

Atradius Payment Practices Barometer

B2B payment practices trends Hungary 2025



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About the Atradius Payment Practices Barometer

The Atradius Payment Practices Barometer is an annual survey of business-to-business (B2B) payment practices in markets across the world.

Our survey gives you the opportunity to hear directly from businesses trading on credit with B2B customers about how they are coping with evolving trends in customer payment behaviour. Staying informed about these trends is vital because it helps to identify emerging shifts in customer payment habits, allowing businesses to address potential liquidity pressure and maintain smooth operations.

Businesses operating in – or planning to enter – the markets and industries covered by our survey can gain valuable insights from our reports, which also shed light on the challenges and risks companies anticipate in the coming months, as well as their expectations for future growth.

This report presents the survey results for **Hungary**.

The survey was conducted between the end of Q1 and mid- Q2 2025. Survey findings should therefore be viewed with this in mind.



B2B payment practices trends

Strong focus to preserve financial resilience amid volatile trading conditions

Our survey of companies in Hungary reveals that 41% of business-to-business (B2B) sales are transacted on credit, an approach that has held steady in recent months. The prevailing trend is for companies to maintain their existing trade credit policies, although those making changes are more likely to extend credit than restrict it. This strategy shows how businesses are trying to keep customer relationships strong and sales steady while staying cautious about the rising risk of late payments and defaults. Most companies offer payment terms ranging from 30 to 60 days.

Supporting this measured approach, 54% of companies say they have not seen a shift in customer payment behaviour. However, for those who have, the trend is negative. Currently, 53% of B2B invoices are overdue, a slight increase driven largely by customer liquidity issues. Late payments typically stretch more than a month past the due date, raising the risk of invoices turning into bad debts, which now average 6% of B2B sales.

Despite stable Days Sales Outstanding (DSO), the ability to unlock working capital remains limited. Most companies are also dealing with flat or rising inventory levels, signalling tied-up cash in stagnant stock. Days Payables Outstanding (DPO) remains unchanged, as firms aim to respect supplier agreements and avoid jeopardizing supply chain relationships. Where delays occur, they are usually tactical, designed to ease short-term liquidity strain.

While supplier credit plays a key role in B2B trade, Hungarian businesses still turn to bank loans as their primary source of external financing. Invoice financing and internal reserves are other options, giving companies more flexibility in managing liquidity. 41% of companies rely on in-house provisioning to address customer payment risk. However, this can strain internal resources, especially when liquidity is tight, and firms are increasingly embracing a blended strategy of internal controls combined with outsourced credit risk management, including trade credit insurance. This reflects a broader push for financial resilience in a volatile trading environment.

Key figures and charts on the next page

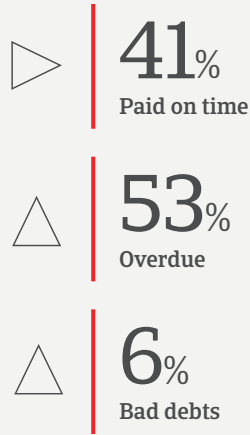


Key figures and charts

Hungary

% of the total value of B2B invoices paid on time, overdue and bad debts

(change vs. 2024)

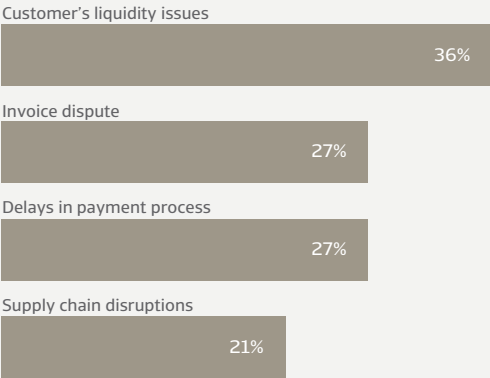


Sample: all survey respondents
Source: Atradius Payment Practices Barometer Hungary – 2025

Hungary

What are the top 4 reasons your B2B customers pay invoices late?

(% of respondents - multiple responses)

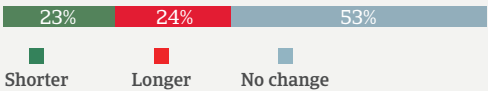


Sample: all survey respondents
Source: Atradius Payment Practices Barometer Hungary – 2025

Hungary

% of respondents reporting changes in Days Sales Outstanding (DSO)* over the past 12 months

(% of respondents)



*average amount of time to collect payment after a sale

Sample: all survey respondents
Source: Atradius Payment Practices Barometer Hungary – 2025

Hungary

What are the main sources of financing that your company used during the past 12 months?

(% of respondents - multiple response)

- 45% Bank loans
- 43% Invoice financing
- 42% Internal funds
- 39% Trade credit

Sample: all survey respondents
Source: Atradius Payment Practices Barometer Hungary – 2025





Looking ahead

Companies braced for rising insolvencies and pressure on profits

More than half of Hungarian companies expect a rising trend of B2B customer insolvencies in the months ahead. This represents a sharp increase compared to earlier this year, pointing to widespread concern about customer financial health in what is already an unpredictable economic environment. The other 48% of firms are either unsure or do not expect a significant change, highlighting a sense of uncertainty and mixed sentiment across industries.

Most businesses do not foresee major changes in their Days Sales Outstanding (DSO), indicating that while payment delays are expected to persist, the overall pace of collections may stay relatively stable. For businesses anticipating a worsening DSO, the expectation is for longer payment cycles and tighter cash flow. Inventory levels are also expected to hold steady, suggesting that slow-moving or stagnant stock will continue tying up working capital. Days Payables Outstanding (DPO) is also projected to remain stable, although a rising number of firms are delaying supplier payments to preserve liquidity. This illustrates continuing pressure on cash flow.

These trends align with subdued sales expectations, where most businesses anticipate flat performance or only a modest uptick. The outlook for profitability is even more downbeat, with a significant share of companies bracing for a decline. To manage customer payment risks, a significant number of firms continue to rely on internal provisioning, but a growing number are turning to blended strategies that include outsourced credit risk management and credit insurance. This reflects a more strategic and forward-looking approach to protecting financial health and long-term resilience.

Several major concerns are expressed by companies looking to the future. These include ongoing geopolitical tensions that may disrupt trade and supply chains, increasingly complex regulatory requirements, as well as rising environmental pressures which are accelerating a push toward sustainable practices. Overall, Hungarian businesses are entering a period marked by financial vulnerability, especially given the expectation of rising insolvencies, flat working capital indicators and downward pressure on profitability.

Key figures and charts on the next page



Key industry insights

Agri-food

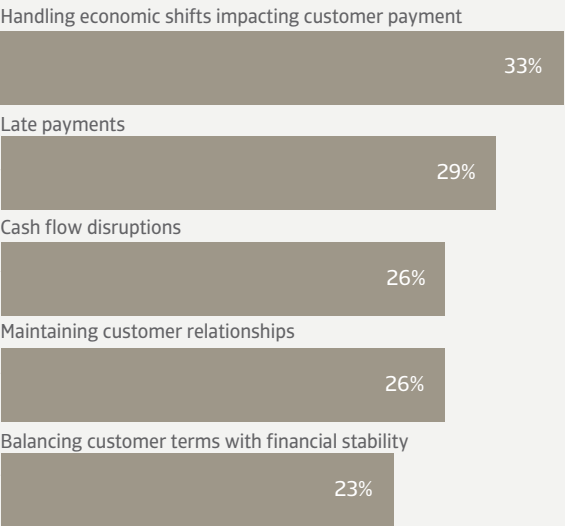
Nearly half of businesses in this sector report keeping trade credit offerings steady in recent months, while more have opted to reduce rather than increase credit sales. Currently, only 42% of B2B sales are made on credit, a significant decline, highlighting a shift toward risk containment and tighter liquidity management. Payment terms are steady, typically ranging from 30 to 60 days, reflecting a conservative credit policy aimed at controlling exposure to customer defaults. Overdue payments have dropped considerably, now affecting just 40% of B2B invoices. Bad debts now average 5% of B2B invoices, less than half the rate seen a year ago.

Days Sales Outstanding (DSO) is steady but inventory levels move slowly, limiting the ability to quickly release cash from stock or receivables. Most firms also report steady Days Payables Outstanding (DPO), though delays in supplier payments are still used as a tool to preserve cash. Bank loans remain the primary source of external financing, underlining the sector's vulnerability. Risk mitigation is typically managed in-house, often combined with outsourced services involving insurance. While sales expectations are positive, profitability forecasts remain subdued due to regulatory burdens, geopolitical instability and cost volatility, which points to a cautious financial outlook.

Hungary - Agri-food

Top 5 challenges companies face when offering credit to B2B customers

(% of respondents - multiple response)



Sample: all survey respondents

Source: Atradius Payment Practices Barometer Hungary – 2025



Hungary - Agri-food

Key industry figures

Main sources of financing
used by the industry over
the past 12 months

(% of industry respondents)

51%

Bank loans

29%

Internal funds

23%

Invoice financing

20%

Trade credit

Expected change in
insolvency risk of B2B
customers over the next
12 months

(% of industry respondents)

47%

Increase

40%

Remains
as current

13%

Do not know

Top 3 challenges businesses
in the industry expect to
face over the next 12 months

(% of industry respondents - multiple response)

69%

Being
responsive to
market changes

50%

Ongoing
geopolitical
developments

47%

Increasing
regulations

Sample: all survey respondents

Source: Atradius Payment Practices Barometer Hungary – 2025





Key industry insights

Energy and fuel

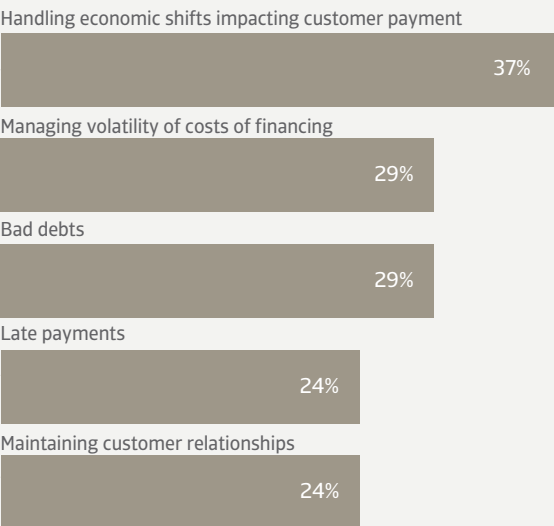
Caution is the watchword in the energy and fuel sector, with 46% of firms keeping trade credit policies unchanged, while more have scaled back than extended credit to B2B customers. B2B sales on credit have slipped to 38%, reflecting a shift toward risk containment. Payment terms remain largely unchanged, typically ranging from 30 to 60 days. However, pressure on liquidity is mounting. Overdue payments have surged, now affecting 59% of B2B invoices, while bad debts have risen to 9% of receivables, more than double the level seen a year ago, undermining profitability and straining cash flow.

Many businesses have contained DSO fluctuations, but inventory levels remain flat, offering limited flexibility to release tied-up working capital. Supplier payments (DPO) are also steady. Invoice financing is the preferred external funding source, reflecting a need for short-term relief on liquidity pressures. Most firms continue to rely on internal risk provisioning, though more are now blending this with outsourced credit management and insurance. 63% of businesses expect a rise in customer insolvencies in the months ahead, highlighting persistent financial vulnerability. While sales expectations remain stable, rising costs and ongoing liquidity pressures are expected to play a major role in shaping business decisions moving forward.

Hungary - Energy and fuel

Top 5 challenges companies face when offering credit to B2B customers

(% of respondents - multiple response)



Sample: all survey respondents

Source: Atradius Payment Practices Barometer Hungary – 2025



Hungary - Energy and fuel

Key industry figures

Main sources of financing
used by the industry over
the past 12 months

(% of industry respondents)

60%

Invoice financing

53%

Internal funds

49%

Bank loans

49%

Trade credit

Expected change in
insolvency risk of B2B
customers over the next
12 months

(% of industry respondents)

63%

Increase

31%

Remains
as current

6%

Do not know

Top 3 challenges businesses
in the industry expect to
face over the next 12 months

(% of industry respondents - multiple response)

49%

Increasing
regulations

41%

Ongoing
geopolitical
developments

41%

Environmental
concerns

Sample: all survey respondents

Source: Atradius Payment Practices Barometer Hungary - 2025





Key industry insights

Transport

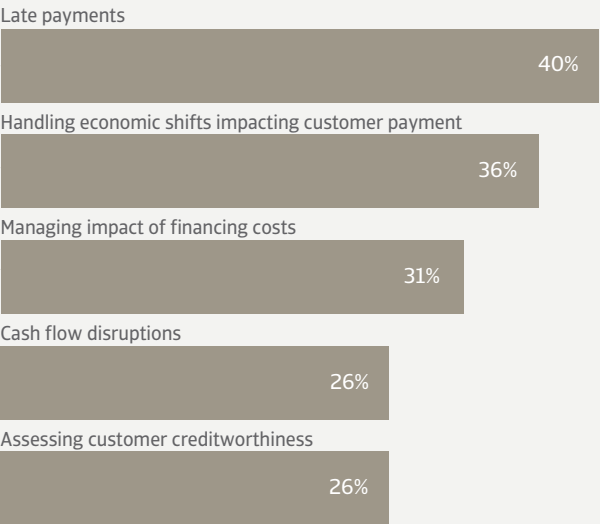
46% of B2B sales are transacted on credit in the transport sector, while companies are split between keeping credit terms steady and extending them. This reflects a cautious effort to support customers while managing cash flow risks in an increasingly unpredictable environment. Payment terms also vary significantly, with companies nearly evenly split between maintaining, shortening, or lengthening terms. Most terms still fall within the 30 to 60-day range. Overdue invoices have surged, now affecting 59% of B2B transactions. This rise is chiefly attributed to customer liquidity struggles, which also contribute to an increase in bad debts, now averaging 4% of invoices.

DSO has shown considerable fluctuation, with many businesses reporting longer payment cycles. Inventory levels are similarly split between stagnant and rising, signalling limited room to unlock liquidity. While DPO has mostly held steady, many firms are extending supplier payments to manage cash flow more carefully. Supplier credit remains the dominant external financing source. Most companies rely on internal provisioning to manage payment risk, but some adopt combined strategies, including insurance. Insolvency expectations are split. 47% of companies foresee a rise, while others remain uncertain. With mixed outlooks for sales and profitability the sector faces a critical period for maintaining financial stability.

Hungary - Transport

Top 5 challenges companies face when offering credit to B2B customers

(% of respondents - multiple response)



Sample: all survey respondents

Source: Atradius Payment Practices Barometer Hungary – 2025



Hungary - Transport

Key industry figures

Main sources of financing
used by the industry over
the past 12 months

(% of industry respondents)

47%

Trade credit

46%

Invoice financing

46%

Internal funds

36%

Bank loans

Expected change in
insolvency risk of B2B
customers over the next
12 months

(% of industry respondents)

47%

Increase

43%

Remains
as current

10%

Do not know

Top 3 challenges businesses
in the industry expect to
face over the next 12 months

(% of industry respondents - multiple response)

47%

Environmental
concerns

46%

Ongoing
geopolitical
developments

40%

Increasing
regulations

Sample: all survey respondents

Source: Atradius Payment Practices Barometer Hungary – 2025





Survey design

Atradius conducts annual reviews of international corporate payment practices through a survey called the Atradius Payment Practices Barometer.

Sample overview – Total interviews = 210

Business sector	Interviews	%
Manufacturing	66	31
Wholesale trade	105	50
Retail trade/Distribution	21	10
Services	18	9
TOTAL	210	100
Business size	Interviews	%
SME: Small enterprises	35	18
SME: Medium enterprises	70	35
Medium Large enterprises	71	36
Large enterprises	34	11
TOTAL	210	100
Agri-food	70	33.3
Energy and fuel	70	33.3
Transport	70	33.3
TOTAL	210	100

Survey scope

- Basic population: Companies from Hungary were surveyed and the appropriate contacts for accounts receivable management were interviewed.
- Sample design: The Strategic Sampling Plan enabled us to perform an analysis of country data crossed by sector and company size.
- Selection process: Companies were selected and contacted by use of an international Internet panel. A screening for the appropriate contact, and for quota control, was conducted at the beginning of the interview.
- Sample: N=210 people were interviewed in total. A quota was maintained according to four classes of company size.
- Interview: Computer Assisted Web Interviews (CAWI) of approximately 15 minutes duration.
- The survey was conducted between the end of Q1 and the beginning of Q2 2025.
The findings should therefore be viewed with this in mind.

This is part of the 2025 edition of the Atradius Payment Practices Barometer available at

<https://group.atradius.com/knowledge-and-research>



Interested in finding out more?

Please visit the [Atradius](#) website where you can find a wide range of up-to-date publications. [Click here](#) to access our analysis of individual industry performance, detailed focus on country-specific and global economic concerns, insights into credit management issues, and information about protecting your receivables against payment default by customers.

To find out more about B2B receivables collection practices in Hungary and worldwide, please visit atradiuscollections.com.

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