

# Pre-Paid Cards in Hungary

November 2023

Table of Contents

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

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Charge cards remains a very niche segment in 2023

American Express continues to dominate, focusing on multinational companies

Narrowing of 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 2018-2023

Table 2 - Charge Cards Transactions 2018-2023

Table 3 - Charge Cards in Circulation: % Growth 2018-2023

Table 4 - Charge Cards Transactions: % Growth 2018-2023

Table 5 - Commercial Charge Cards: Number of Cards in Circulation 2018-2023

Table 6 - Commercial Charge Cards Transactions 2018-2023

Table 7 - Commercial Charge Cards in Circulation: % Growth 2018-2023

Table 8 - Commercial Charge Cards Transactions: % Growth 2018-2023

Table 9 - Charge Cards: Number of Cards by Issuer 2018-2022

Table 10 - Charge Cards: Number of Cards by Operator 2018-2022

Table 11 - Charge Cards Payment Transaction Value by Issuer 2018-2022

Table 12 - Charge Cards Payment Transaction Value by Operator 2018-2022

Table 13 - Commercial Charge Cards: Number of Cards by Issuer 2018-2022

Table 14 - Commercial Charge Cards: Number of Cards by Operator 2018-2022

Table 15 - Commercial Charge Cards Payment Transaction Value by Issuer 2018-2022

Table 16 - Commercial Charge Cards Payment Transaction Value by Operator 2018-2022

Table 17 - Forecast Charge Cards: Number of Cards in Circulation 2023-2028

Table 18 - Forecast Charge Cards Transactions 2023-2028

Table 19 - Forecast Charge Cards in Circulation: % Growth 2023-2028

Table 20 - Forecast Charge Cards Transactions: % Growth 2023-2028

Table 21 - Forecast Commercial Charge Cards: Number of Cards in Circulation 2023-2028

Table 22 - Forecast Commercial Charge Cards Transactions 2023-2028

Table 23 - Forecast Commercial Charge Cards in Circulation: % Growth 2023-2028

Table 24 - Forecast Commercial Charge Cards Transactions: % Growth 2023-2028

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

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Loan repayment moratorium cancelled in 2023, whilst BNPL remains in a nascent stage

Costly finances: credit cards lose appeal, being expensive solutions in today's market

Commercial credit cards remain a niche

#### PROSPECTS AND OPPORTUNITIES

Credit cards face strong competition

No new market entries expected in the near future

Personal credit cards: mature market without significant innovation to generate extra demand

## CATEGORY DATA

Table 25 - Credit Cards: Number of Cards in Circulation 2018-2023

Table 26 - Credit Cards Transactions 2018-2023

Table 27 - Credit Cards in Circulation: % Growth 2018-2023

Table 28 - Credit Cards Transactions: % Growth 2018-2023

Table 29 - Commercial Credit Cards: Number of Cards in Circulation 2018-2023

Table 30 - Commercial Credit Cards Transactions 2018-2023

Table 31 - Commercial Credit Cards in Circulation: % Growth 2018-2023

Table 32 - Commercial Credit Cards Transactions: % Growth 2018-2023

Table 33 - Personal Credit Cards: Number of Cards in Circulation 2018-2023

Table 34 - Personal Credit Cards Transactions 2018-2023

Table 35 - Personal Credit Cards in Circulation: % Growth 2018-2023

Table 36 - Personal Credit Cards Transactions: % Growth 2018-2023

Table 37 - Credit Cards: Number of Cards by Issuer 2018-2022

Table 38 - Credit Cards: Number of Cards by Operator 2018-2022

Table 39 - Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 40 - Credit Cards Payment Transaction Value by Operator 2018-2022

Table 41 - Commercial Credit Cards: Number of Cards by Issuer 2018-2022

Table 42 - Commercial Credit Cards: Number of Cards by Operator 2018-2022

Table 43 - Commercial Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 44 - Commercial Credit Cards Payment Transaction Value by Operator 2018-2022

Table 45 - Personal Credit Cards: Number of Cards by Issuer 2018-2022

Table 46 - Personal Credit Cards: Number of Cards by Operator 2018-2022

Table 47 - Personal Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 48 - Personal Credit Cards Payment Transaction Value by Operator 2018-2022

Table 49 - Forecast Credit Cards: Number of Cards in Circulation 2023-2028

Table 50 - Forecast Credit Cards Transactions 2023-2028

Table 51 - Forecast Credit Cards in Circulation: % Growth 2023-2028

Table 52 - Forecast Credit Cards Transactions: % Growth 2023-2028

Table 53 - Forecast Commercial Credit Cards: Number of Cards in Circulation 2023-2028

Table 54 - Forecast Commercial Credit Cards Transactions 2023-2028

Table 55 - Forecast Commercial Credit Cards in Circulation: % Growth 2023-2028

Table 56 - Forecast Commercial Credit Cards Transactions: % Growth 2023-2028

Table 57 - Forecast Personal Credit Cards: Number of Cards in Circulation 2023-2028

Table 58 - Forecast Personal Credit Cards Transactions 2023-2028

Table 59 - Forecast Personal Credit Cards in Circulation: % Growth 2023-2028

Table 60 - Forecast Personal Credit Cards Transactions: % Growth 2023-2028

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

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

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

MBH Bank – the new brand on the market

Number of cards registered in mobile wallets continues to rise

Extension of the Széchenyi Card Programme

## PROSPECTS AND OPPORTUNITIES

In-app and contactless payments set to take further share  
Rising popularity of cross-border fintech services and the Széchenyi Card  
Growing financial literacy

## CATEGORY DATA

Table 61 - Debit Cards: Number of Cards in Circulation 2018-2023  
Table 62 - Debit Cards Transactions 2018-2023  
Table 63 - Debit Cards in Circulation: % Growth 2018-2023  
Table 64 - Debit Cards Transactions: % Growth 2018-2023  
Table 65 - Debit Cards: Number of Cards by Issuer 2018-2022  
Table 66 - Debit Cards: Number of Cards by Operator 2018-2022  
Table 67 - Debit Cards Payment Transaction Value by Issuer 2018-2022  
Table 68 - Debit Cards Payment Transaction Value by Operator 2018-2022  
Table 69 - Forecast Debit Cards: Number of Cards in Circulation 2023-2028  
Table 70 - Forecast Debit Cards Transactions 2023-2028  
Table 71 - Forecast Debit Cards in Circulation: % Growth 2023-2028  
Table 72 - Forecast Debit Cards Transactions: % Growth 2023-2028

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

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

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Széchenyi Pihenokártya fringe benefit cards with greater flexibility  
Reloadable gift cards overtake paper vouchers  
No new types of pre-paid cards due to replacement with alternative digital solutions

### PROSPECTS AND OPPORTUNITIES

Széchenyi Pihenokártya to remain the preferred financial card for distributing fringe benefits  
Rising demand for measures to tackle scams and fraudulent activity  
Further shift from physical plastic cards to digital alternatives

## CATEGORY DATA

Table 73 - Pre-paid Cards: Number of Cards in Circulation 2018-2023  
Table 74 - Pre-paid Cards Transactions 2018-2023  
Table 75 - Pre-paid Cards in Circulation: % Growth 2018-2023  
Table 76 - Pre-paid Cards Transactions: % Growth 2018-2023  
Table 77 - Closed Loop Pre-paid Cards Transactions 2018-2023  
Table 78 - Closed Loop Pre-paid Cards Transactions: % Growth 2018-2023  
Table 79 - Open Loop Pre-paid Cards Transactions 2018-2023  
Table 80 - Open Loop Pre-paid Cards Transactions: % Growth 2018-2023  
Table 81 - Pre-paid Cards: Number of Cards by Issuer 2018-2022  
Table 82 - Pre-paid Cards: Number of Cards by Operator 2018-2022  
Table 83 - Pre-paid Cards Transaction Value by Issuer 2018-2022  
Table 84 - Pre-paid Cards Transaction Value by Operator 2018-2022  
Table 85 - Closed Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022  
Table 86 - Closed Loop Pre-paid Cards: Number of Cards by Operator 2018-2022  
Table 87 - Closed Loop Pre-paid Cards Transaction Value by Issuer 2018-2022  
Table 88 - Closed Loop Pre-paid Cards Transaction Value by Operator 2018-2022  
Table 89 - Open Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022  
Table 90 - Open Loop Pre-paid Cards: Number of Cards by Operator 2018-2022  
Table 91 - Open Loop Pre-paid Cards Transaction Value by Issuer 2018-2022

Table 92 - Open Loop Pre-paid Cards Transaction Value by Operator 2018-2022

Table 93 - Forecast Pre-paid Cards: Number of Cards in Circulation 2023-2028

Table 94 - Forecast Pre-paid Cards Transactions 2023-2028

Table 95 - Forecast Pre-paid Cards in Circulation: % Growth 2023-2028

Table 96 - Forecast Pre-paid Cards Transactions: % Growth 2023-2028

Table 97 - Forecast Closed Loop Pre-paid Cards Transactions 2023-2028

Table 98 - Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2023-2028

Table 99 - Forecast Open Loop Pre-paid Cards Transactions 2023-2028

Table 100 - Forecast Open Loop Pre-paid Cards Transactions: % Growth 2023-2028

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

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

## 2023 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 2023: The big picture

2023 key trends

Regulating the market: the number and distribution of ATMs is regulated by the Hungarian National Bank

Competitive landscape

What next for financial cards and payments?

## MARKET INDICATORS

Table 101 - Number of POS Terminals: Units 2018-2023

Table 102 - Number of ATMs: Units 2018-2023

Table 103 - Value Lost to Fraud 2018-2023

Table 104 - Card Expenditure by Location 2023

Table 105 - Financial Cards in Circulation by Type: % Number of Cards 2018-2023

Table 106 - Domestic versus Foreign Spend 2023

## MARKET DATA

Table 107 - Financial Cards by Category: Number of Cards in Circulation 2018-2023

Table 108 - Financial Cards by Category: Number of Accounts 2018-2023

Table 109 - Financial Cards Transactions by Category: Value 2018-2023

Table 110 - Financial Cards by Category: Number of Transactions 2018-2023

Table 111 - Consumer Payments by Category: Value 2018-2023

Table 112 - Consumer Payments by Category: Number of Transactions 2018-2023

Table 113 - M-Commerce by Category: Value 2018-2023

Table 114 - M-Commerce by Category: % Value Growth 2018-2023

Table 115 - Financial Cards: Number of Cards by Issuer 2018-2022

Table 116 - Financial Cards: Number of Cards by Operator 2018-2022

Table 117 - Financial Cards: Card Payment Transactions Value by Operator 2018-2022

Table 118 - Financial Cards: Card Payment Transactions Value by Issuer 2018-2022

Table 119 - Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028

Table 120 - Forecast Financial Cards by Category: Number of Accounts 2023-2028

Table 121 - Forecast Financial Cards Transactions by Category: Value 2023-2028

Table 122 - Forecast Financial Cards by Category: Number of Transactions 2023-2028

Table 123 - Forecast Consumer Payments by Category: Value 2023-2028

Table 124 - Forecast Consumer Payments by Category: Number of Transactions 2023-2028

Table 125 - Forecast M-Commerce by Category: Value 2023-2028

Table 126 - Forecast M-Commerce by Category: % Value Growth 2023-2028

## 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/pre-paid-cards-in-hungary/report](https://www.euromonitor.com/pre-paid-cards-in-hungary/report).