
Table 57 - Forecast Personal Credit Cards: Number of Cards in Circulation 2022-2027  
Table 58 - Forecast Personal Credit Cards Transactions 2022-2027  
Table 59 - Forecast Personal Credit Cards in Circulation: % Growth 2022-2027  
Table 60 - Forecast Personal Credit Cards Transactions: % Growth 2022-2027

[Debit Cards in Hungary - Category analysis](#)

[Debit Cards in Hungary - Company Profile](#)

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Debit cards gain transactions shares as more consumers open accounts  
As Google Pay enters Hungary, contactless payments become more common  
Revolut, Wise and other fintech companies pose threat to established players

## PROSPECTS AND OPPORTUNITIES

Dominance of debit cards is set to remain even with less reliance on the physical card as contactless technology advances  
Commercial debit cards has strong growth potential with the Széchenyi Card set to remain a popular choice for smaller businesses  
Three-bank merger is only expected major change in competitive landscape

#### CATEGORY DATA

Table 61 - Debit Cards: Number of Cards in Circulation 2017-2022  
Table 62 - Debit Cards Transactions 2017-2022  
Table 63 - Debit Cards in Circulation: % Growth 2017-2022  
Table 64 - Debit Cards Transactions: % Growth 2017-2022  
Table 65 - Debit Cards: Number of Cards by Issuer 2017-2021  
Table 66 - Debit Cards: Number of Cards by Operator 2017-2021  
Table 67 - Debit Cards Payment Transaction Value by Issuer 2017-2021  
Table 68 - Debit Cards Payment Transaction Value by Operator 2017-2021  
Table 69 - Forecast Debit Cards: Number of Cards in Circulation 2022-2027  
Table 70 - Forecast Debit Cards Transactions 2022-2027  
Table 71 - Forecast Debit Cards in Circulation: % Growth 2022-2027  
Table 72 - Forecast Debit Cards Transactions: % Growth 2022-2027

[Pre-Paid Cards in Hungary - Category analysis](#)

[Pre-Paid Cards in Hungary - Company Profile](#)

#### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

SZÉP Card remains popular as government measures are extended and lead to the phasing out of cafeteria cards  
Closed loop pre-paid cards sees increased demand for virtual formats  
Open loop pre-paid cards benefit from ease of virtual transactions, spending limits, and innovations from fintech companies

##### PROSPECTS AND OPPORTUNITIES

Competitive landscape to remain cluttered though Széchenyi Pihenokártya will remain the favourite for fringe benefits  
Fintech innovation set to boost prevalence and usage of pre-paid cards  
Talks about transferring government welfare payments to pre-paid cards to continue

#### CATEGORY DATA

Table 73 - Pre-paid Cards: Number of Cards in Circulation 2017-2022  
Table 74 - Pre-paid Cards Transactions 2017-2022  
Table 75 - Pre-paid Cards in Circulation: % Growth 2017-2022  
Table 76 - Pre-paid Cards Transactions: % Growth 2017-2022  
Table 77 - Closed Loop Pre-paid Cards Transactions 2017-2022  
Table 78 - Closed Loop Pre-paid Cards Transactions: % Growth 2017-2022  
Table 79 - Open Loop Pre-paid Cards Transactions 2017-2022  
Table 80 - Open Loop Pre-paid Cards Transactions: % Growth 2017-2022  
Table 81 - Pre-paid Cards: Number of Cards by Issuer 2017-2021  
Table 82 - Pre-paid Cards: Number of Cards by Operator 2017-2021  
Table 83 - Pre-paid Cards Transaction Value by Issuer 2017-2021  
Table 84 - Pre-paid Cards Transaction Value by Operator 2017-2021  
Table 85 - Closed Loop Pre-paid Cards: Number of Cards by Issuer 2017-2021  
Table 86 - Closed Loop Pre-paid Cards: Number of Cards by Operator 2017-2021  
Table 87 - Closed Loop Pre-paid Cards Transaction Value by Issuer 2017-2021  
Table 88 - Closed Loop Pre-paid Cards Transaction Value by Operator 2017-2021  
Table 89 - Open Loop Pre-paid Cards: Number of Cards by Issuer 2017-2021  
Table 90 - Open Loop Pre-paid Cards: Number of Cards by Operator 2017-2021  
Table 91 - Open Loop Pre-paid Cards Transaction Value by Issuer 2017-2021

Table 92 - Open Loop Pre-paid Cards Transaction Value by Operator 2017-2021

Table 93 - Forecast Pre-paid Cards: Number of Cards in Circulation 2022-2027

Table 94 - Forecast Pre-paid Cards Transactions 2022-2027

Table 95 - Forecast Pre-paid Cards in Circulation: % Growth 2022-2027

Table 96 - Forecast Pre-paid Cards Transactions: % Growth 2022-2027

Table 97 - Forecast Closed Loop Pre-paid Cards Transactions 2022-2027

Table 98 - Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2022-2027

Table 99 - Forecast Open Loop Pre-paid Cards Transactions 2022-2027

Table 100 - Forecast Open Loop Pre-paid Cards Transactions: % Growth 2022-2027

[Store Cards in Hungary - Category analysis](#)

[Store Cards in Hungary - Company Profile](#)

## 2022 DEVELOPMENTS

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

[Financial Cards and Payments in Hungary - Industry Overview](#)

## EXECUTIVE SUMMARY

Financial cards and payments in 2022: The big picture

2022 key trends

Debit card spending to benefit from personal income tax refunds

Rising digitalisation leads to increased sophistication of the industry

Competitive landscape

What next for financial cards and payments?

## MARKET INDICATORS

Table 101 - Number of POS Terminals: Units 2017-2022

Table 102 - Number of ATMs: Units 2017-2022

Table 103 - Value Lost to Fraud 2017-2022

Table 104 - Card Expenditure by Location 2022

Table 105 - Financial Cards in Circulation by Type: % Number of Cards 2017-2022

Table 106 - Domestic versus Foreign Spend 2022

## MARKET DATA

Table 107 - Financial Cards by Category: Number of Cards in Circulation 2017-2022

Table 108 - Financial Cards by Category: Number of Accounts 2017-2022

Table 109 - Financial Cards Transactions by Category: Value 2017-2022

Table 110 - Financial Cards by Category: Number of Transactions 2017-2022

Table 111 - Commercial Payments by Category: Value 2017-2022

Table 112 - Commercial Payments by Category: Number of Transactions 2017-2022

Table 113 - Personal Payments by Category: Value 2017-2022

Table 114 - Personal Payments by Category: Number of Transactions 2017-2022

Table 115 - M-Commerce by Category: Value 2017-2022

Table 116 - M-Commerce by Category: % Value Growth 2017-2022

Table 117 - Financial Cards: Number of Cards by Issuer 2017-2021

Table 118 - Financial Cards: Number of Cards by Operator 2017-2021

Table 119 - Financial Cards: Card Payment Transactions Value by Operator 2017-2021

Table 120 - Financial Cards: Card Payment Transactions Value by Issuer 2017-2021

Table 121 - Forecast Financial Cards by Category: Number of Cards in Circulation 2022-2027

Table 122 - Forecast Financial Cards by Category: Number of Accounts 2022-2027

Table 123 - Forecast Financial Cards Transactions by Category: Value 2022-2027

Table 124 - Forecast Financial Cards by Category: Number of Transactions 2022-2027

Table 125 - Forecast Commercial Payments by Category: Value 2022-2027

Table 126 - Forecast Commercial Payments by Category: Number of Transactions 2022-2027

Table 127 - Forecast Personal Payments by Category: Value 2022-2027

Table 128 - Forecast Personal Payments by Category: Number of Transactions 2022-2027

Table 129 - Forecast M-Commerce by Category: Value 2022-2027

Table 130 - Forecast M-Commerce by Category: % Value Growth 2022-2027

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/store-cards-in-hungary/report](http://www.euromonitor.com/store-cards-in-hungary/report).