



Euromonitor
International

Charge Cards in Hungary

February 2026

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2025 DEVELOPMENTS

Charge cards retreat further as niche corporate tool

INDUSTRY PERFORMANCE

Number of charge cards in circulation continues to decline
Charge card transactions rise among corporate executives

WHAT'S NEXT?

Charge card transactions will continue to grow
Credit card adoption will remain limited to multinationals
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[Credit Cards in Hungary - Category analysis](#)

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

KEY DATA FINDINGS

2025 DEVELOPMENTS

Credit card volumes edge down as usage intensifies

INDUSTRY PERFORMANCE

Number of credit cards in circulation declines amid competition from alternative finance options

Credit card usage intensifies, despite maturity

WHAT'S NEXT?

Credit card transactions are expected to rise, highlighting need for responsible use

Hungary strengthens defences against credit card fraud

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COMPETITIVE LANDSCAPE

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

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

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2025 DEVELOPMENTS

Debit cards gain momentum alongside greater digital engagement

INDUSTRY PERFORMANCE

Youth uptake drives modest growth in debit card volumes

Transactions rise as consumers embrace digital payments

WHAT'S NEXT?

Debit card transactions will continue to expand amid growing financial inclusion and digital engagement

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

KEY DATA FINDINGS

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INDUSTRY PERFORMANCE

Number of pre-paid cards in circulation continues to rise amid growing diversification

Pre-paid card transactions are on the rise

WHAT'S NEXT?

Pre-paid transactions are set to rise

Open loop virtual pre-paid cards provide secure alternative

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Financial Cards and Payments in Hungary - Industry Overview

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Financial cards industry expands alongside acceleration of digital payments

KEY DATA FINDINGS

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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