



# HUNGARY



VS



# BELGIUM



Population: 9.9 m  
GDP: 133.4 bn USD

Population: 11.2 m  
GDP: 524.8 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

98% bank account penetration  
43% credit card penetration

5 m consumers shop online  
with 34% of those shopping cross-border.

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 majority of online shoppers (86%) prefer to use their laptop or desktop to order online although penetration of mobile devices is high. **72% of the revenue of Belgian e-commerce comes from abroad.**

85% internet access

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

50% smartphone penetration

Belgium were the only team in the UEFA European Championship 1984 to win their qualifying group with more than a one-point advantage.

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.

**Biggest victory**

10:1 against San Marino  
(2001, World Cup, qualifying round, Brussels)

Belgian consumers are very open to e-commerce: they spent **9%** of their budget online in 2014, with this number forecasted to reach 16% by 2020.

**Biggest victory**

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

75% internet access

1 billion USD B2C e-commerce

**Bancontact** is a popular debit card based payment method that is available in more than **80%** of Belgian webshops. Real-time bank transfer method **MyBank** and bank links for online bank transfers are further common methods to pay online in Belgium.

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

**Biggest defeat**

0:5 against Spain  
(2009, World Cup, qualifying round, La Coruña)

**Share of e-commerce transactions:**  
63% card based, 16% bank transfer, 10% E-wallet, 3% cash based, 8% other

| ALL ABOUT FOOTBALL:                  |        |
|--------------------------------------|--------|
| Number of UEFA EUROs, including 2016 | 3 : 5  |
| UEFA EURO games played               | 4 : 12 |
| victories                            | 1 : 4  |
| defeats                              | 3 : 6  |
| draws                                | 0 : 2  |
| UEFA EURO goals scored               | 5 : 13 |
| UEFA EURO goals conceded             | 6 : 20 |