



**Euromonitor
International**

Pre-Paid Cards in Hungary

January 2025

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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

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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

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From plastic to pixels: debit cards' transition to mobile wallets continues
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OTP Mobil Kft acquires HelloPay
SZÉP fringe benefit card incorporated into smartphone application
Revolut continues to develop and grow in Hungary

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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

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