



HUNGARY VS PORTUGAL



22.06.16 / 18:00
Lyon

Population: 9.9 m
GDP: 133.4 bn USD

Population: 10.5 m
GDP: 227.3 bn USD

Biggest defeat

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

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

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.

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

The bank transfer system **multibanco** is the most popular alternative payment method in Portugal.

Biggest defeat

0:10 against England
(1947, friendly match, Lisbon)

3.29 billion USD B2C e-commerce

2.2 m users shop online with 12% cross-border.

64.6% internet access

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

50% smartphone penetration

87% bank account penetration

29% credit card penetration

The most popular payment methods are still card based with **bank transfers gaining market share**.

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.

At the 2006 World Cup finals in Germany, Portugal became the most recent selection for "FIFA's Most Entertaining Team". This award was given to the team which demonstrates the most positive approach to play during the championship.

Biggest victory

8:0 against Kuwait
(2003, friendly match, Leiria)

Biggest victory

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

75% internet access

1 billion USD B2C e-commerce

Share of e-commerce transactions:

67% cash based, 9% bank transfer, 24% other

"Special interest" is the most popular category of products purchased online, followed by "Clothes and Shoes" and "Consumer electronics & physical media."

Share of e-commerce transactions:

81% card based, 8% bank transfer, 4% E-wallet, 3% cash based, 3% other

ALL ABOUT FOOTBALL:	
Number of UEFA EUROs, including 2016	3 : 7
UEFA EURO games played	4 : 28
victories	1 : 15
defeats	3 : 8
draws	0 : 5
UEFA EURO goals scored	5 : 40
UEFA EURO goals conceded	6 : 26