Debit Cards in Hungary

Description: The positive trend in everyday use of debit cards continued in 2016 in Hungary. Electronic transactions, along with debit card use, are continuing to spread in Hungary, with debit cards posting dynamic double-digit growth in both number of transactions and value. In 2016, the number of transactions reached 10% growth after similarly high growth rates of the previous years. Transaction value reached 11% growth in current terms.

The Debit Transactions in Hungary report establishes the size and structure of the market for ATMs cards, smart cards, credit cards, debit cards, charge cards, pre-paid cards and store cards. It looks at key players in the market (issuers and operators), number of cards in circulation, numbers transactions and value of transactions. It offers strategic analysis of sector forecasts and trends to watch.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?:
- Get a detailed picture of the Debit Transactions market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

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November 2016

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