



## Hungary

### Number of Bank Customers did not increase in 2010

**2010 was the first year in the last 10 years when the combined clientele of banks did not increase significantly. It is still the case that 82% of the adult population have a relationship with a bank. This proportion is lower than that seen in Western Europe, but Hungary is also still lagging behind several Eastern European countries in this respect – this is what is shown by the latest results from GfK Hungária’s comprehensive Financial Market Data Service 2010 study.**

A long lasting trend came to an end in 2010 when banks were unable to increase their combined clientele. It is still the case that four out of five people among the Hungarian population aged 15-69 years have a relationship with at least one bank. However, when compared to the Eastern European situation in general, there is still a lot of room for improvement. It is not only the economically considerably more developed Austria or Slovenia that are ahead of Hungary in this respect, but the situation is similar when Hungary is compared to the Czech Republic, Slovakia or Croatia – these are some of the facts found in GfK Hungária’s latest comprehensive Financial Market Data Service 2010 study.

The situation is somewhat more favourable when only the bank relationships of the economically active 25-65 year-old age group are examined. In this age group, the proportion of people with a banking affiliation is over 88%.

“It is the youngest students at secondary schools, in particular, who are typically lagging behind in this respect. What is perfectly normal in Western Europe is not yet typical in Hungary, that is, for young people of this age group to already have a bank account. It seems that the concept of pocket money is still taken literally,” said János Bacher, GfK Hungária’s Client Service Director.

Proportion of people with a bank relationship in the different age groups (%)

	Proportion of those with a bank relationship	Those of them who only have a current account
15-18-year-olds	26	68
19-29-year-olds	80	53
30-39-year-olds	91	39
40-49-year-olds	89	46
50-59-year-olds	87	51
60-69-year-olds	78	46

Source: GfK Hungária, Financial Market Data Service 2010



In addition, Hungarian customers typically only use the basic services at their banks. Somewhat less than half of the customers only have a current account or a bank card. They do not have agreements for other services with their banks. The most active financial product users are the 30-39 year-olds where we find that amongst this group the proportion of "one-product" customers is only 39%.

As a result of this low level of product use, Hungarians have relationships with quite few banks. On average, a bank client has 1.2 banks that serve them. In this respect, people with a high level of education and higher income can be considered active compared to the population as a whole. People who actively manage their savings also have an above average number of bank relationships.

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