



**Euromonitor
International**

Financial Cards and Payments in Hungary

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EXECUTIVE SUMMARY

Financial cards industry expands alongside acceleration of digital payments

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INDUSTRY PERFORMANCE

Financial cards become crucial for everyday payments

Digital wallet adoption and fintechs reshape role of financial cards

More sophisticated scams drive card fraud

WHAT'S NEXT?

Continued growth will be supported by broader financial inclusion and expanding e-commerce

Open loop pre-paid cards to lead growth

Fintechs likely to establish a stronger presence

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OTP Bank is largest issuer while Mastercard commands merchant acceptance

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Charge card transactions rise among corporate executives

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Credit card usage intensifies, despite maturity

WHAT'S NEXT?

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Hungary strengthens defences against credit card fraud

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INDUSTRY PERFORMANCE

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Transactions rise as consumers embrace digital payments

WHAT'S NEXT?

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

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Pre-paid cards expand, as benefits attract employers and consumers

INDUSTRY PERFORMANCE

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Pre-paid card transactions are on the rise

WHAT'S NEXT?

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