



# ICELAND



VS



# HUNGARY



Population: 323.000  
GDP: 15.3 bn USD

Population: 9.9 m  
GDP: 133.4 bn USD



0.2 m consumers shop online of which a high amount (31%) shop cross-border.



**Biggest defeat**  
2:14 against Denmark  
(1967, friendly match, Copenhagen)



98% internet access

280 million USD B2C e-commerce



**Biggest victory**  
9:0 against the Faroe Islands  
(1985, friendly match, Keflavik)



70% of Iceland's citizens use social media, showing a very digitally engaged audience.



As a 17-year-old, striker Eidur Gudjohnsen made his national debut when he was subbed in for his father Arnór during the 24th April 1996 match against Estonia (3:0) in Tallinn. This was the first time father and son stood on the same pitch in an international match.



**Biggest defeat**  
1:8 against the Netherlands  
(2013, World Cup, qualifying round, Amsterdam)



Bank links for online bank transfers are popular payment methods in Hungary as well as voucher payments like **abaqoos**.



Hungary had an **e-commerce growth rate of 24%** in 2014, making it one of the **fastest growing markets** in Europe. It is estimated that 72% of internet users have engaged in online shopping.



50% smartphone penetration



72% bank account penetration, among the highest in the CEE region



Credit card penetration is only **12%**. Credit cards tend to be an expensive form of borrowing in the market.



Hungary's home ground is named after one of its most famous footballers - Ferenc Puskás. Foreign media dubbed the striker "The Galloping Major", as, like all his fellow club members at Budapest Honvéd FC, he was actually a soldier.



75% internet access  
1 billion USD B2C e-commerce



**Biggest victory**  
12:0 against Albania  
(1950, friendly match, Budapest)



**Share of e-commerce transactions:**  
67% cash based, 9% bank transfer, 24% other

ALL ABOUT FOOTBALL:	
Number of UEFA EUROs, including 2016	2 : 3
UEFA EURO games played	3 : 4
victories	0 : 1
defeats	2 : 3
draws	1 : 0
UEFA EURO goals scored	1 : 5
UEFA EURO goals conceded	3 : 6