

Debit Cards in Hungary

January 2025

Table of Contents

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 1 - Charge Cards: Number of Cards in Circulation 2019-2024

Table 2 - Charge Cards Transactions 2019-2024

Table 3 - Charge Cards in Circulation: % Growth 2019-2024

Table 4 - Charge Cards Transactions: % Growth 2019-2024

Table 5 - Commercial Charge Cards: Number of Cards in Circulation 2019-2024

Table 6 - Commercial Charge Cards Transactions 2019-2024

Table 7 - Commercial Charge Cards in Circulation: % Growth 2019-2024

Table 8 - Commercial Charge Cards Transactions: % Growth 2019-2024

Table 9 - Personal Charge Cards: Number of Cards in Circulation 2019-2024

Table 10 - Personal Charge Cards Transactions 2019-2024

Table 11 - Personal Charge Cards in Circulation: % Growth 2019-2024

Table 12 - Personal Charge Cards Transactions: % Growth 2019-2024

Table 13 - Charge Cards: Number of Cards by Issuer 2019-2023

Table 14 - Charge Cards: Number of Cards by Operator 2019-2023

Table 15 - Charge Cards Payment Transaction Value by Issuer 2019-2023

Table 16 - Charge Cards Payment Transaction Value by Operator 2019-2023

Table 17 - Commercial Charge Cards: Number of Cards by Issuer 2019-2023

Table 18 - Commercial Charge Cards: Number of Cards by Operator 2019-2023

Table 19 - Commercial Charge Cards Payment Transaction Value by Issuer 2019-2023

Table 20 - Commercial Charge Cards Payment Transaction Value by Operator 2019-2023

Table 21 - Personal Charge Cards: Number of Cards by Issuer 2019-2023

Table 22 - Personal Charge Cards: Number of Cards by Operator 2019-2023

Table 23 - Personal Charge Cards Transaction Value by Issuer 2019-2023

Table 24 - Personal Charge Cards Transaction Value by Operator 2019-2023

Table 25 - Forecast Charge Cards: Number of Cards in Circulation 2024-2029

Table 26 - Forecast Charge Cards Transactions 2024-2029

Table 27 - Forecast Charge Cards in Circulation: % Growth 2024-2029

Table 28 - Forecast Charge Cards Transactions: % Growth 2024-2029

Table 29 - Forecast Commercial Charge Cards: Number of Cards in Circulation 2024-2029

Table 30 - Forecast Commercial Charge Cards Transactions 2024-2029

Table 31 - Forecast Commercial Charge Cards in Circulation: % Growth 2024-2029

Table 32 - Forecast Commercial Charge Cards Transactions: % Growth 2024-2029

Table 33 - Forecast Personal Charge Cards: Number of Cards in Circulation 2024-2029

Table 34 - Forecast Personal Charge Cards Transactions 2024-2029

Table 35 - Forecast Personal Charge Cards in Circulation: % Growth 2024-2029

Table 36 - Forecast Personal Charge Cards Transactions: % Growth 2024-2029

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 37 - Credit Cards: Number of Cards in Circulation 2019-2024
- Table 38 - Credit Cards Transactions 2019-2024
- Table 39 - Credit Cards in Circulation: % Growth 2019-2024
- Table 40 - Credit Cards Transactions: % Growth 2019-2024
- Table 41 - Commercial Credit Cards: Number of Cards in Circulation 2019-2024
- Table 42 - Commercial Credit Cards Transactions 2019-2024
- Table 43 - Commercial Credit Cards in Circulation: % Growth 2019-2024
- Table 44 - Commercial Credit Cards Transactions: % Growth 2019-2024
- Table 45 - Personal Credit Cards: Number of Cards in Circulation 2019-2024
- Table 46 - Personal Credit Cards Transactions 2019-2024
- Table 47 - Personal Credit Cards in Circulation: % Growth 2019-2024
- Table 48 - Personal Credit Cards Transactions: % Growth 2019-2024
- Table 49 - Credit Cards: Number of Cards by Issuer 2019-2023
- Table 50 - Credit Cards: Number of Cards by Operator 2019-2023
- Table 51 - Credit Cards Payment Transaction Value by Issuer 2019-2023
- Table 52 - Credit Cards Payment Transaction Value by Operator 2019-2023
- Table 53 - Commercial Credit Cards: Number of Cards by Issuer 2019-2023
- Table 54 - Commercial Credit Cards: Number of Cards by Operator 2019-2023
- Table 55 - Commercial Credit Cards Payment Transaction Value by Issuer 2019-2023
- Table 56 - Commercial Credit Cards Payment Transaction Value by Operator 2019-2023
- Table 57 - Personal Credit Cards: Number of Cards by Issuer 2019-2023
- Table 58 - Personal Credit Cards: Number of Cards by Operator 2019-2023
- Table 59 - Personal Credit Cards Payment Transaction Value by Issuer 2019-2023
- Table 60 - Personal Credit Cards Payment Transaction Value by Operator 2019-2023
- Table 61 - Forecast Credit Cards: Number of Cards in Circulation 2024-2029
- Table 62 - Forecast Credit Cards Transactions 2024-2029
- Table 63 - Forecast Credit Cards in Circulation: % Growth 2024-2029
- Table 64 - Forecast Credit Cards Transactions: % Growth 2024-2029
- Table 65 - Forecast Commercial Credit Cards: Number of Cards in Circulation 2024-2029
- Table 66 - Forecast Commercial Credit Cards Transactions 2024-2029
- Table 67 - Forecast Commercial Credit Cards in Circulation: % Growth 2024-2029
- Table 68 - Forecast Commercial Credit Cards Transactions: % Growth 2024-2029
- Table 69 - Forecast Personal Credit Cards: Number of Cards in Circulation 2024-2029
- Table 70 - Forecast Personal Credit Cards Transactions 2024-2029
- Table 71 - Forecast Personal Credit Cards in Circulation: % Growth 2024-2029
- Table 72 - Forecast Personal Credit Cards Transactions: % Growth 2024-2029

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

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

KEY DATA FINDINGS

2024 DEVELOPMENTS

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 73 - Debit Cards: Number of Cards in Circulation 2019-2024
- Table 74 - Debit Cards Transactions 2019-2024
- Table 75 - Debit Cards in Circulation: % Growth 2019-2024
- Table 76 - Debit Cards Transactions: % Growth 2019-2024
- Table 77 - Debit Cards: Number of Cards by Issuer 2019-2023
- Table 78 - Debit Cards: Number of Cards by Operator 2019-2023
- Table 79 - Debit Cards Payment Transaction Value by Issuer 2019-2023
- Table 80 - Debit Cards Payment Transaction Value by Operator 2019-2023
- Table 81 - Forecast Debit Cards: Number of Cards in Circulation 2024-2029
- Table 82 - Forecast Debit Cards Transactions 2024-2029
- Table 83 - Forecast Debit Cards in Circulation: % Growth 2024-2029
- Table 84 - Forecast Debit Cards Transactions: % Growth 2024-2029

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

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

KEY DATA FINDINGS

2024 DEVELOPMENTS

OTP Mobil Kft acquires HelloPay
SZÉP 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
SZÉP card remains crucial in fringe benefit distribution

CATEGORY DATA

- Table 85 - Pre-paid Cards: Number of Cards in Circulation 2019-2024
- Table 86 - Pre-paid Cards Transactions 2019-2024
- Table 87 - Pre-paid Cards in Circulation: % Growth 2019-2024
- Table 88 - Pre-paid Cards Transactions: % Growth 2019-2024
- Table 89 - Closed Loop Pre-paid Cards Transactions 2019-2024
- Table 90 - Closed Loop Pre-paid Cards Transactions: % Growth 2019-2024
- Table 91 - Open Loop Pre-paid Cards Transactions 2019-2024
- Table 92 - Open Loop Pre-paid Cards Transactions: % Growth 2019-2024

Table 93 - Pre-paid Cards: Number of Cards by Issuer 2019-2023
Table 94 - Pre-paid Cards: Number of Cards by Operator 2019-2023
Table 95 - Pre-paid Cards Transaction Value by Issuer 2019-2023
Table 96 - Pre-paid Cards Transaction Value by Operator 2019-2023
Table 97 - Closed Loop Pre-paid Cards: Number of Cards by Issuer 2019-2023
Table 98 - Closed Loop Pre-paid Cards: Number of Cards by Operator 2019-2023
Table 99 - Closed Loop Pre-paid Cards Transaction Value by Issuer 2019-2023
Table 100 - Closed Loop Pre-paid Cards Transaction Value by Operator 2019-2023
Table 101 - Open Loop Pre-paid Cards: Number of Cards by Issuer 2019-2023
Table 102 - Open Loop Pre-paid Cards: Number of Cards by Operator 2019-2023
Table 103 - Open Loop Pre-paid Cards Transaction Value by Issuer 2019-2023
Table 104 - Open Loop Pre-paid Cards Transaction Value by Operator 2019-2023
Table 105 - Forecast Pre-paid Cards: Number of Cards in Circulation 2024-2029
Table 106 - Forecast Pre-paid Cards Transactions 2024-2029
Table 107 - Forecast Pre-paid Cards in Circulation: % Growth 2024-2029
Table 108 - Forecast Pre-paid Cards Transactions: % Growth 2024-2029
Table 109 - Forecast Closed Loop Pre-paid Cards Transactions 2024-2029
Table 110 - Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2024-2029
Table 111 - Forecast Open Loop Pre-paid Cards Transactions 2024-2029
Table 112 - Forecast Open Loop Pre-paid Cards Transactions: % Growth 2024-2029

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

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

2024 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 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 113 - Number of POS Terminals: Units 2019-2024
Table 114 - Number of ATMs: Units 2019-2024
Table 115 - Value Lost to Fraud 2019-2024
Table 116 - Card Expenditure by Location 2024
Table 117 - Financial Cards in Circulation by Type: % Number of Cards 2019-2024
Table 118 - Domestic versus Foreign Spend 2024

MARKET DATA

Table 119 - Financial Cards by Category: Number of Cards in Circulation 2019-2024
Table 120 - Financial Cards by Category: Number of Accounts 2019-2024
Table 121 - Financial Cards Transactions by Category: Value 2019-2024
Table 122 - Financial Cards by Category: Number of Transactions 2019-2024
Table 123 - Consumer Payments by Category: Value 2019-2024
Table 124 - Consumer Payments by Category: Number of Transactions 2019-2024
Table 125 - M-Commerce by Category: Value 2019-2024
Table 126 - M-Commerce by Category: % Value Growth 2019-2024

Table 127 - Financial Cards: Number of Cards by Issuer 2019-2023

Table 128 - Financial Cards: Number of Cards by Operator 2019-2023

Table 129 - Financial Cards: Card Payment Transactions Value by Operator 2019-2023

Table 130 - Financial Cards: Card Payment Transactions Value by Issuer 2019-2023

Table 131 - Forecast Financial Cards by Category: Number of Cards in Circulation 2024-2029

Table 132 - Forecast Financial Cards by Category: Number of Accounts 2024-2029

Table 133 - Forecast Financial Cards Transactions by Category: Value 2024-2029

Table 134 - Forecast Financial Cards by Category: Number of Transactions 2024-2029

Table 135 - Forecast Consumer Payments by Category: Value 2024-2029

Table 136 - Forecast Consumer Payments by Category: Number of Transactions 2024-2029

Table 137 - Forecast M-Commerce by Category: Value 2024-2029

Table 138 - Forecast M-Commerce by Category: % Value Growth 2024-2029

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/debit-cards-in-hungary/report.