BUSINESS SERVICES HUNGARY 2026



REPORT
ON THE HUNGARIAN
BUSINESS SERVICES
INDUSTRY

hipa
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CEO
HIPA



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Manager
HIPA

Foreword

Despite global economic uncertainty, geopolitical tensions and shifting global value chains, Hungary has remained a stable and attractive destination for investment. In 2025, HIPA supported 108 investment projects worth EUR 7.07 billion, creating 18,227 new jobs, making it the third most successful year in the Agency's history. The projects involved companies from 17 countries, with China, Singapore, Hungary and the United States among the largest contributors.

Beyond these headline figures, however, the composition of investment is also changing. In 2025 Hungary saw a record number of high-value-added projects, including 14 R&D investments worth nearly EUR 570 million. The business services sector also reached a new milestone, with 13 projects creating 3,236 jobs, making BSCs the third-largest contributor to job creation among the major investment sectors. At the same time, investment decisions covered 17 sectors, while 84% of supported projects are planned outside Budapest. Taken together, these trends point to a broader shift: Hungary is increasingly competing not only as a manufacturing location, but also as a destination for innovation, services and higher-value activities, with investment promotion also playing an increasingly important role in regional development.

The business services sector mirrors this transformation. Over the past three years, the number of BSCs has grown by over 30%, reaching 259 centres in 2026, while employment has risen to around 119,500. This growth reflects both new market entrants and the identification of established centres that had previously not been identified by HIPA. At the same time, moving further up the value chain remains a key priority for the sector.

Geographic diversification is emerging alongside this growth. While Budapest remains the dominant BSC hub, an increasing number of companies are considering regional locations to strengthen business continuity and to gain access to local talent. HIPA is supporting this trend through its Emerging Cities Guide, highlighting alternative locations for companies seeking to establish, scale or expand their business services operations.

These developments underline the growing importance of business services to Hungary's economy. The sector is expanding not only in scale, but also in complexity and strategic relevance, strengthening Hungary's position in the evolving global services landscape.

The Business Services Hungary 2026 report examines this evolution, covering the sector's development, current trends, growth drivers, challenges and future prospects. Prepared with the contribution of ABSL Hungary, AmCham Hungary, CBRE Hungary, Tessero Hungary, Knowledge Pyramid and participating companies, the report provides an evidence base for businesses, policymakers and other stakeholders to better understand the sector and identify opportunities for its continued development.

Introduction to the Annual Business Services Hungary Report

The Annual Business Services Hungary Report provides a detailed analysis of the business services sector, offering an overview of its current landscape and future trajectory. This report is the product of a collaborative, data-driven approach, designed to capture the most relevant trends and challenges facing the sector.

Our methodology is built on five key components:

Questionnaire Development: We partnered with the Association of Business Service Leaders (ABSL) and the American Chamber of Commerce (AmCham) to broaden and strengthen our survey, which now includes nearly 100 questions. These questions explore various dimensions of the sector, such as growth, labour market developments, competitiveness, and property trends.

Industry Engagement: We gathered responses from 83 Business Service Centres (BSCs) across Hungary, which account for 39% of the sector's workforce. This broad participation allows us to track historical developments and forecast future changes for the entire business services industry.

Expert-Led Analysis: Our analysis was conducted in partnership with Monika Slomska, CEO of Knowledge Pyramid, a leading consulting firm with extensive experience in Hungarian and regional business services. This collaboration ensures that the data is interpreted from multiple professional perspectives, providing a balanced and thorough evaluation.

Comprehensive Market Overview: In addition to sector-specific insights, we included an overview of labour market and property trends in partnership with Tessero and CBRE. This adds further context to the industry's current state and potential growth areas.

Local Stakeholder Contributions: Recognizing the importance of regional diversity, we engaged local municipalities, investment bodies, and universities to explore the potential of key university towns and remote regions, further augmenting the report.

This report highlights our commitment to providing a clear and well-rounded understanding of the business services sector, based on collaborative efforts and expert insights. We are grateful to all of the stakeholders who contributed to this study, as their input has been invaluable in developing a comprehensive overview of the sector's dynamics in Hungary.

Executive Summary

Hungary's business services sector enters 2026 from a position of scale, maturity and structural change, with 259 centres employing approximately 119,500 people. One of the key developments this year is that growth is increasingly becoming a question of value rather than headcount. 42% of centres report that higher-value activities have been transferred to Hungary while lower-value FTEs have moved out, and almost half report FTE reductions linked to digitalisation and automation. Sector performance can therefore no longer be measured by employment growth alone; output and productivity per employee are becoming equally important. Meanwhile, the voluntary attrition rate has fallen to 11%, demonstrating a more stable labour market.

The sector is mature and deeply integrated into multinational operations: 66% of centres are captive, 21% BPO and 13% are hybrid, while over half have been operating for over 11 years. Nearly half employ between 250 and 1,000 people, and their reach is predominantly international, with 53% providing globally focused services and 47% regionally focused services.

Functional expansion remains strong. Finance, Accounting and Controlling (FAC), IT, HR, Procurement, and Logistics and Supply Chain remain the largest functions by employment. Half of centres expanded into new functions during the past year, with FAC recording the fastest growth. Looking ahead, 75% plan to bring additional higher-value functions to Hungary, pointing towards increasing knowledge intensity and functional complexity.

AI is accelerating this transformation. 91% of centres have implemented or are implementing AI technologies, while 72% have a defined AI implementation strategy. Although automation will reduce demand for some FTE-intensive activities, it also creates scope to redirect capacity towards more complex and higher-value work.

Hungary's talent base remains a core advantage, with 63 universities and nearly 318,000 students nationwide. Around 95,000 are located in Debrecen, Miskolc, Pécs, Veszprém and Szeged, supporting the case for regional expansion. Some 7% of companies plan to establish satellite offices in these emerging cities.

Overall, the sector is moving from employment-led expansion towards productivity-, technology- and value-led growth. Hungary's future competitiveness will increasingly depend not only on how many FTEs BSCs employ, but on what functions they perform, the value generated by each employee, and how effectively talent and technology are combined.

Evolution
of the Hungarian BSC market

Overall



2021
156 BSCs
70,446 employees

2023
201 BSCs
100,898 employees

2024
215 BSCs
110,836 employees

2025
245 BSCs
118,543 employees

2026
259 BSCs
119,502 employees

Newly established BSC centers in Hungary

2021: COSMO CONSULT, EY Building a better working world, Linde, TKE

2023: CAE, delaware, FRESSNAPF, HTEC GROUP, KOSTAL, m, THESOUL PUBLISHING

2024: TULIP, Reed Talent Solutions, LWR LIGHTWARE

2025: MEGA THE PRIVACY COMPANY, BYD, Epta, NOMEA

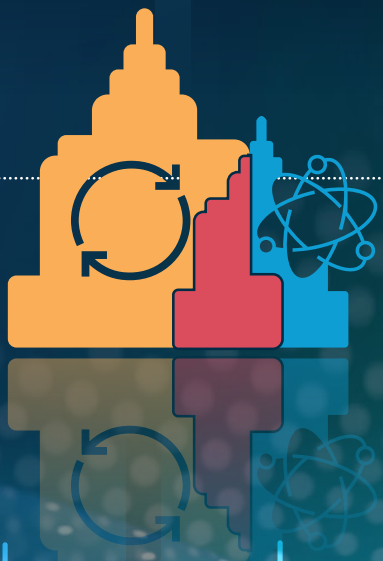
2026: Implenia, Janus Henderson INVESTORS, Alpha, ALDI

Major investors in the BSC market



Operational model

2021	2023	2024	2025	2026
55% Captive	57% Captive	56% Captive	55% Captive	66% Captive
14% Hybrid	23% Hybrid	11% Hybrid	32% Hybrid	13% Hybrid
31% BPO	20% BPO	33% BPO	13% BPO	21% BPO



Number of BSCs and employees
represented in the survey

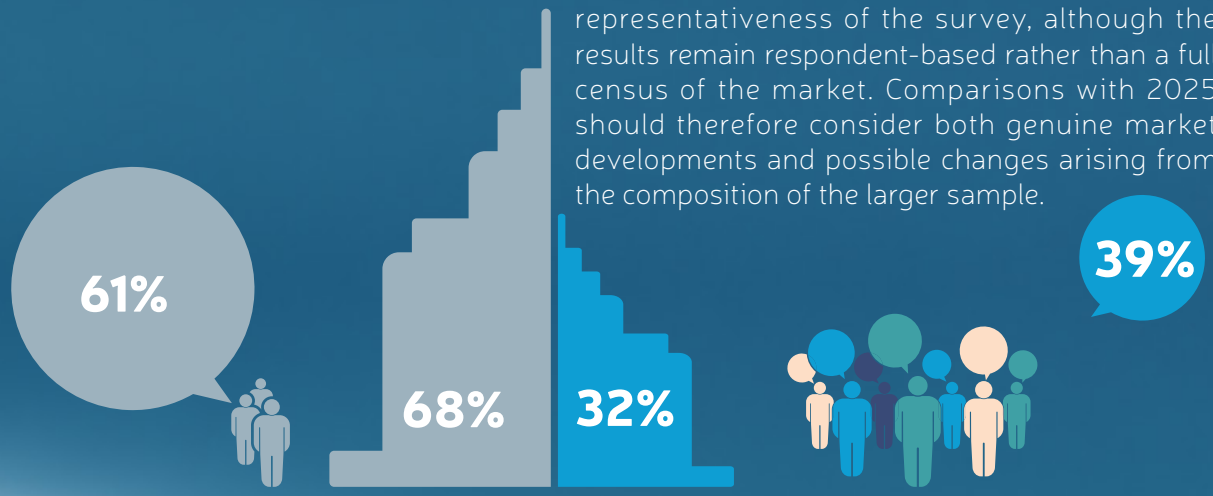


2021	2023	2024	2025	2026
78 BSCs	83 BSCs	72 BSCs	56 BSCs	83 BSCs
51,489 employees	61,046 employees	56,115 employees	43,559 employees	46,627 employees

General Information **about the Survey**

Industry & Employee **Coverage**

The Business Services survey, conducted in July 2026 gathered insights from 83 companies across various industries. Together, these companies employ 46,627 individuals, accounting for 39% of the labour force across 259 centres. This survey provides valuable data on the employment landscape and the contributions of these companies to the overall workforce. The increased participation improves the robustness and representativeness of the survey, although the results remain respondent-based rather than a full census of the market. Comparisons with 2025 should therefore consider both genuine market developments and possible changes arising from the composition of the larger sample.



Non-participating employees
72,875

Non-participating BSCs
176

Participating BSCs
83

Participating employees
46,627

Size of responding BSCs

Medium and large centres continue to dominate the respondent base, with centres employing 251–1,000 people increasing their share to 47%, up from previous years. At the same time, the proportion of centres with more than 1,000 employees decreased to 15%, while small centres with fewer than 50 employees rose moderately to 8%. The data points to a market increasingly represented by established mid-sized operations, which continue to form the core of Hungary's business services sector. The lower share of very large centres may partly reflect the broader and more diverse respondent base, indicating that the sector continues to encompass a wider range of centre sizes and operating models. Overall, the findings highlight the continued importance of mid-sized service centres while also reflecting a gradual broadening of the market beyond the largest operations.

Service locations of BSCs responding

Based on the 2026 survey responses, Budapest remains the dominant location for Business Service Centres (BSCs), represented by 66 respondents, while Székesfehérvár, Debrecen, Győr, Szeged and Pécs emerge as the most visible secondary hubs. Respondents also reported operations across a range of other Hungarian locations, confirming that business services continue to have a presence beyond the capital. The geographic distribution highlights the role of Hungary's regional cities as established locations for BSC operations, supported by their talent pools, educational infrastructure and growing business ecosystems. At the same time, the 2026 data describe the locations represented in this year's respondent base and therefore do not, on their own, demonstrate the pace of geographic diversification compared with previous years. Overall, the findings confirm that while Budapest remains the central hub, Hungary's BSC ecosystem extends across multiple regional locations, contributing to a broader and more geographically distributed business services landscape.



8%
0-50 employees

15%
1,000+ employees

30%
51-250 employees

47%
251-1,000 employees

Size of responding BSCs



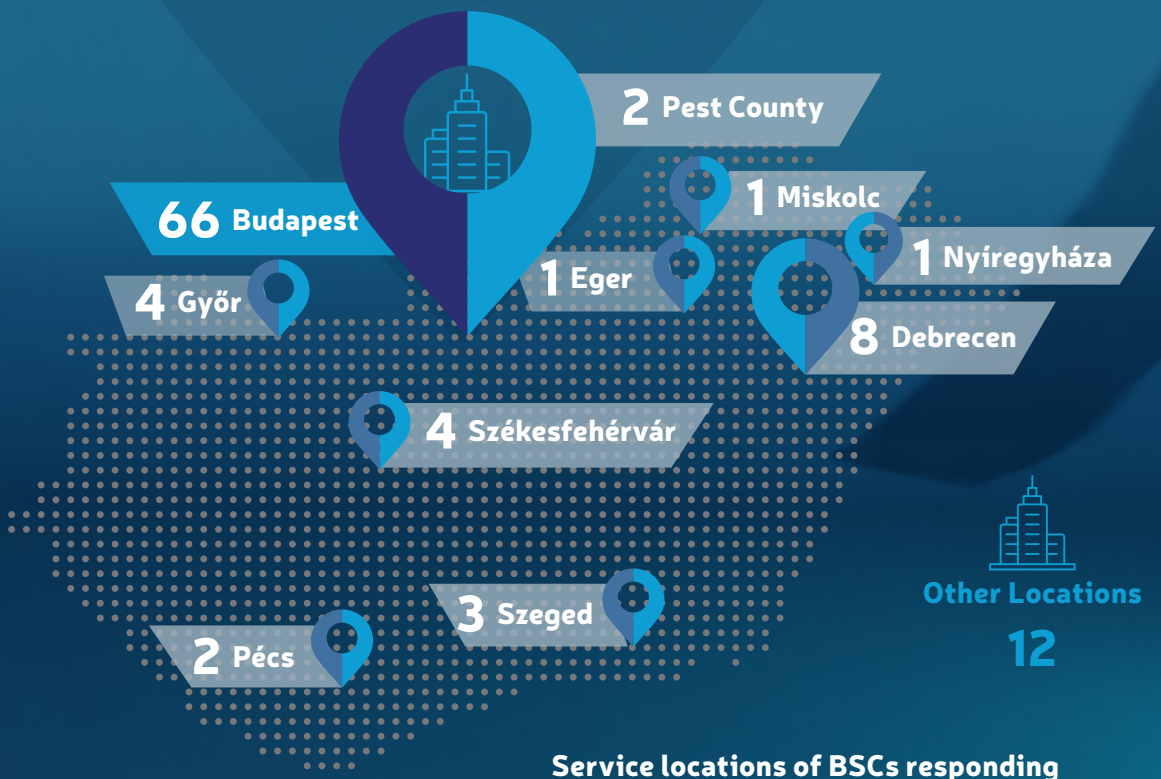
15%
0–3 years

20%
4–6 years

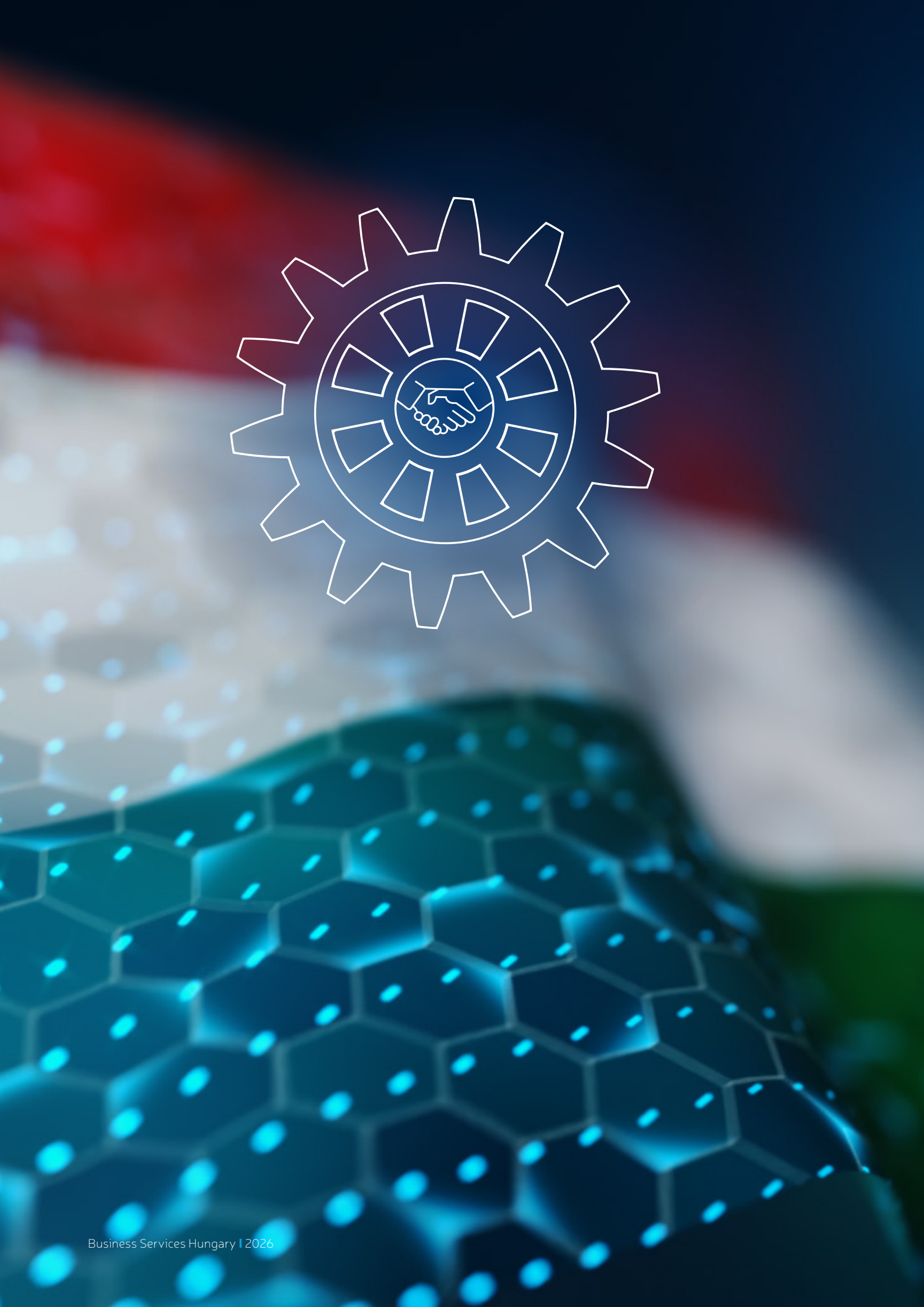
14%
7–10 years

51%
11+ years

Maturity of BSCs **Average age**



Service locations of BSCs responding
Note: Several BSCs have offices in multiple locations within Hungary



Business Overview

Average headcount

461
(industry level)

562
(respondent companies)

Office presence in Budapest

63%

259
BSCs in Hungary

Captive centers

66%

Major BSC locations in Hungary

8 cities

Budapest, Debrecen, Szeged, Székesfehérvár, Pécs, Győr, Miskolc, Veszprém

Languages used by the centers

English, German, Hungarian, French, Spanish, Italian, and many more...

51%
Proportion of centers established 11+ years ago

Global focus of activity

53%

Note: *dashboard data is based on the responses of survey respondents.*

Industry of **Parent Company** / respondents

24% Manufacturing & Engineering

19% Automotive

18% IT & related services

17% Biotech, MedTech, Pharmaceuticals

14% Business Services

11% Energy & Utilities

10% Financial Services

7% Telecom, Media & Entertainment

7% Aerospace

5% Transportation & Logistics

4% Agriculture

2% Retail

2% Real Estate & Construction

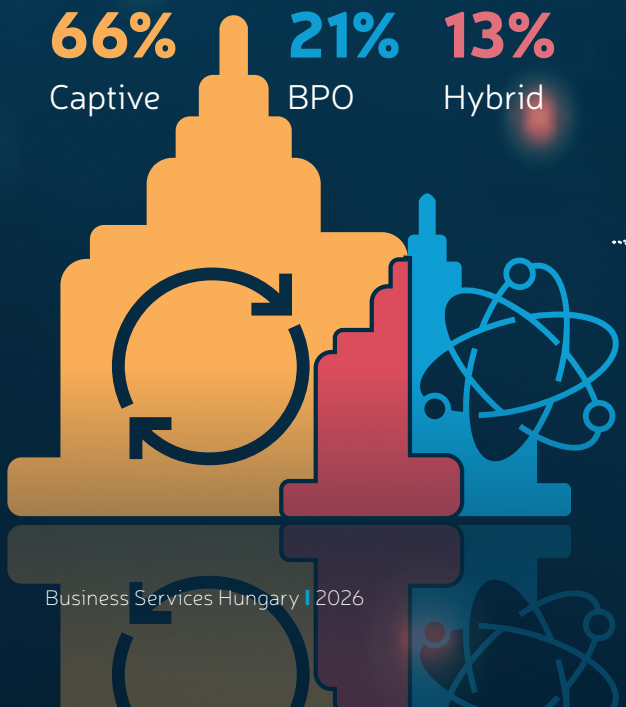
2% FMCG

The respondent base reflects a broad and diverse industry mix, with manufacturing and engineering, automotive, IT-related services, and chemical, pharmaceutical, MedTech and biotech companies among the most strongly represented sectors. This diversity highlights Hungary's ability to support business services across both industrial and knowledge-intensive industries, reflecting the country's established corporate ecosystem and skilled talent base. The presence of these sectors also creates demand for both standard corporate-service functions and increasingly specialised, sector-specific expertise. Overall, the findings demonstrate that Hungary's business services landscape extends across a wide range of industries, supporting a resilient and diversified sector with opportunities for continued capability development and growth.

66% Captive

21% BPO

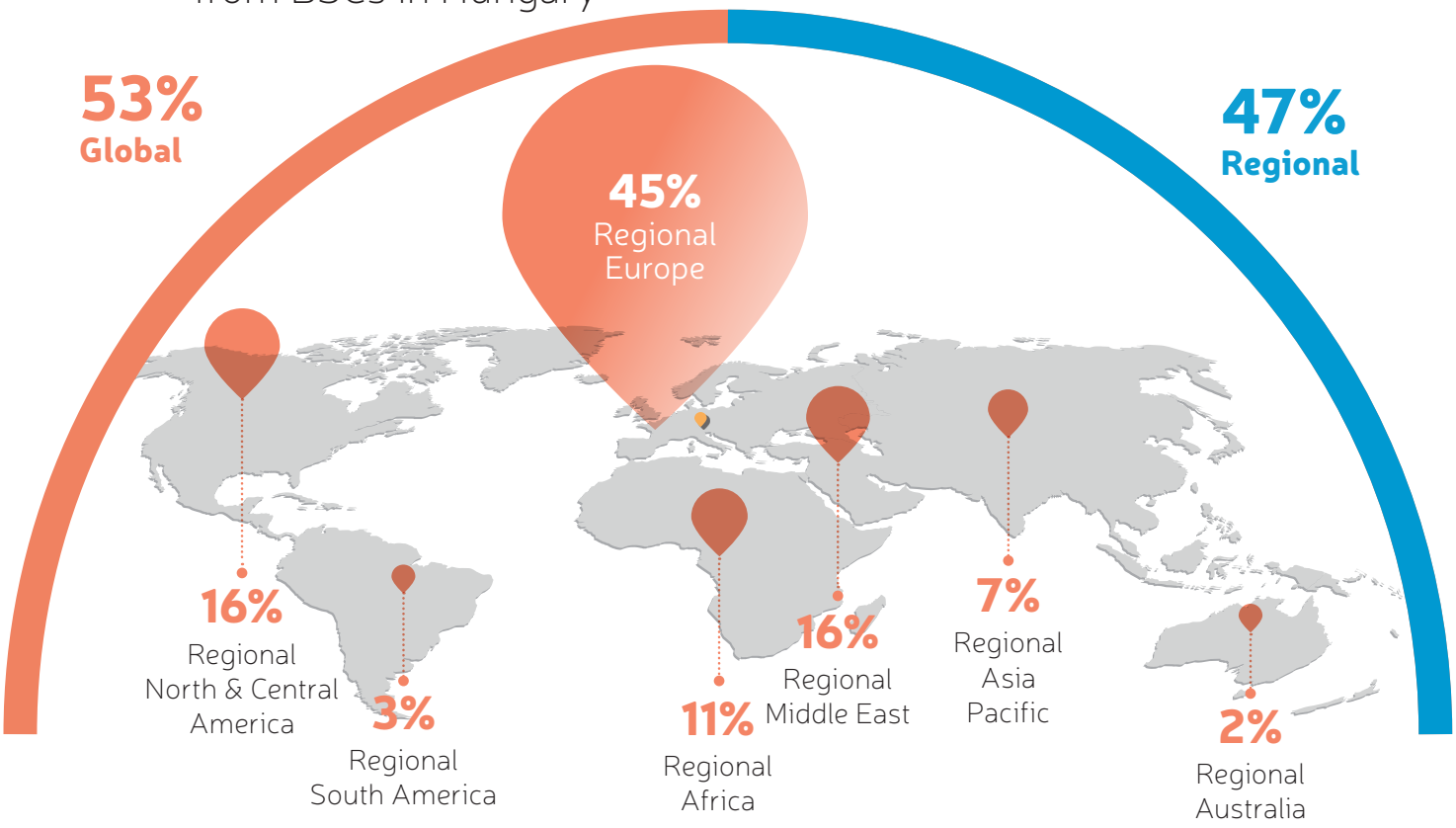
13% Hybrid



Operational model of respondents

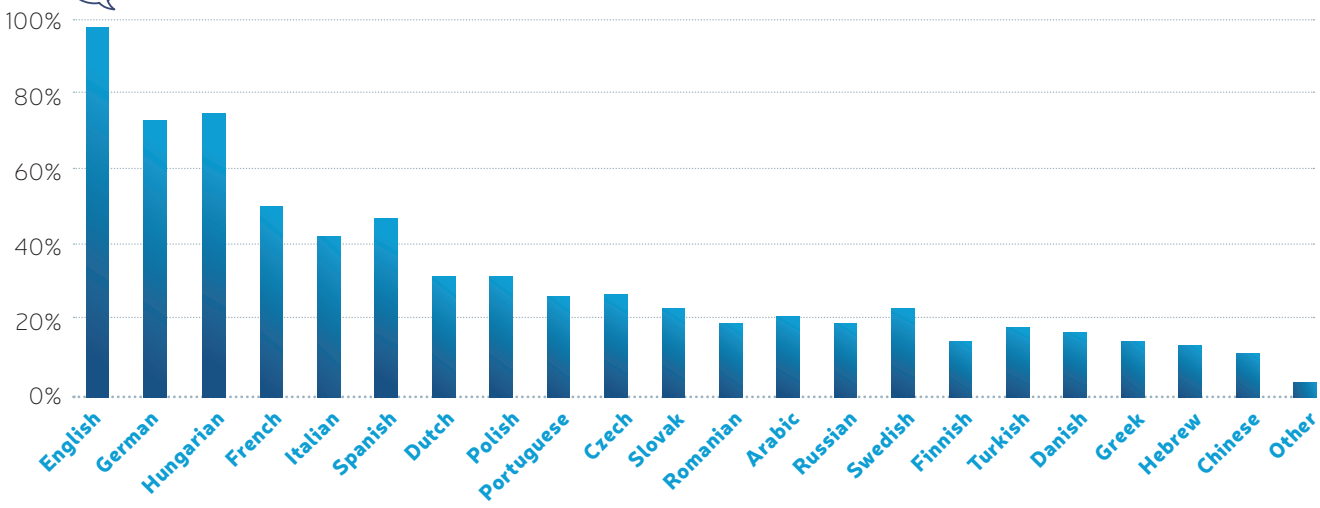
Captive operations remain the prevailing model among respondents and increased to approximately two-thirds of the sample. The lower share of hybrid structures suggests that centres are increasingly operating within more clearly defined in-house or outsourced delivery models. For service providers and investors, the trend may imply stronger demand for clearly governed delivery models with transparent ownership, accountability and commercial structures.

Geographical Areas Served from BSCs in Hungary



Global service coverage overtook regional coverage among 2026 respondents, with 53% serving global markets compared with 43% in 2025. This indicates that a larger share of the current respondent group operates with global mandates. The change is consistent with Hungary's role in internationally integrated delivery models, although part of the year-on-year movement may also reflect the different and broader respondent composition. The absence of companies solely focused on domestic services further emphasises the country's focus on regional and global outreach. Overall, these insights emphasise Hungary's evolving role as a versatile and dynamic centre for regional and international operations, attracting companies seeking to benefit from its strategic location and interconnected markets.

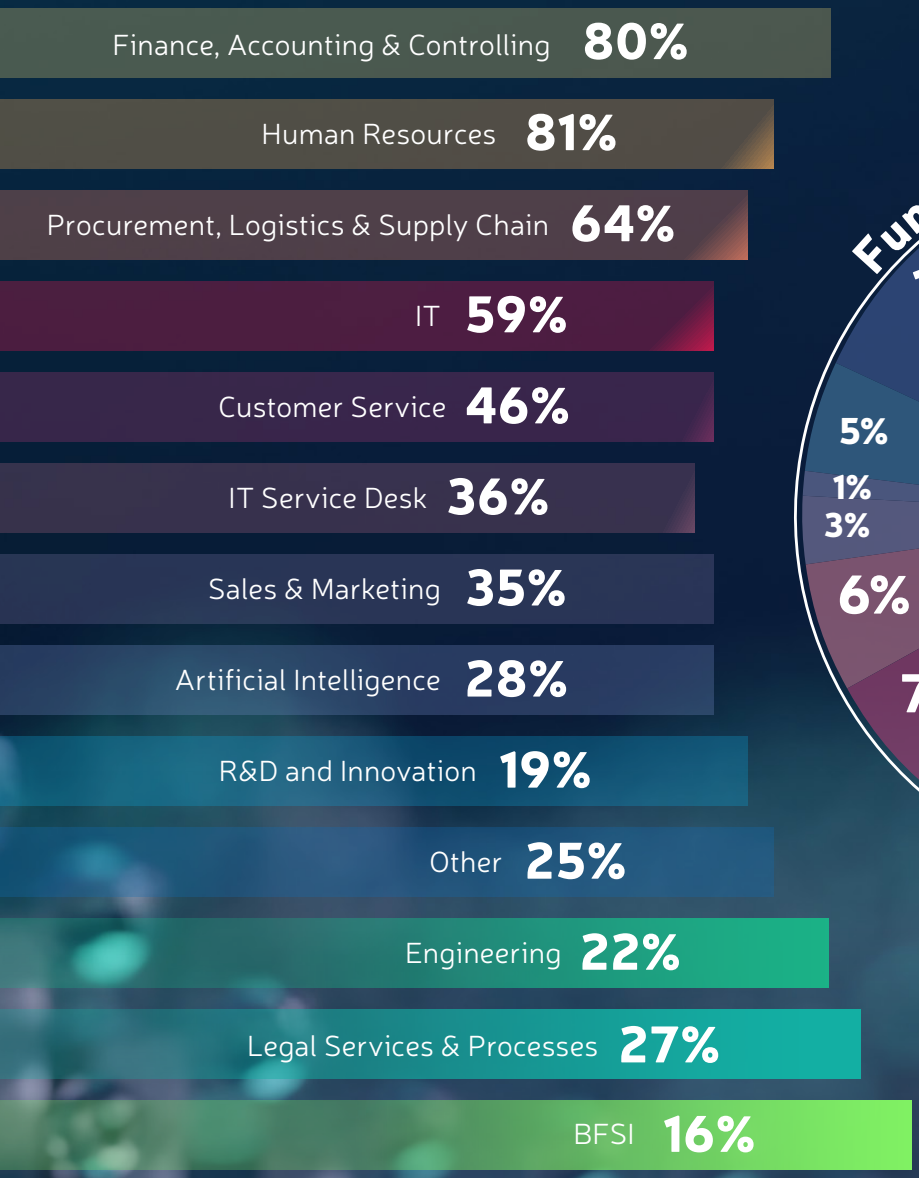
Languages supported from BSCs in Hungary

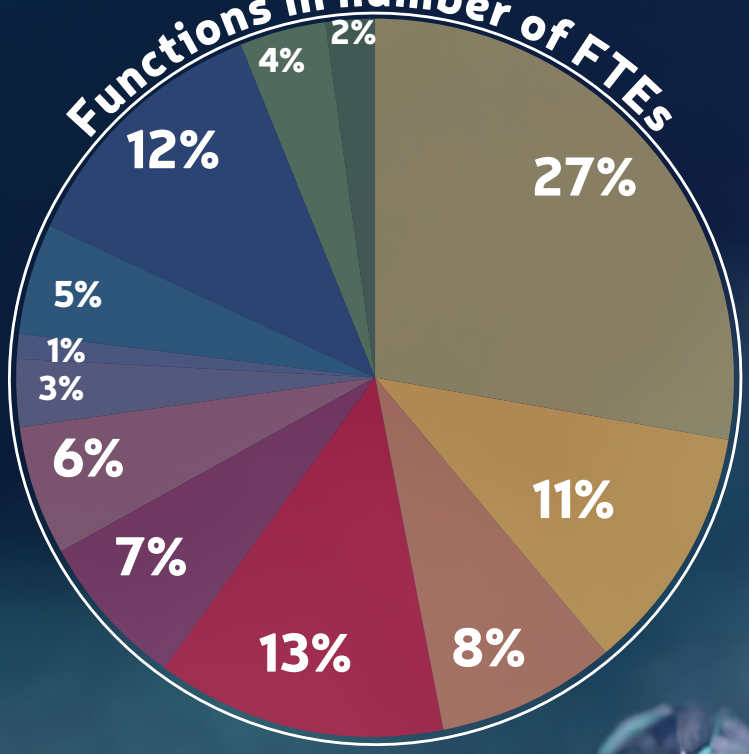


English remains nearly universal, while Hungarian and German are also supported by a large majority of centres. The broad use of French, Spanish, Italian and several Central and Eastern European languages confirms Hungary's continued strength as a multilingual delivery hub. This multilingual capability remains an important differentiator for Hungary, particularly for regional and global roles requiring support across several European markets.

Functional focus

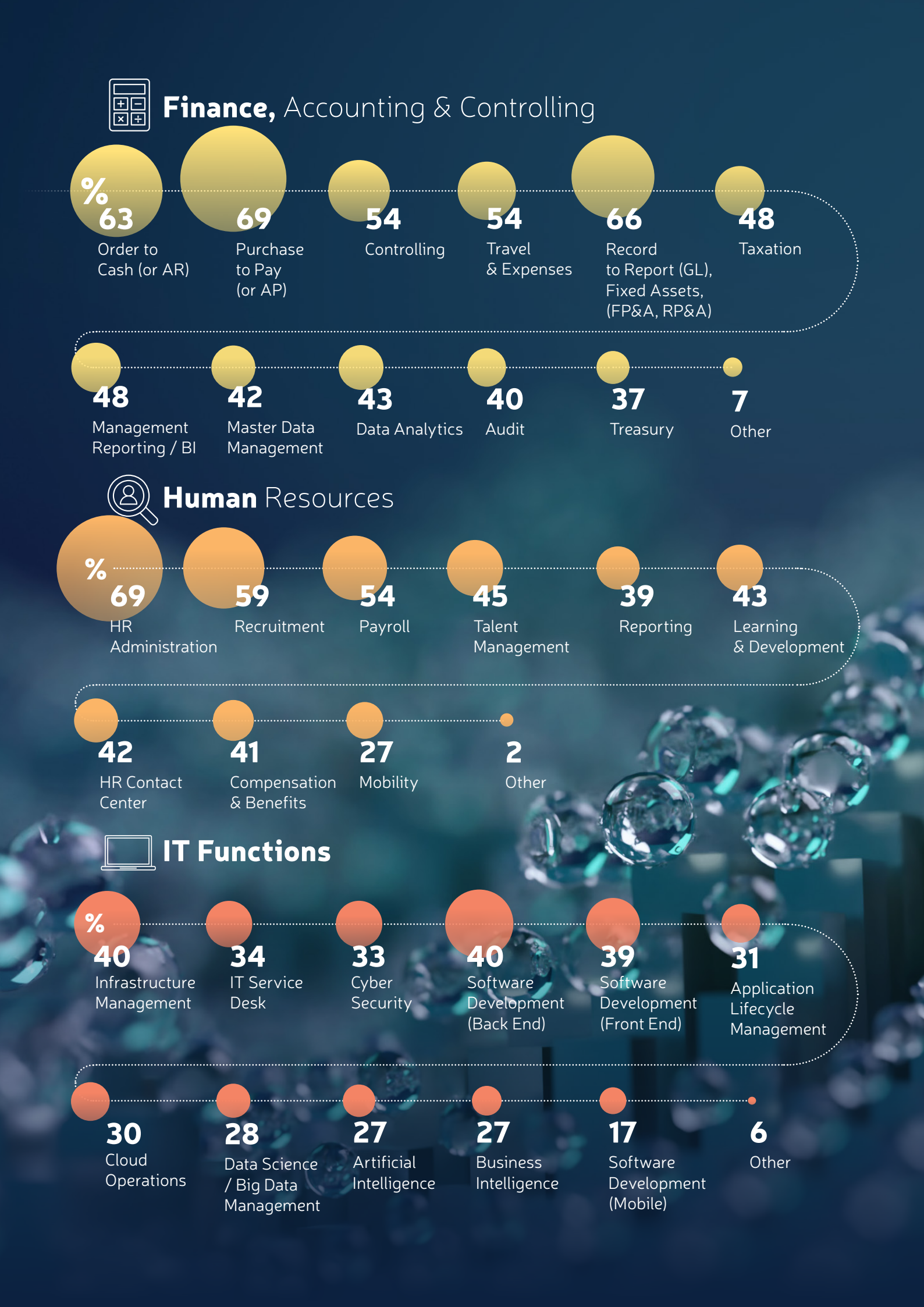
Human Resources and Finance remain the most frequently represented functions within Hungary's business services sector, each supported by around 80% of respondents. IT continues to be a significant area of activity, although several IT-related categories recorded declines compared with previous years, while legal services showed moderate growth. The findings indicate that BSCs continue to maintain a diverse functional portfolio, balancing established corporate functions such as finance and HR with technology-driven and specialist capabilities. Rather than being concentrated around a single dominant service line, Hungary's business services sector continues to support a broad range of functions, reflecting the evolving and increasingly diverse role of centres operating in the country.



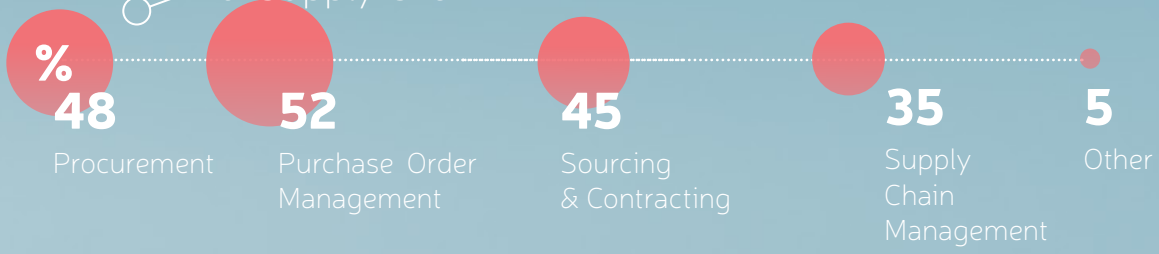


Functions in number of FTEs

Finance remains the largest functional employer among respondents, accounting for 27% of reported headcount, while HR increased to 11%. IT represented a slightly smaller share of employment compared with 2025. The results indicate a changing functional employment mix within the 2026 respondent base, with Finance continuing to represent the largest concentration of jobs while HR gains a greater share. However, the particularly pronounced movement in Finance should be interpreted with caution, as changes in participating companies and the size of their respective service portfolios can materially influence headcount-weighted results. Overall, the findings reflect an evolving functional structure within Hungary's business services sector, combining established corporate functions with continued demand for technology and specialist capabilities.


Finance, Accounting & Controlling
%
63
Order to Cash (or AR)
69
Purchase to Pay (or AP)
54
Controlling
54
Travel & Expenses
66
Record to Report (GL), Fixed Assets, (FP&A, RP&A)
48
Taxation
48
Management Reporting / BI
42
Master Data Management
43
Data Analytics
40
Audit
37
Treasury
7
Other
Human Resources
%
69
HR Administration
59
Recruitment
54
Payroll
45
Talent Management
39
Reporting
43
Learning & Development
42
HR Contact Center
41
Compensation & Benefits
27
Mobility
2
Other
IT Functions
%
40
Infrastructure Management
34
IT Service Desk
33
Cyber Security
40
Software Development (Back End)
39
Software Development (Front End)
31
Application Lifecycle Management
30
Cloud Operations
28
Data Science / Big Data Management
27
Artificial Intelligence
27
Business Intelligence
17
Software Development (Mobile)
6
Other

Procurement, Logistics & Supply Chain



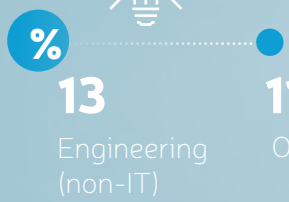
Customer Service (Internal & External)



Sales & Marketing



Research, Development & Innovation functions



Legal Services & Processes functions



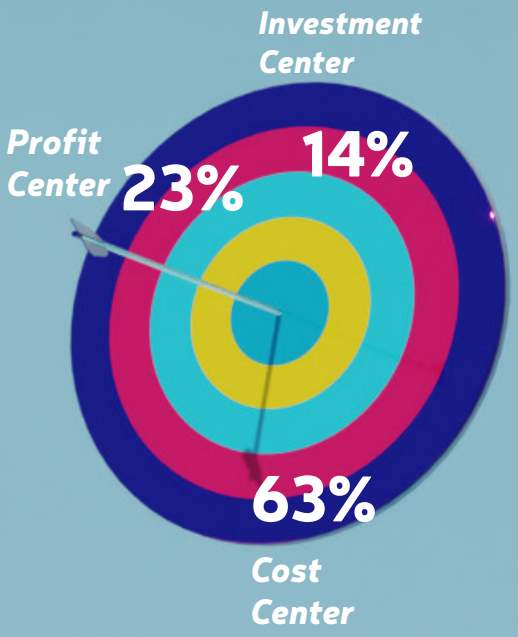
Banking, Financial Services & Insurance (BFSI)



Financial responsibilities

Business model of BSCs based in Hungary

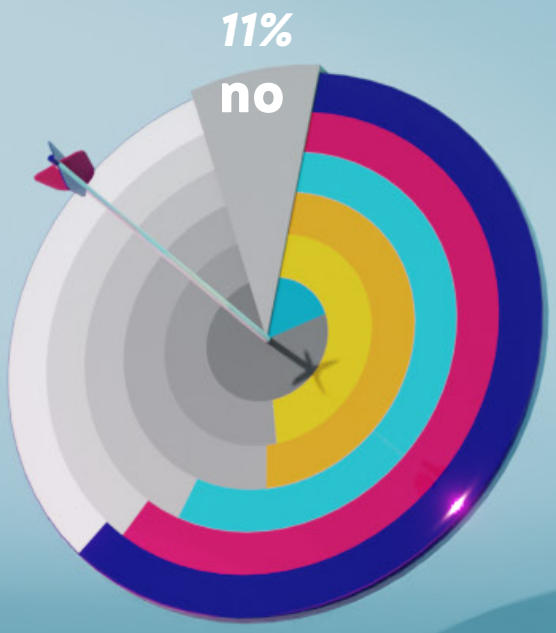
Most centres continue to operate as cost centres, although their share declined to 63% in 2026. At the same time, the proportion operating as profit centres increased to 23%, indicating a gradual shift towards greater commercial and financial accountability. This development suggests that an increasing number of centres are taking on broader responsibility for service pricing, financial performance and commercial outcomes, moving beyond a predominantly cost-focused operating model. The growing share of profit-centre structures may therefore indicate a continued maturation of Hungary's business services sector, with centres assuming more strategic and commercially accountable roles within their organisations.



Do you have any

annual efficiency targets

for your BSC operation?



57% yes,
cost saving

45% yes,
improving cost efficiency per transaction

48% yes,
expanding scope without increasing headcount

40% yes,
decrease attrition/Increase retention

43% yes,
eliminating roles by automation and other digital solutions

6%
other

Cost saving remains the most common annual efficiency target among respondents, but its share declined to 57% in 2026. Targets related to transaction efficiency, scope expansion and retention also decreased compared with the previous year, while the proportion of centres reporting no formal efficiency target increased to 11%. This broad reduction across the main target categories points to a more cautious or less uniformly target-driven environment within the 2026 respondent group, rather than providing clear evidence of a shift towards a different common efficiency priority. Overall, the findings suggest that cost efficiency remains central to BSC performance objectives, while approaches to measuring and pursuing efficiency appear to be becoming more varied across centres.

Effects of the home office / hybrid working model
Efficiency aspects

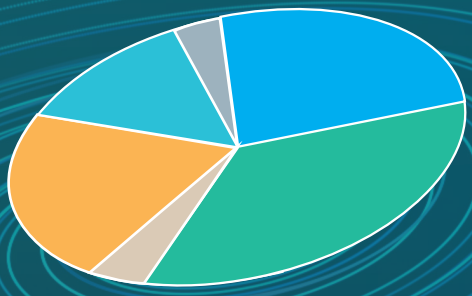
Hybrid work remains firmly established across Hungary's business services sector, with two or three mandatory office days representing the most common arrangements. At the same time, only 6% of centres require daily office attendance, while 10% allow fully remote work without a minimum office requirement. The concentration around two to three office days suggests that employers continue to seek a practical balance between in-person collaboration, employee flexibility and office-utilisation costs. Overall, the 2026 findings indicate that hybrid working has become a well-established operating model, with most centres adopting structured arrangements rather than moving towards either fully office-based or fully remote work.

How many days are colleagues obliged to **go to the office?**

6%
Employees have to come into the office every day

10%
There is no minimum, employees can choose fully remote work

32%
Minimum 3 days



11%
Minimum 1 day

37%
Minimum 2 days

4%
Minimum 4 days

Does the company exceed the legal minimum in terms of the number of days off?

40% no

60% yes



Competitiveness
Overview

63
higher education institutions

317,795
students

Skilled & educated workforce

50%
continuous growth
expanded with new services in 2025-26

Shift to value-added services

73%
are planning to bring more value-added functions to Hungary

53%
to increase service portfolio

Job creation **subsidy**

Cash **subsidy** for training purposes

Various Incentives

Cash **subsidy** for R&D activities

Corporate **tax allowance**

480,000 m2
office under construction in Budapest

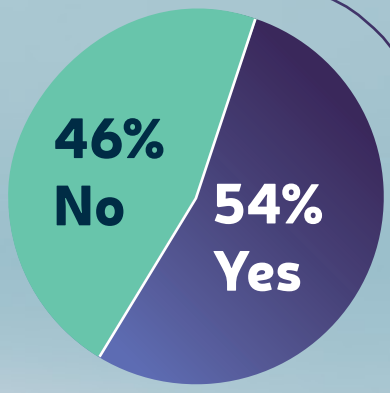
Full climate neutrality by **2050**

High quality infrastructure

4.5 million m2
office stock in Budapest

Continuous growth

Are you planning to bring any services/ functions to Hungary in 2026 H2/2027?



New functions planned to be transferred *to Hungary in 2027?*

55% Finance & Accounting & Controlling

32% Human Resources

34% Procurement, Logistics & Supply Chain

23% IT

18% Customer Service (Internal & External)

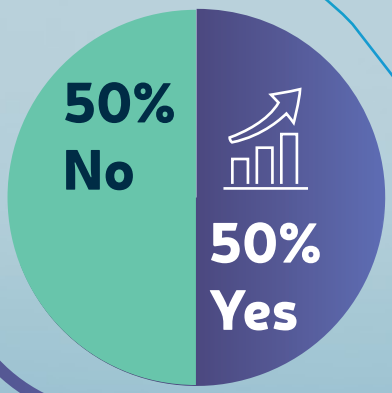
16% Research, Development & Innovation

11% Artificial Intelligence

20% Sales and Marketing

11% Other

Did you bring any new functions *into your Hungarian Business Services Center in 2025-2026?*



If yes, what kind of functions did you bring?

29% Finance & Accounting & Controlling

24% Other

24% Human Resources

10% Customer Service (Internal & External)

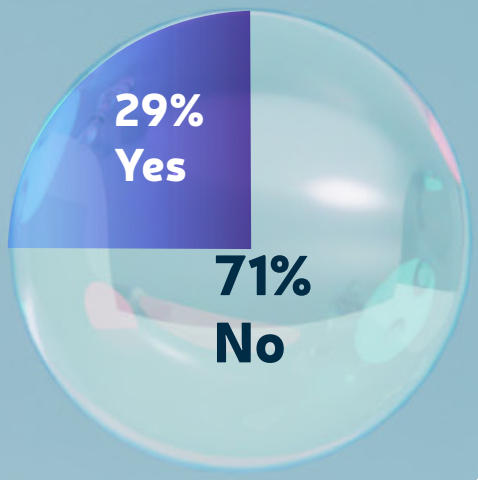
7% Sales and Marketing

12% Artificial Intelligence

10% Research, Development & Innovation

15% IT

Functions replaced
from BSCs based in Hungary



Transfer of services/ functions from your Hungarian BSC to another BSC in 2025-2026?





63%
Finance & Accounting & Controlling



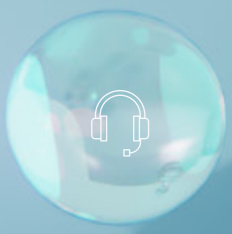
25%
IT Service Desk



17%
Procurement, Logistics & Supply Chain



4%
Sales and Marketing



17%
Customer Service (Internal & External)



8%
IT



13%
Human Resources

The share of centres transferring services from Hungary to another location increased to 29% in 2026, compared with 23% in 2025. While outbound migration remains limited, its increased prevalence points to continued optimisation of global service delivery networks. The trend should be considered alongside incoming scope, as transfers can reflect both competitive pressures and the restructuring of service portfolios towards higher-value activities. Finance accounted for the majority of outbound service transfers and increased substantially compared with 2025, while IT Service Desk and HR were also affected, albeit at lower levels. The concentration in Finance suggests ongoing redesign of finance delivery models, with more standardised activities potentially being relocated while higher-complexity services are retained or expanded in Hungary.

Reasons for the outbound **service migration**



63%
Cost



4%
Service Quality



42%
Higher value added jobs were transferred to our center, lower value added FTEs were transferred out



8%
Technology Change





13%
Other



21%
Efficiency & Productivity



21%
Skills and/or Labour Availability

Cost remains the leading reason for outbound migration, cited by 63% of affected centres. The transfer of lower-value work alongside the arrival of higher-value activities increased strongly, suggesting portfolio upgrading rather than simple contraction. Taken together, the reasons suggest that outbound migration is often part of portfolio optimisation rather than a simple reduction of the Hungarian operation.

Focus on **value-added services** in the complete service portfolio

Three-quarters of respondents plan to bring high value-added functions to Hungary within the next three years. Although this represents a slight decline compared with 2025, the result continues to demonstrate strong confidence in Hungary's ability to support increasingly complex and specialised activities. The high level of intent provides a strong potential pipeline for future growth and capability development within the business services sector. However, converting these plans into actual investments and functions will depend on the availability of advanced skills, leadership capacity and the digital capabilities required to support higher-value operations.

Are you planning to bring high-value added functions to Hungary in the next 3 years?

25% no

75% yes

Current maturity level

3%
Other

25%
Horizontal and vertical extension, standardization of service processes, building sophisticated SLA/OLA.

30%
E2E processes, global process ownership, multisourcing, multi-location model, rightshoring, GBS (Global Business Services) model.



12%
Higher value-added services integrated, outcome-oriented operation, charging back of full costs, market-based pricing, center of excellence model.

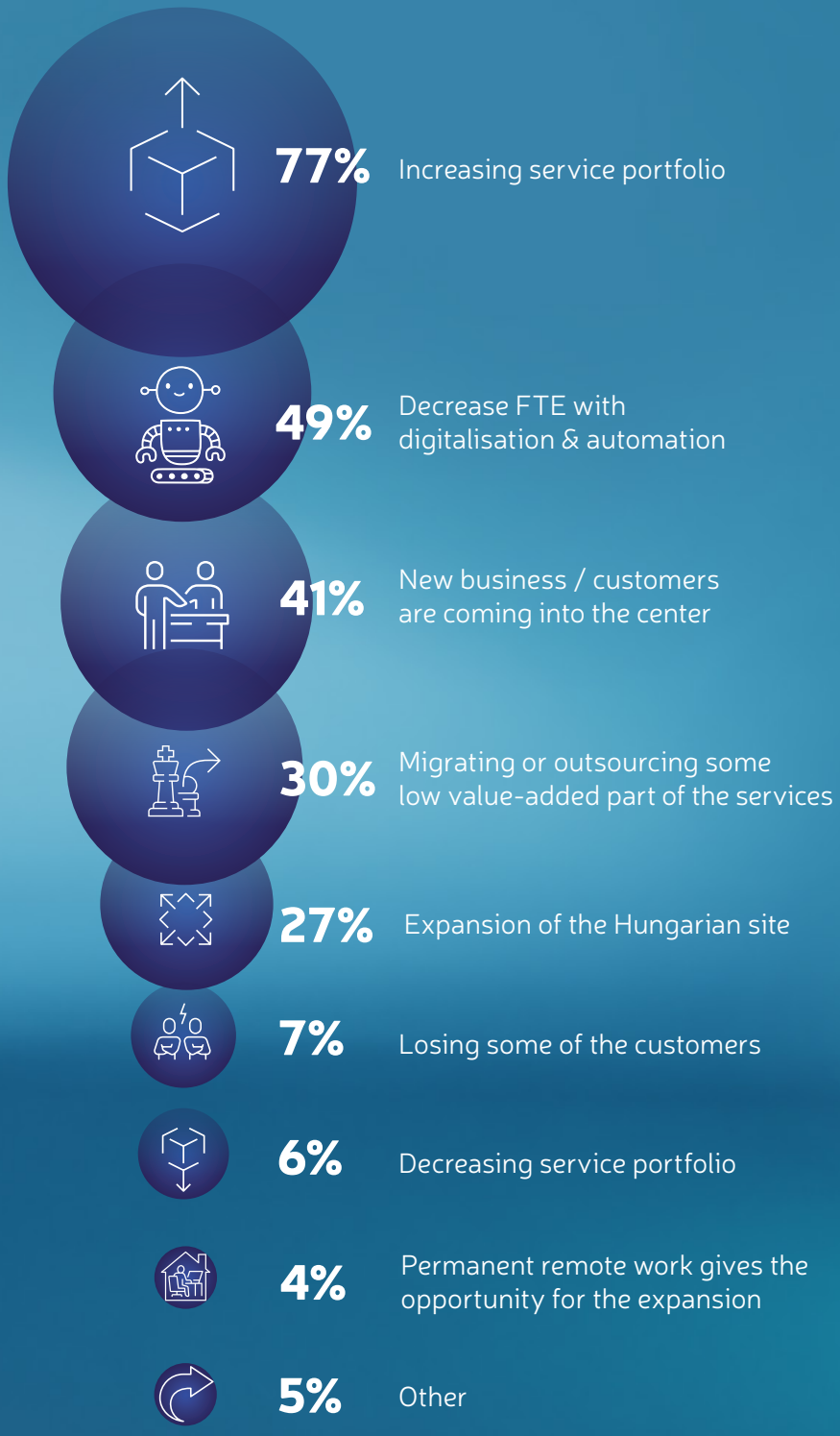
21%
Digitalization and automation, optimization with management methods (e.g. Lean Six Sigma).

9%
Launching the center, centralization, consolidation, harmonization.

The largest group of centres operates at the end-to-end process and global process ownership stage, indicating that integrated and globally coordinated delivery remains the most common maturity level among respondents. At the same time, the shares of centres at the standardisation and digitalisation stages increased, while the proportion reaching the most advanced, outcome-oriented and centre-of-excellence stage declined. The distribution therefore points to a shift towards the middle stages of the maturity model rather than a uniform progression towards the most advanced operating models. Some of the year-on-year changes may also reflect differences in the respondent mix, but the results nevertheless highlight continued development in process standardisation and digitalisation across Hungary's business services sector.

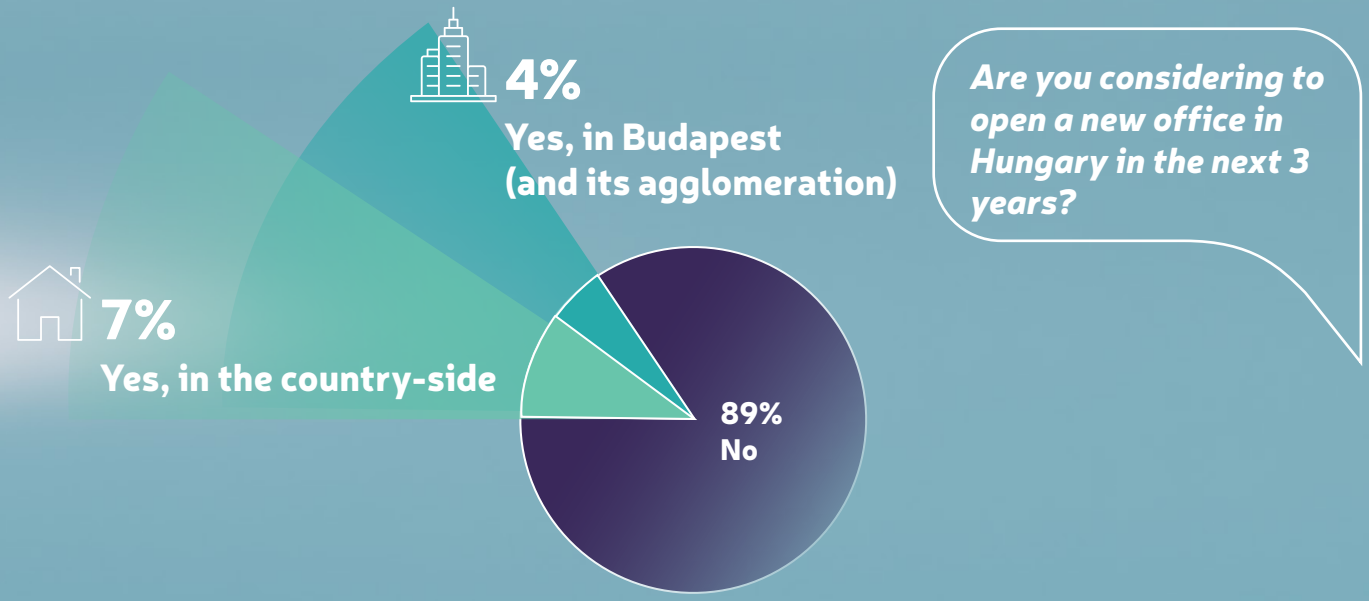
Factors influencing the outlook for **2026**

Increasing the service portfolio remains the strongest positive outlook factor, rising to 77% in 2026 and signalling continued confidence in expanding the scope of business services in Hungary. At the same time, digitalisation-driven headcount reduction and new business inflow became more prominent, indicating that service expansion and productivity improvement are expected to progress in parallel. This points to an increasingly dual-track outlook for Business Service Centres: organisations are seeking to grow through new and higher-value services while simultaneously using digitalisation and automation to improve productivity and reduce headcount requirements in more standardised activities. Overall, the findings suggest that future growth is expected to come not only from increasing the volume of services, but also from transforming how those services are delivered.



Incentives
for new and expanding BSCs

Most respondents do not plan to open an additional Hungarian office within the next three years, indicating a continued preference for developing existing locations rather than pursuing widespread geographic expansion. Only 11% are considering establishing a new site, with interest slightly stronger in regional cities than in Budapest. The findings suggest that organisations are largely focusing on optimising and expanding their current operations, while selective interest in regional locations points to continued potential for geographic diversification. Overall, the outlook indicates that most future growth is expected to take place within established sites rather than through a new wave of greenfield office openings.

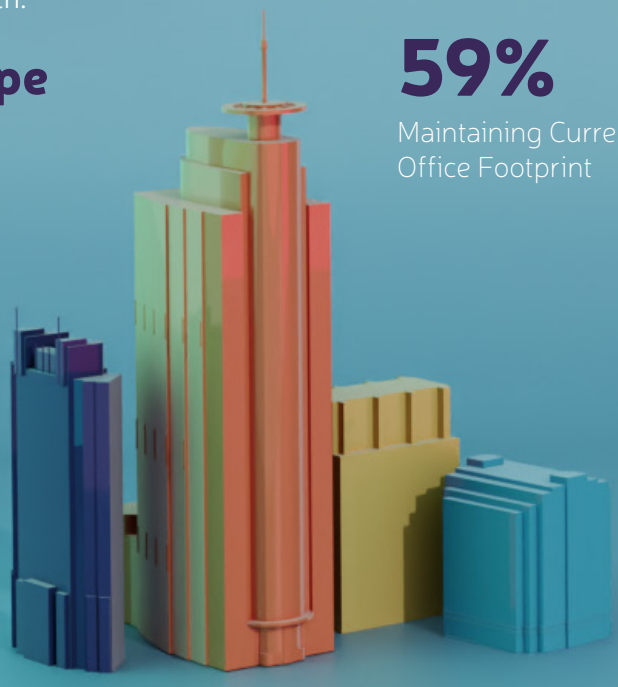


Maintaining the current office footprint remains the dominant strategy, although its share declined to 59%. Moderate expansion increased, while significant reductions became less common, indicating stabilisation after several years of workplace adjustment. The pattern reflects cautious optimisation rather than major contraction, with companies adjusting space to hybrid working while preserving capacity for selective growth.

Office landscape
Changing office footprint

59%
Maintaining Current Office Footprint

16%
Expanding Office Footprint by Increasing Current Office Space



14%
Reducing Office Footprint

Office Markets by CBRE

AI Impact on Workplace

The office sector has faced several significant challenges over recent years. The Covid-19 pandemic fundamentally altered workplace habits, accelerating the adoption of remote and hybrid working models and reducing occupier demand for traditional office space. More recently, the rapid emergence of artificial intelligence (AI) has introduced another layer of uncertainty around future workplace requirements, organizational structures, and long-term office demand.

According to CBRE's latest occupier research, the adoption of AI is already influencing corporate strategies for workforce planning and office space requirements. Survey findings indicate that 61% of occupiers anticipate AI affecting their office space requirements within the next two years, while a meaningful proportion report that such impacts are already being felt today. However, many industry analysts caution that AI implementation is still in its early stages. They argue that some organisations may be overestimating both the speed of adoption and the productivity gains that AI will ultimately deliver. As a result, the long-term impact on staffing levels and office occupancy may prove less significant than many businesses currently anticipate.

It is already clear, however, that AI is accelerating a broader shift in occupier expectations. Companies are becoming increasingly focused on flexibility, and on seeking workplaces that can adapt quickly to changing business needs and workforce structures. At the same time, the role of the office continues to evolve. Rather than serving primarily as a location for individual, task-based work, offices are increasingly valued as hubs for collaboration, innovation, knowledge sharing, and the cultivation of corporate culture. As these functions become more important, the quality, adaptability, and employee experience offered by office environments are likely to play a greater role in occupier decision-making than the amount of space required alone.

Looking ahead, occupiers are focusing their workplace strategies on four key priorities: strengthening in-person collaboration, enhancing the employee experience to attract and retain talent, improving sustainability performance, and integrating AI into business operations. While AI is often associated with workforce reductions and lower space requirements, most organizations currently view the technology as a tool for transformation rather than replacement. During the current adoption phase, the primary challenge is helping employees shift towards more valuable, higher-level tasks while routine activities become increasingly automated.

Consequently, the impact of AI on office space is likely to be more evolutionary than revolutionary in the near term. Existing office layouts will require optimisation and adaptation rather than wholesale downsizing. New workplace formats may emerge, including dedicated AI development hubs, innovation laboratories and data-focused collaboration spaces. These changes could reshape the configuration of office space even if overall occupancy levels remain relatively stable in the short term.

Interestingly, companies operating in the AI sector are themselves emerging as a growing source of office demand. These companies typically favour premium, centrally located office space in leading global gateway markets such as San Francisco, London and Amsterdam. As a result, AI-driven growth is likely to further reinforce demand in a relatively small number of highly attractive urban markets, further concentrating occupier activity in locations that offer deep talent pools, strong innovation ecosystems, and access to key business networks.

This trend is becoming increasingly visible in leasing activity across Europe. AI-related occupiers now account for approximately 3% of total office take-up, compared to less than 1% only a year earlier. While this reflects the rapid growth of the sector and its increasing importance as an occupier group, this demand remains heavily concentrated in core Western European markets and leading global innovation hubs. For the CEE region, this could represent a potential challenge. The concentration of AI-related investment and office demand in major established technology centres may partially reverse the decentralisation trends observed over the past decade, potentially limiting the extent to which emerging regional office markets can benefit from the sector's expansion.

Against this backdrop, it is becoming increasingly important for CEE cities to remain competitive in attracting and retaining highly skilled talent, as the availability of specialised human capital will be essential for moving up the value chain, capturing higher-value business functions and securing a greater share of future knowledge-based investment.



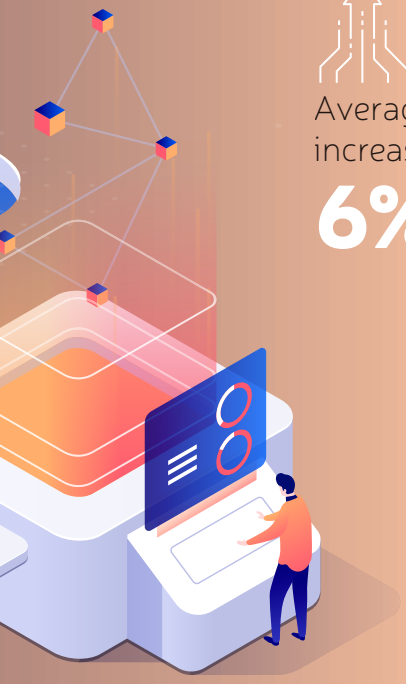
Talent Pool
Overview

Average age of employees
34.4

Ratio of university or college graduates among employees
81%

Voluntary attrition rate
11%

Ratio of BSCs with internship / fresh graduate program
72%



Average annual salary increase in 2025
6%

Ratio of foreign citizens among employees
21%

Ratio of in house middle and senior management promotion
49%

Ratio of female employees
54%

managers
43%

Average training days per person per year
7

Proportion of employees with some form of disability
1%

Employment

Key statistics

Average ratio of university or college graduates
81%

Average annual salary increase in 2026
6%

Average age of employees is
34.4 years

62%
of the respondents employ more than
250
individuals



Respondent centres remain significant employers, with 62% having more than 250 employees. The workforce is highly educated and slightly younger than in 2025, while salary increases moderated to 5.7%. At the same time, the representation of women increased both across the overall workforce and in management roles. The combination of lower attrition and more moderate wage growth points to greater short-term workforce stability, although competition for critical and emerging skills is likely to remain an important consideration for employers. Overall, the findings indicate a relatively stable and highly skilled workforce, with gradual changes in its demographic and employment profile.

Cafeteria benefits, bonuses, mobile phones, private healthcare and travel support remain the most common elements of employee benefit packages. Mobile-phone, travel and company-car benefits increased compared with 2025, while private healthcare and stock options declined. The changing mix suggests that employers are continuing to refine their benefit packages in response to evolving workforce expectations, with greater emphasis on practical, flexible and role-relevant forms of support alongside traditional benefits.

Ratio of female employees
54%
managers
43%

72% of BSCs provide internship or fresh graduate program

11%
Average voluntary attrition rate

95% Cafeteria

88% Bonus

81% Private healthcare

81% Mobile phone for personal use

78% Travel support

65% Support for sport activities

63% Company car for personal use

Cooperation with educational institutions

Active cooperation with higher education remains common among Business Service Centres, although the share of centres working exclusively with universities declined. At the same time, cooperation involving both secondary and higher education increased, indicating a broader approach to institutional engagement. However, 40% of respondents reported no active relationship with educational institutions, highlighting significant variation in the level of employer–education cooperation. The broader engagement with schools and universities may support earlier talent-pipeline development and increase awareness of business-services career opportunities among students. Overall, the findings point to a gradual broadening of education partnerships beyond traditional university-focused cooperation.

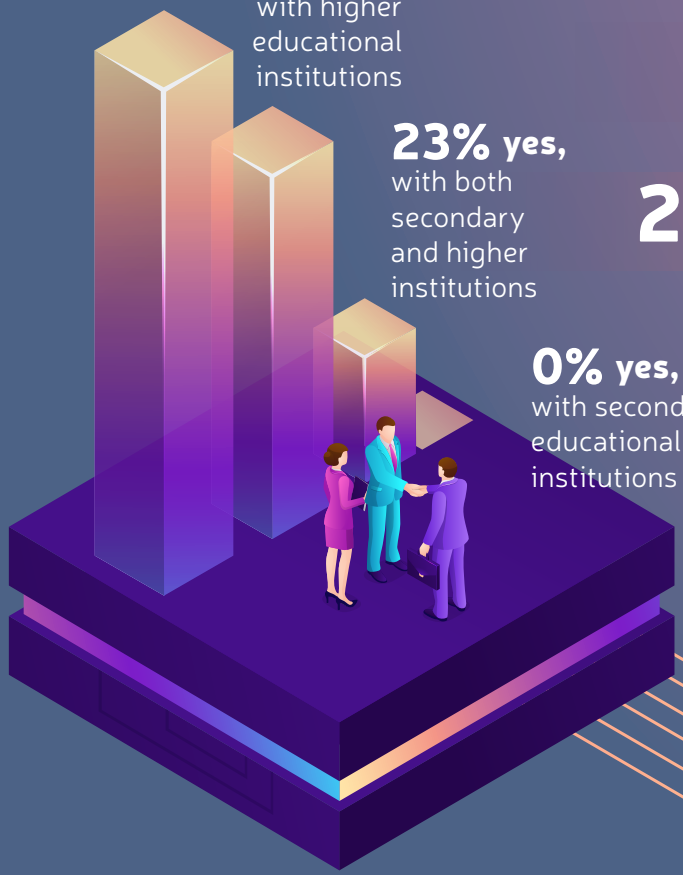
Do you have active relations with educational institutions?

40%
no

37% yes, with higher educational institutions

23% yes, with both secondary and higher institutions

0% yes, with secondary educational institutions



15% Organising workshops for students

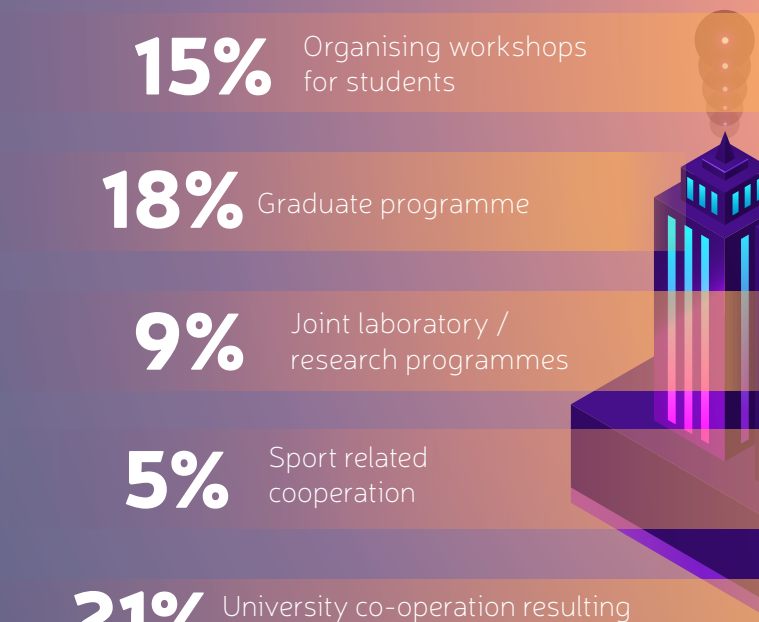
18% Graduate programme

9% Joint laboratory / research programmes

5% Sport related cooperation

21% University co-operation resulting in credit points for the diploma

1% Other





Ratio of BSCs with internship / fresh graduate programmes

72%

44% Employer branding activities at educational institutions

45% Guest lectures

28% Open days at educational institutions

38% Company visits

24% Sponsorship & donations

19% Partnering in dual educational system

14% Participation in student competition



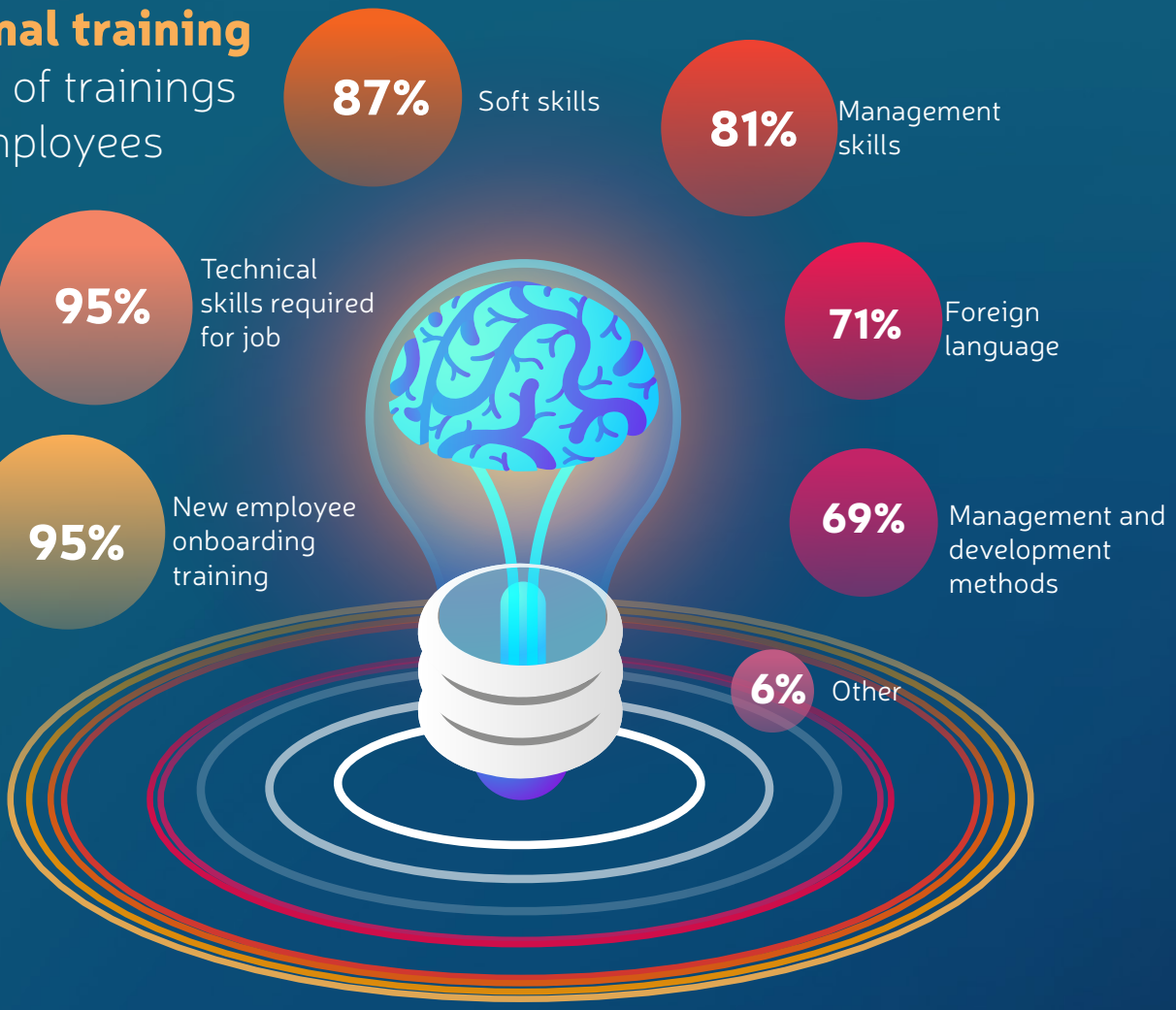
Guest lectures and employer-branding activities remain the most common forms of educational cooperation among respondents. At the same time, graduate programmes and credit-bearing university cooperation increased, while open days declined substantially. These changes suggest a gradual shift from predominantly promotional or ad hoc engagement towards more structured and sustained forms of cooperation with educational institutions. The growth of graduate and credit-bearing programmes may indicate a stronger focus on integrating employers into formal learning pathways and developing talent through more direct, curriculum-linked initiatives.

List of higher educational institutions with the MOST active relations with BSCs

1. ***Óbuda University*** *(27%)*
2. ***Budapest University of Economics and Business*** *(25%)*
3. ***Corvinus University of Budapest*** *(23%)*
4. ***Budapest University of Technology and Economics*** *(21%)*
5. ***Eötvös Loránd University*** *(20%)*
6. ***University of Debrecen*** *(13%)*

Internal training

Types of trainings for employees



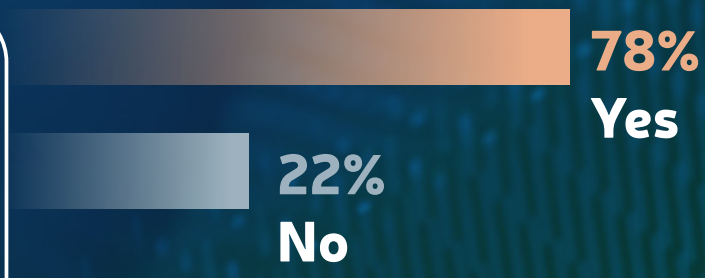
Average training days per person per year

7

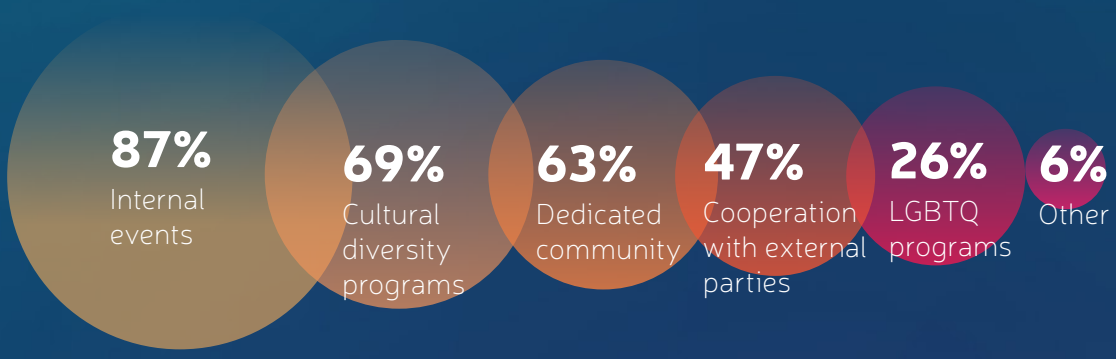
Onboarding and technical training remain nearly universal across the respondent base, while management, foreign-language and management and development method training increased strongly compared with 2025. The broader uptake of these development areas indicates greater investment in leadership capability, operational excellence and workforce adaptability. This stronger focus is consistent with the sector's need to prepare employees for broader responsibilities, organisational transformation and increasingly complex, higher-value activities. Overall, the findings suggest that training strategies are expanding beyond immediate role readiness towards longer-term capability development.

Financial support for external education also increased significantly, reaching 78% of respondents compared with 68% in 2025. This reflects stronger employer commitment to formal upskilling and longer-term employee development beyond internally delivered training. Such investment can support employee retention and internal mobility while helping centres address emerging skill gaps that cannot be filled through recruitment alone.

Does your company provide financial support for your employees to attend external training courses?



Programs
for diversity and inclusion



Internal events remain the most common diversity and inclusion activity. Cultural-diversity programmes and dedicated employee communities increased, while LGBTQ programmes and external cooperation declined. The results indicate that D&I activity remains active, but programme priorities are evolving and may be increasingly shaped by local organisational needs and global policy frameworks.

Flexible work arrangements

Remote work, flexible hours and part-time employment remain widely available across Hungary's business services sector. Most flexible-work options either increased or remained stable compared with 2025, while the share of centres offering none of the listed arrangements fell to only 3%. The continued breadth of flexible working options indicates that flexibility remains an established element of employment practices, supporting employee attraction and retention while enabling centres to access a wider talent pool beyond traditional full-time, office-based roles. Overall, the findings point to a continued commitment to flexible working arrangements, with employers maintaining a diverse range of options to balance workforce expectations with operational requirements.



94% Home office / remote works

82% Flexible hours

79% Part time working

29% Career breaks

17% Shift systems

13% Teleworking

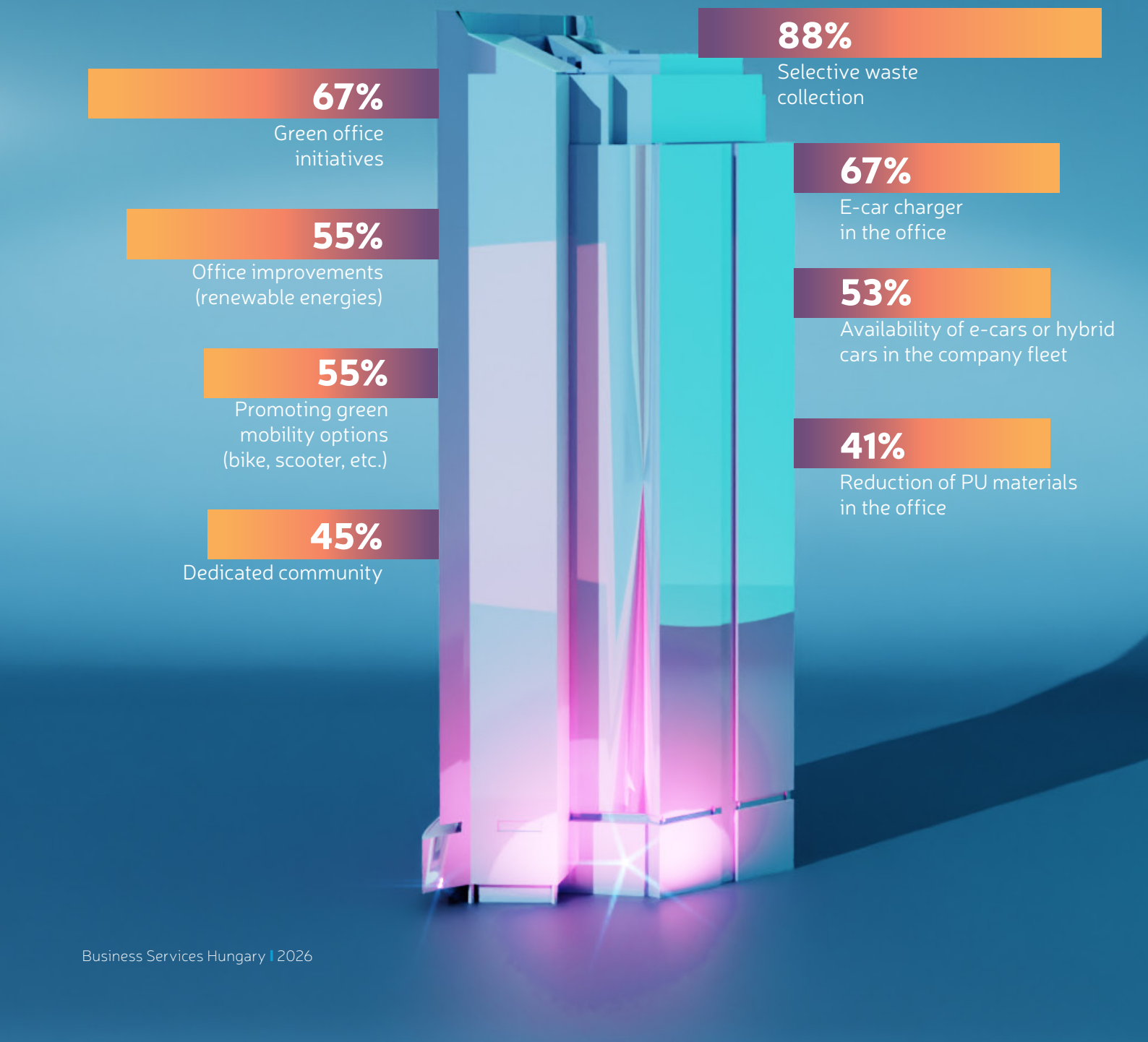
12% Term time contracts

9% Compressed hours

6% Job sharing

Programs for **sustainability**

Selective waste collection remains the most widespread sustainability initiative among respondents, maintaining its position as a core element of workplace sustainability. At the same time, green mobility measures, dedicated sustainability communities and electric-vehicle infrastructure gained further momentum, while renewable-energy-related office improvements declined slightly. The growth of practical initiatives suggests that sustainability is becoming increasingly embedded in day-to-day workplace operations rather than remaining focused primarily on awareness and engagement activities. Overall, the findings point to a continued expansion of tangible sustainability measures across Hungary's business services sector, with organisations increasingly incorporating environmental considerations into workplace infrastructure and employee mobility.



BUSINESS SERVICES:
A strategic engine of growth and transformation

Business Services have evolved beyond traditional corporate support to become a strategic engine of growth and competitiveness. By connecting skilled talent, advanced technologies and sophisticated business capabilities, the industry creates high-value employment, enables innovation and strengthens productivity.

WHAT DO WE MEAN BY BUSINESS SERVICES?

A wide range of functions and processes that organizations need and leverage daily to manage and enhance their operations and administration, increase efficiency, and drive growth, which is carried out internally or externally, in-house or provided by a third party, regardless of location or organizational setup. However, public services, as well as functions linked to personal services and services related to physical labor (blue-collar by definition), are omitted.

BUSINESS SERVICES AT A GLANCE

~40 MILLION
PEOPLE EMPLOYED IN THE BUSINESS SERVICES INDUSTRY ACROSS EUROPE

~50 MILLION ESTIMATED BUSINESS SERVICES EMPLOYMENT IN EUROPE BY 2030

~700,000
PEOPLE EMPLOYED IN HUNGARY'S BUSINESS SERVICES INDUSTRY
(according to ABSL definition)

33%
OF BSI EMPLOYMENT IN HUNGARY IS IN KNOWLEDGE-INTENSIVE BUSINESS SERVICES (KIBS)

Sources: *ABSL Business Services Industry in Europe 2025 (Europe); ABSL Strategic Intelligence (Hungary); ABSL official communication (2030 estimate).*

THREE FORCES SHAPING BUSINESS SERVICES

TALENT
Building the skills and capabilities needed for increasingly complex and knowledge-intensive activities.

TECHNOLOGY
Using AI, automation and digital technologies to reshape processes and enable new operating models.

TRANSFORMATION
Connecting people, technology and expertise to help organizations adapt, innovate and create sustainable value.

HUNGARY IN THE INTERNATIONAL BUSINESS SERVICES LANDSCAPE

Hungary has developed a strong Business Services ecosystem built on skilled talent, international business capabilities and an increasing focus on knowledge-intensive activities.

Its role extends beyond the scale of the domestic industry. Through Budapest, Hungary is connected to the international exchange of Business Services knowledge, leadership and expertise.

PART OF A GLOBAL BUSINESS SERVICES COMMUNITY

ABSL – the Association of Business Service Leaders – represents the Business Services industry and connects companies, leaders and stakeholders across an international network.

18 COUNTRIES

ACROSS THE ABSL NETWORK

600+ LEADING COMPANIES

FORMING THE GLOBAL ABSL COMMUNITY

BUDAPEST: CONNECTING THE EUROPEAN BUSINESS SERVICES COMMUNITY

Budapest's international relevance is reflected in its role as host of the ABSL Forum 2026, bringing Business Services leaders and experts from across Europe and beyond together in Hungary.

Hosting the Forum underscores Budapest's role as a meeting point for international professional dialogue on the future of Business Services and reflects Hungary's connection to the wider European industry.

HOW ABSL ADVANCES THE INDUSTRY

REPRESENTATION & ADVOCACY
Representing the sector's interests and strengthening dialogue with government and key stakeholders.

KNOWLEDGE & INSIGHTS
Connecting leaders through research, industry insights, knowledge sharing and the exchange of best practices.

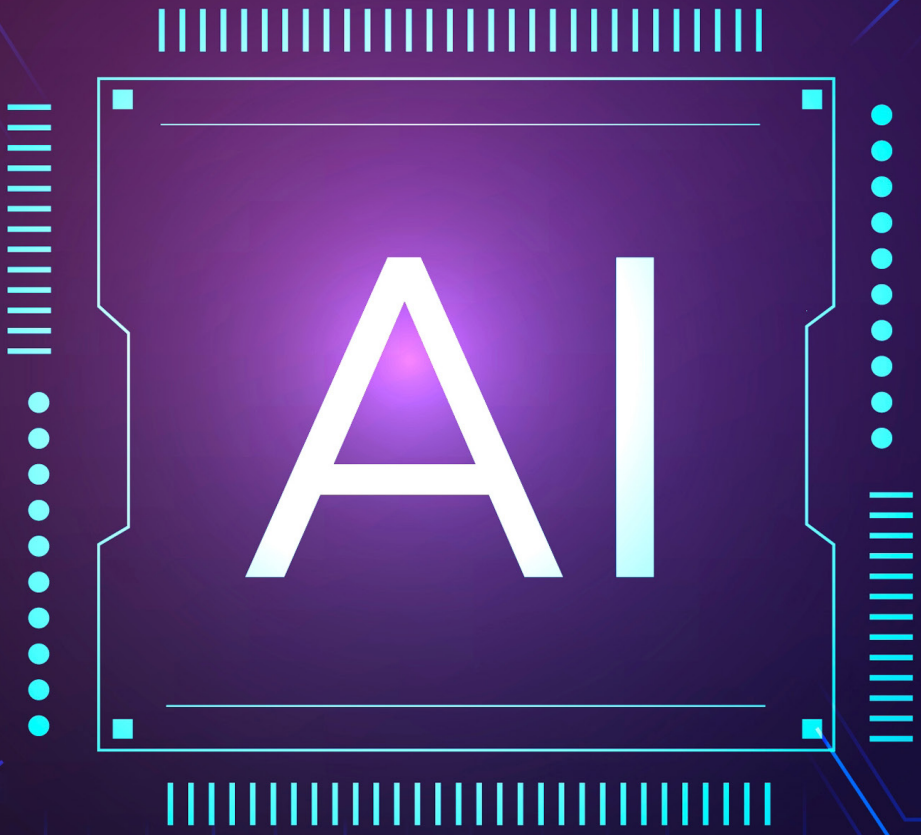
TALENT & SECTOR DEVELOPMENT
Supporting future talent, stronger industry–education connections and the long-term competitiveness of Business Services.

ABSL HUNGARY × HIPA

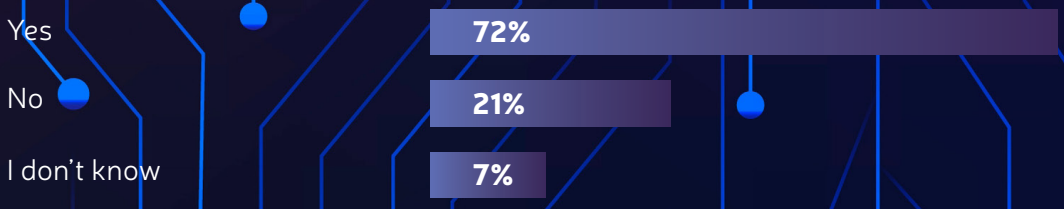
A SHARED COMMITMENT TO HUNGARY'S BUSINESS SERVICES SECTOR
ABSL Hungary and HIPA work together to strengthen Hungary's position as a competitive and future-ready location for Business Services. By connecting industry expertise, investment promotion and public-private dialogue, the partnership supports the development of Hungary's Business Services ecosystem, high-value employment and the country's ability to attract increasingly knowledge-intensive activities.

AI Strategy
Overview

AI strategy maturity improved significantly in 2026, with 72% of respondents reporting a defined AI implementation plan, up from 59% in 2025. Meanwhile, the share of centres without an AI strategy declined to 21%, indicating that fewer organisations remain without a structured approach to AI adoption. This shift from strategic intention towards defined implementation planning represents an important step in the sector's digital transformation. However, translating these plans into measurable business outcomes will depend on effective governance, adequate investment, data readiness and employee adoption. Overall, the findings point to growing strategic commitment to AI across Hungary's business services sector, while highlighting the importance of execution in realising its full potential.



Does your company have a **thoroughly defined strategy/plan for AI Implementation?**



AI adoption continues to gain momentum across Hungary's business services sector, with two-thirds of respondents having already implemented AI in their operations, up from 61% in 2025. A further 26% are implementing or planning AI solutions, leaving fewer than 10% without any current AI activity. These findings indicate that AI has moved beyond the early-adoption phase and is becoming an increasingly mainstream component of BSC operations. As adoption expands, the focus is shifting from initial implementation towards scaling solutions, ensuring responsible use and measuring their impact on productivity, service quality and business performance.

Has your organization implemented AI technologies in its Business Service Center operations?*

**Existing and new developments may account for two different categories.*



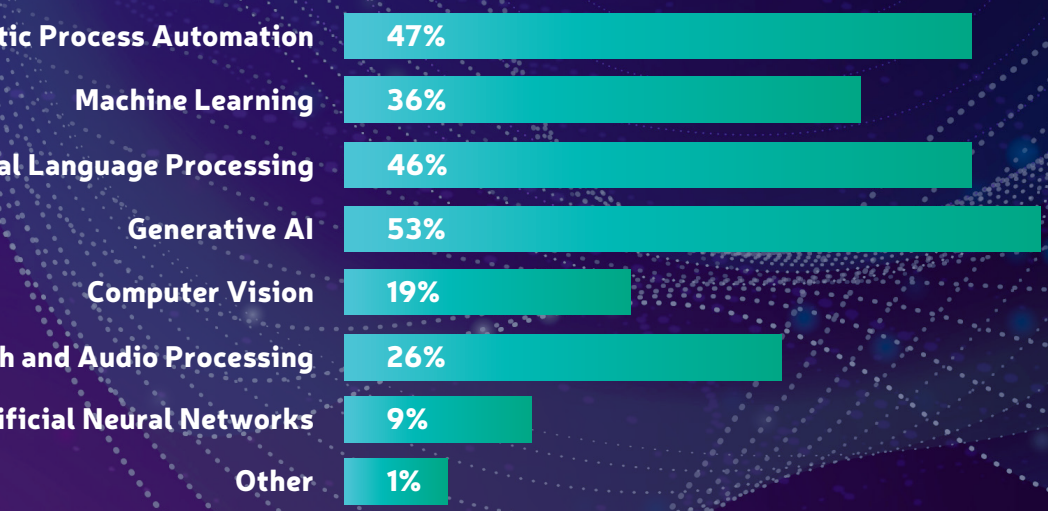
Among organisations that have not yet implemented AI, lack of knowledge and limited resources remain the main barriers to adoption. Although policy restrictions no longer feature as a reported obstacle, uncertainty remains high within this smaller group of respondents. The findings suggest that the remaining challenges are increasingly practical, relating to skills, implementation capacity and clarity on the business case for AI, rather than formal policy constraints. Addressing these barriers through targeted training, access to expertise and clearer implementation strategies could help more centres move towards AI adoption and capture its potential benefits.

Has your organization implemented AI technologies in its Business Service Center operations?

Generative AI became the most widely used AI technology among respondents, followed by robotic process automation (RPA) and natural-language processing. Adoption increased across nearly all technology categories, indicating that AI use cases are becoming more diverse and increasingly embedded in day-to-day operations. The broad-based growth suggests that centres are moving beyond reliance on individual technologies towards combining complementary solutions, with generative AI increasingly complementing established automation tools such as RPA and analytics. This trend reflects the sector's ongoing shift towards more integrated technology ecosystems to improve operational efficiency, support decision-making and enhance service delivery.



Which **AI technologies** are currently **being used?**



59% Increased productivity

52% Reduced manual workload

45% Improved accuracy

43% Cost savings

29% Enhanced customer satisfaction

What are the key advantages and efficiency impacts of using AI in Business Service Centers, in your opinion?



Productivity improvements and reduced manual workload remain the most highly rated benefits of AI among Hungary's business service centres. Expectations of cost savings increased slightly compared with 2025, while perceived improvements in accuracy and customer experience declined. These results indicate that organisations continue to associate AI primarily with operational efficiency and workload reduction, while its impact on service quality and customer-facing outcomes appears less consistent. As AI adoption matures, demonstrating measurable improvements beyond productivity will be important to realising its broader business value.

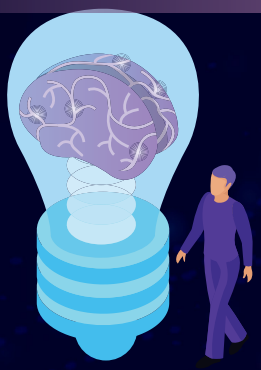
How do you **measure the efficiency** of using **AI**?

Productivity increase **36%**

Cost decrease **23%**

Workload savings **26%**

Customer experience **19%**



Accuracy **19%**

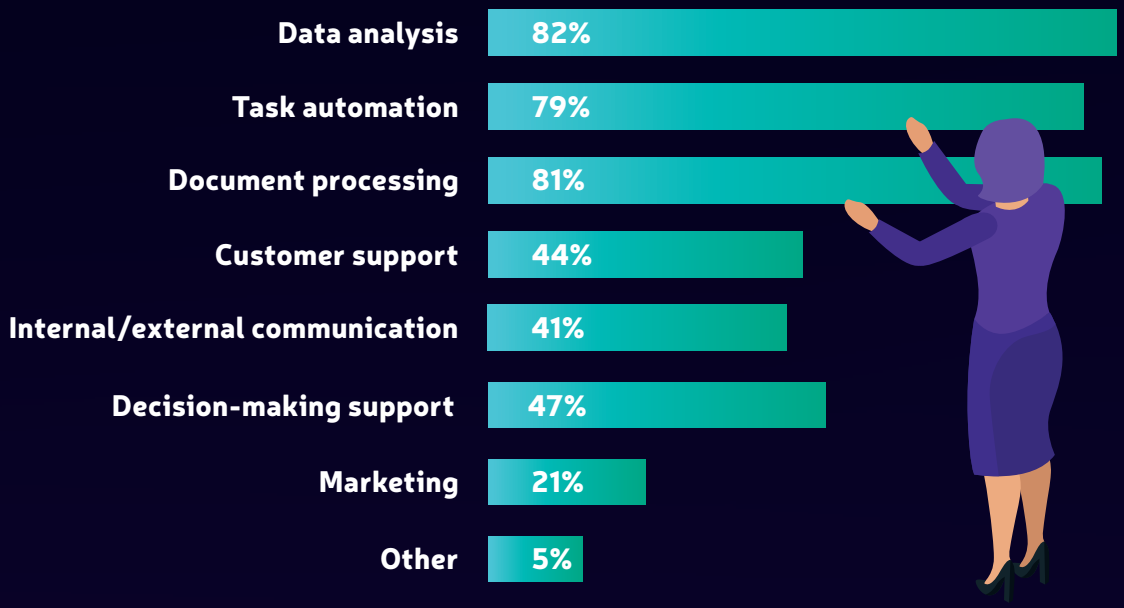
We do not measure efficiency **21%**

Other **3%**

Productivity improvements and workload savings remain the most common measures used to assess AI efficiency across Hungary's business services sector. However, the share of organisations that do not measure AI-related efficiency increased to 21%, highlighting a growing gap between AI adoption and the systematic evaluation of its impact. As investment in AI continues to expand, stronger measurement frameworks will become increasingly important to demonstrate tangible business value. Establishing clear performance baselines, tracking productivity gains and implementing consistent benefit-monitoring practices will help organisations assess returns on investment, strengthen governance and ensure that AI delivers sustainable improvements in operational performance.

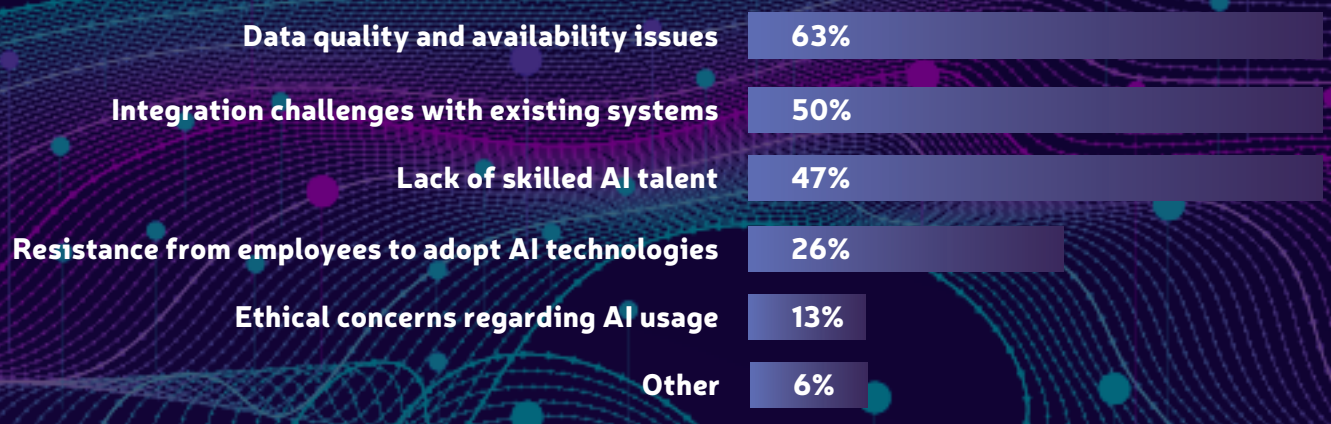
Effectiveness of AI in Business Service Center operations

AI is considered most effective in data analysis, document processing and task automation, each identified by around 80% of respondents. These applications recorded substantial growth compared with 2025, accompanied by increased perceived effectiveness in decision support and communication. The strong concentration in information-intensive and repetitive activities reflects the practical value of AI in streamlining everyday operations. Building on these established use cases provides a solid foundation for expanding AI into more complex activities and broader business processes.



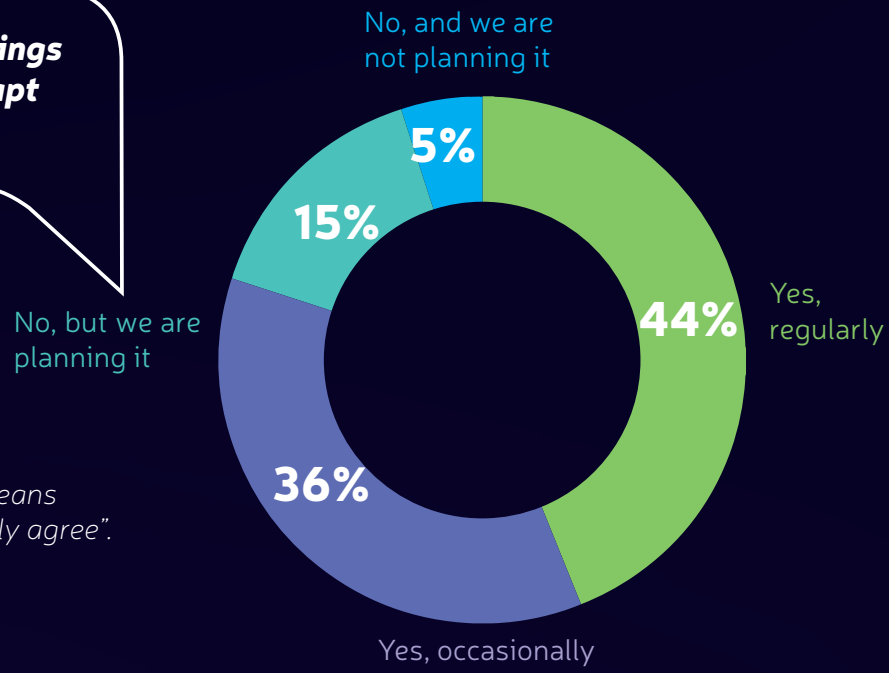
What **challenges** has your company **faced during AI implementation?**

Data quality and availability remain the most common challenges to AI implementation, followed by integration with existing systems and shortages of skilled AI talent. Employee resistance is less widespread, while ethical concerns affect a smaller share of respondents. These findings highlight that successful AI adoption requires more than access to technology: reliable data foundations, effective system integration, appropriate skills and well-managed organisational change are all essential to translating AI investment into tangible business outcomes.



AI-related training expanded significantly in 2026, with 44% of respondents providing it regularly and a further 36% offering it occasionally. The share of organisations that are only planning training or have no plans to introduce it declined substantially. This broader coverage reflects the growing importance of workforce readiness in AI adoption. Beyond practical knowledge of AI tools, employees need a clear understanding of governance, potential risks and responsible use to ensure that AI is applied effectively and consistently across business operations. Respondents broadly recognise large-scale AI implementation as essential to long-term competitiveness, assigning it an average score of 4.3 out of 5. However, views on AI's overall impact on employment remain mixed, with responses close to neutral. This contrast highlights strong confidence in AI's strategic importance alongside continued uncertainty about its workforce implications. As adoption advances, the key challenge will be to translate productivity gains into effective job redesign, new roles and higher-value activities, while understanding the implications for overall employment levels.

Do you provide trainings for employees to adapt to AI technologies?



** Answer on scale 1-5 where 1 means "highly disagree", 5 means "highly agree".*

To what extent do you agree with the following sentences?*

4.3
Large-scale implementation of AI is required to stay competitive in the long term

3.1
AI implementation will have a net positive impact on the number of jobs in the long term

2.9
AI implementation will have a net negative impact on the number of jobs in the long term

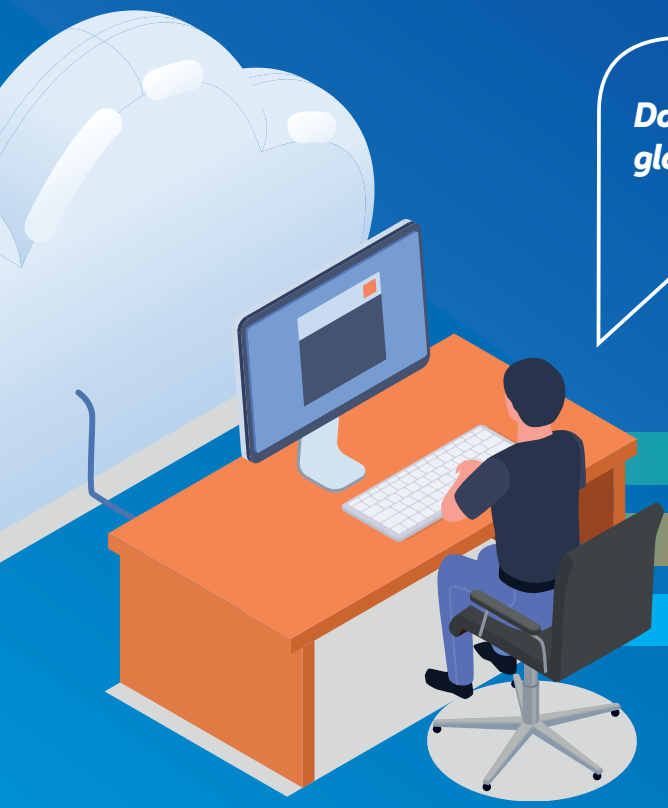
Environmental, **S**ocial & **G**overnance Overview

ESG remains a high priority for Hungary's business service centres, receiving an average importance rating of 4.34 out of 5. Perceived organisational readiness also remains strong, with an average score of 4.10, despite a slight decline compared with 2025. This small decrease may indicate that evolving expectations and regulatory requirements are creating additional pressure on organisations to strengthen their implementation capabilities. Maintaining progress will require continued attention to integrating ESG principles into operational practices, governance structures and long-term business strategies.

To what extent is your company ready to operate in an ESG-responsible way? **4.1**

4.3 How would you score ESG importance?

Global or regional ESG strategies are in place at 91% of respondent companies, up from 88% in 2025, while the share reporting no ESG strategy declined substantially. These findings indicate that ESG is becoming increasingly embedded in corporate-level frameworks, providing a stronger foundation for local implementation, consistent reporting and operational accountability. The next step is to translate these overarching commitments into measurable actions and ensure their effective integration into day-to-day business operations.



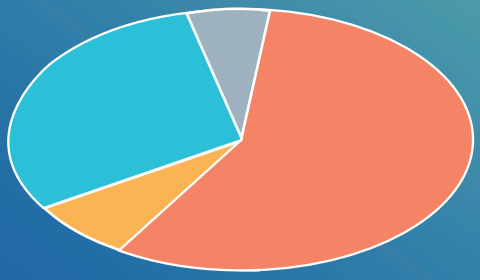
Does your company have any global/regional ESG strategy?

91% Yes

3% No

6% N/A

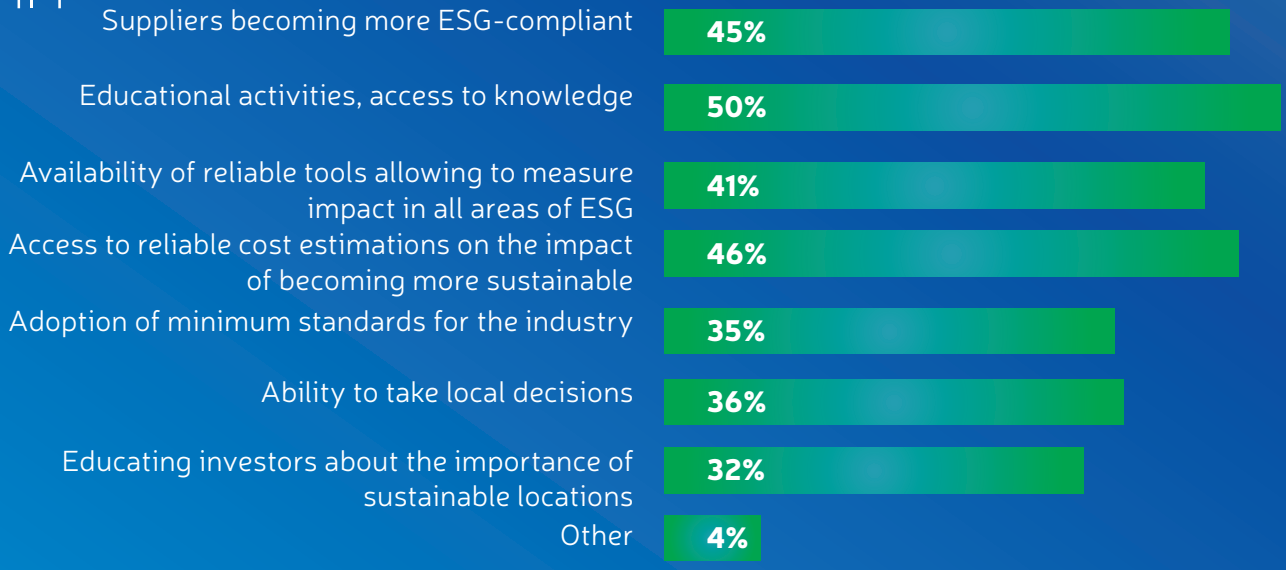
Do you have a local **ESG action plan?**



More than half of respondents have a local rollout plan aligned with their global ESG strategy, while the share without a local action plan declined to 29%. This indicates gradual progress in translating corporate-level commitments into local implementation. However, the remaining gap highlights the importance of establishing clear responsibilities, defining measurable objectives and allocating sufficient resources at centre level to ensure that ESG strategies lead to tangible operational outcomes.



What would help the BSC sector in Hungary to be more ready for ESG aspects?



Education and access to practical knowledge remain the most frequently requested enablers of ESG implementation, alongside reliable cost estimates and access to compliant suppliers. Demand also increased for measurement tools, greater local decision-making authority and stronger investor awareness of sustainable locations. These findings highlight that companies need more than strategic direction to advance their ESG agendas. Practical expertise, credible data, effective measurement tools and a supplier ecosystem capable of meeting sustainability requirements are essential to translating commitments into measurable progress.

The Global Business Services Landscape
Expert Report by **Tessero**

The global business services sector continues to evolve rapidly, with companies increasingly locating complex, knowledge-based activities alongside more traditional support functions. India remains the world's leading Global Capability Centre (GCC) destination, with over 1,800 centres and approximately 1.9 million professionals. Far from being limited to transactional work, Indian centres now support software engineering, AI, cybersecurity, analytics, product development and advanced finance functions. However, European organisations continue to cite time-zone differences and communication challenges as potential limitations.

The Philippines, along with Latin American locations such as Mexico and Costa Rica, continue to attract significant investment, particularly for customer operations, finance, HR and business support services. While these markets are steadily moving up the value chain, they remain more closely associated with large-scale operational delivery than with the most sophisticated global business functions.

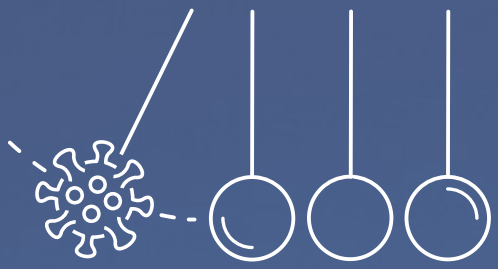
Within Europe, cities such as Lisbon, Porto, Barcelona and Dublin compete directly with Central and Eastern European locations for new investments. Their attractiveness is typically driven by highly educated, multilingual and internationally experienced talent pools rather than by labour-cost advantages. These locations are often selected for specialist roles, leadership and regional management functions.

Central and Eastern Europe remain some of the world's most competitive business services regions. Poland leads the market with over 450,000 employed professionals. Kraków, with close to 100,000 professionals, and Warsaw, with around 90,000, have established themselves as hubs for high-value finance, risk, technology, analytics and regulatory functions, while Wrocław has developed a strong reputation for technology, engineering and financial services operations.

Budapest is firmly established among the region's leading locations, and combines strong multilingual capabilities, a highly educated workforce and extensive experience supporting pan-European operations. The city has successfully expanded beyond traditional finance, HR and customer service activities into analytics, cybersecurity, business transformation and other high-value functions. Romania's Bucharest and Cluj-Napoca, alongside Sofia in Bulgaria, have also strengthened their positions in recent years, particularly in technology, IT and multilingual service delivery, making them increasingly attractive destinations for new investment.

The Hungarian SSC Market in 2026:
Greater flexibility, new challenges, and a search for stability

Hungary's Shared Service Centre (SSC) and Business Services Sector (BSS) continue to be among the country's most dynamic employment markets. While Budapest remains the undisputed centre of the industry, shifting economic conditions, changing workplace expectations, and evolving candidate priorities are creating a more flexible and pragmatic labour market than in previous years. Recent market observations indicate that candidates across all seniority levels are becoming increasingly flexible in their expectations regarding salaries, home office arrangements, and working conditions. Nevertheless, the competition for high-quality candidates remains intense. At the same time, companies that are less resilient and adaptive,



face ongoing challenges in attracting talent, managing recruitment processes efficiently, and responding to changing workforce expectations. The findings are also consistent with broader observations, which highlight Hungary's strong position within the European business services landscape, its multilingual talent pool, and the sector's continued focus on high-value-added services.

Budapest remains the SSC capital

The Hungarian SSC market is still heavily concentrated in Budapest. Although regional hubs such as Debrecen and Pécs also offer opportunities, the majority of multinational service centres continue to establish and expand their operations in the capital. As a result, professionals living in the countryside often face limited local opportunities. With remote positions becoming less common, many candidates are now willing to commute several hours per day in order to access attractive roles in Budapest. Despite this increased flexibility, fully remote positions remain among the most sought-after roles in the market. This concentration reflects the broader development of Hungary's business services sector, with Budapest continuing to attract the majority of international investments and service operations.

A challenging environment for fresh graduates

The market presents particular challenges for entry-level professionals. For many fresh graduates, internship programmes have become the most reliable pathway into full-time employment. Candidates who are unable to secure a permanent position at the company where they completed their internship often face an increasingly competitive job market. Language skills have become a key differentiator. English is considered a basic requirement for most SSC positions, while proficiency in additional foreign languages significantly improves employability and access to higher-value roles. This trend aligns with Hungary's reputation as a multilingual service centre destination capable of supporting pan-European operations. At the same time, traditional academic qualifications are becoming less influential in recruitment decisions, with the exception of certain finance fields. Employers increasingly prioritise relevant experience, business knowledge, and practical skills over university degrees, particularly for roles requiring humanities backgrounds. Another common challenge among junior candidates is their limited understanding of current salary levels in the market. Unrealistic salary expectations can create mismatches during recruitment processes, further complicating their job search.

Senior professionals prioritise security

While junior candidates struggle to enter the market, experienced professionals face a different set of concerns. The increasing frequency of organisational restructurings, layoffs, and business transitions has shifted priorities among senior talent. Rather than focusing exclusively on salary progression, many experienced candidates now place greater emphasis on long-term stability, predictable career paths, and organisational security. Consequently, senior candidates are often willing to compromise on compensation if they perceive a company as stable and capable of providing long-term employment. Hybrid working arrangements and additional home office flexibility can further enhance an employer's attractiveness. However, experienced professionals also report challenges around career stagnation. After several years in the same organisation, growth opportunities may become limited, reducing motivation and encouraging external job searches. This challenge is particularly pronounced among professionals working in highly specialized or niche functions, where alternative opportunities within the market may be scarce.

Recruitment challenges for employers

The recruitment process itself has become an important competitive factor. Many organisations continue to operate interview processes involving three or more rounds. In a market where candidates frequently participate in multiple recruitment processes simultaneously, lengthy decision-making can be risky. Strong candidates may accept offers from elsewhere before receiving a final decision. Candidate confidence can also be weakened by uncertainty surrounding job advertisements. There is growing scepticism about whether published vacancies represent active employment needs or are simply talent pool building exercises. Candidates report frustration when roles are placed on hold after they have already entered the application process.

International and returning talent face additional obstacles

Hungary continues to attract professionals from abroad as well as Hungarian nationals returning from international careers. However, relocation can be complex. Candidates often have questions regarding administrative procedures, including obtaining tax numbers, social security documentation, and address registration. Additionally, there is often uncertainty about relocation costs, salary expectations, and practical aspects of settling in Hungary. Greater transparency from employers can help reduce these barriers and improve the candidate experience.

Where AI actually fits

The development of AI and automation is itself at the core of these centres, as cost savings and efficiency are the main business objectives. What we do see, consistently, is that the companies getting real value from AI are the ones who understand their own processes, and can map a workflow end-to-end and clearly define what should be automated and what should not. That capability, business analysis, process mapping, and translating a messy real-world problem into something technology can actually solve, is a genuine differentiator, and it is a skill set Hungary's talent pool is well placed to build on.

Outlook for the Hungarian SSC market

The Hungarian SSC sector remains resilient and continues to evolve toward higher-value-added activities. Hungary's strengths include a multilingual workforce, growing expertise in finance, accounting, IT, HR, and customer operations, as well as an increasing emphasis on knowledge-intensive services. Looking ahead, flexibility is likely to remain the defining feature of the market. Candidates are becoming more adaptable regarding compensation, location, and working arrangements, while employers are re-evaluating their recruitment strategies to secure talent more effectively. For junior professionals, language skills and practical experience will remain critical success factors. For experienced candidates, long-term stability and meaningful career progression are increasingly taking precedence over aggressive salary growth. As both sides adjust their expectations, the Hungarian SSC market is entering a more mature phase characterised by pragmatism, resilience, and a stronger focus on sustainable career opportunities.



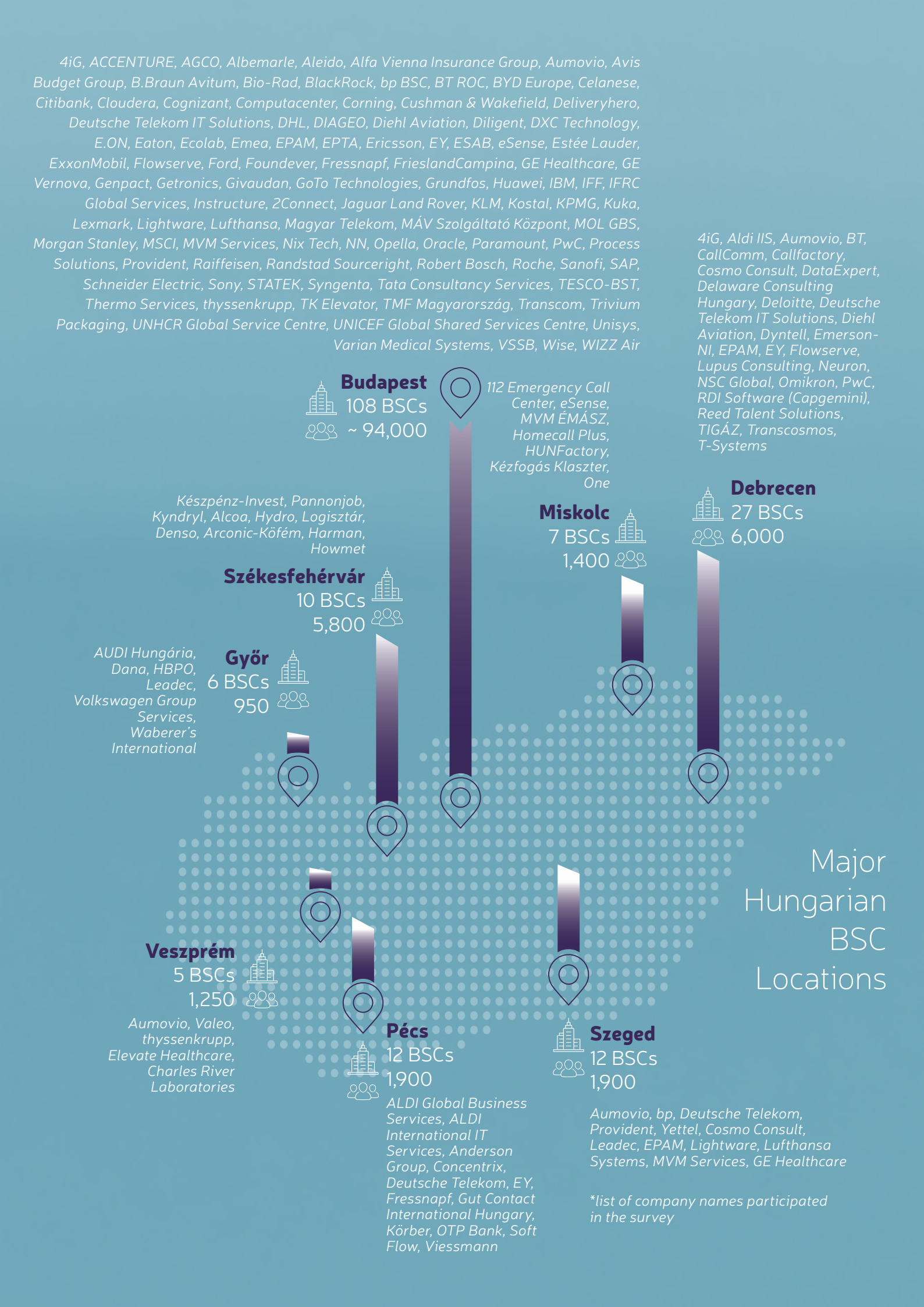
Tessero

WHERE EVERY PIECE FITS

Business Services Locations in Hungary

Office Market Overview

Major Hungarian BSC Locations



Budapest
108 BSCs
~ 94,000

4iG, ACCENTURE, AGCO, Albemarle, Aleido, Alfa Vienna Insurance Group, Aumovio, Avis Budget Group, B.Braun Avitum, Bio-Rad, BlackRock, bp BSC, BT ROC, BYD Europe, Celanese, Citibank, Cloudera, Cognizant, Computacenter, Corning, Cushman & Wakefield, Deliveryhero, Deutsche Telekom IT Solutions, DHL, DIAGEO, Diehl Aviation, Diligent, DXC Technology, E.ON, Eaton, Ecolab, Emea, EPAM, EPTA, Ericsson, EY, ESAB, eSense, Estée Lauder, ExxonMobil, Flowserve, Ford, Foundever, Fressnapf, FrieslandCampina, GE Healthcare, GE Vernova, Genpact, Getronics, Givaudan, GoTo Technologies, Grundfos, Huawei, IBM, IFF, IFRC Global Services, Instructure, 2Connect, Jaguar Land Rover, KLM, Kostal, KPMG, Kuka, Lexmark, Lightware, Lufthansa, Magyar Telekom, MÁV Szolgáltató Központ, MOL GBS, Morgan Stanley, MSCI, MVM Services, Nix Tech, NN, Opella, Oracle, Paramount, PwC, Process Solutions, Provident, Raiffeisen, Randstad Sourceright, Robert Bosch, Roche, Sanofi, SAP, Schneider Electric, Sony, STATEK, Syngenta, Tata Consultancy Services, TESCO-BST, Thermo Services, thyssenkrupp, TK Elevator, TMF Magyarország, Transcom, Trivium Packaging, UNHCR Global Service Centre, UNICEF Global Shared Services Centre, Unisys, Varian Medical Systems, VSSB, Wise, WIZZ Air

112 Emergency Call Center, eSense, MVM ÉMÁSZ, Homecall Plus, HUNFactory, Kézfogás Klaszter, One

Debrecen
27 BSCs
6,000

4iG, Aldi IIS, Aumovio, BT, CallComm, Callfactory, Cosmo Consult, DataExpert, Delaware Consulting Hungary, Deloitte, Deutsche Telekom IT Solutions, Diehl Aviation, Dyntell, Emerson-NI, EPAM, EY, Flowserve, Lupus Consulting, Neuron, NSC Global, Omikron, PwC, RDI Software (Capgemini), Reed Talent Solutions, TIGÁZ, Transcosmos, T-Systems

Miskolc
7 BSCs
1,400

Készpénz-Invest, Pannonjob, Kyndryl, Alcoa, Hydro, Logisztár, Denso, Arconic-Köfém, Harman, Howmet

Székesfehérvár
10 BSCs
5,800

Győr
6 BSCs
950

AUDI Hungária, Dana, HBPO, Leadec, Volkswagen Group Services, Waberer's International

Veszprém
5 BSCs
1,250

Aumovio, Valeo, thyssenkrupp, Elevate Healthcare, Charles River Laboratories

Pécs
12 BSCs
1,900

ALDI Global Business Services, ALDI International IT Services, Anderson Group, Concentrix, Deutsche Telekom, EY, Fressnapf, Gut Contact International Hungary, Körber, OTP Bank, Soft Flow, Viessmann

Szeged
12 BSCs
1,900

Aumovio, bp, Deutsche Telekom, Provident, Yettel, Cosmo Consult, Leadec, EPAM, Lightware, Lufthansa Systems, MVM Services, GE Healthcare

**list of company names participated in the survey*

Budapest office submarkets
Statistics

Váci Corridor

Current stock
1,140,000 m²

Pipeline under construction
172,000 m²

Annual office take-up
152,000 m² (2019)
~ 82,000 m² (2025)

Current vacancy
10.9%

Availability in the pipeline
44%

Main occupiers' profile
Manufacturing & Industrial (SSC)

Largest SSC occupiers: bp / Diageo / Ernst & Young / Citi / Raiffeisen Bank / ExxonMobil / GE HealthCare / Givaudan / KPMG / Jaguar Land Rover / Roche / Sanofi

Ring Road Area

Current stock
1,370,000 m²

Pipeline under construction
159,000 m²

Current vacancy
16.4%

Availability in the pipeline
6%

Annual office take-up
56,000 m² (2019)
~99,000 m² (2026)

Main occupiers' profile
IT & Telecom, Manufacturing

Bosch / Citi / Docler Services / K&H / Morgan Stanley / TÜV Rheinland / Cognizant / Richter Gedeon / Nokia / Wizz Air / Deutsche Telekom / Deloitte / Siemens /

Metro 1 / 2 / 3 / 4
Tram 1
University

South Buda

Current stock
710,000 m²

Pipeline under construction
98,000 m²

Annual office take-up
81,000 m² (2019)
~44,000 m² (2026)

Current vacancy
10.7%

Availability in the pipeline
0%

Main occupiers' profile
IT & Telecom, Public Sector

Agco / Bayer / British Telecom / Colas / Ericsson / Oracle / evosoft / E.ON / TATA / Thyssenkrupp / Viacom / BYD

Budapest / BSCs

108
Major BSCs in the city

Population
3,000,000+
(greater area)

~94,000
Employees of the sector

Budapest is Hungary's largest metropolitan region, home to 1.7 million residents within the city and another 1.3 million in its wider agglomeration. The capital generates over 45% of national GDP, representing one of the highest concentrations in the EU, and remains the country's only region with sustained population growth driven by domestic and international migration. Consistently ranked among the most liveable cities in the CEE, Budapest is also expected to be one of Europe's fastest-growing urban economies over 2026–29, supported by the rapid expansion of its ICT sector.

4iG, ACCENTURE, AGCO, Albemarle, Aleido, Alfa Vienna Insurance Group, Aumovio, Avis Budget Group, B.Braun Avitum, Bio-Rad, BlackRock, bp BSC, BT ROC, BYD Europe, Celanese, Citibank, Cloudera, Cognizant, Computacenter, Corning, Cushman & Wakefield, Deliveryhero, Deutsche Telekom IT Solutions, DHL, DIAGEO, Diehl Aviation, Diligent, DXC Technology, E.ON, Eaton, Ecolab, Emea, EPAM, EPTA, Ericsson, EY, ESAB, eSense, Estée Lauder, ExxonMobil, Flowserve, Ford, Foundever, Fressnapf, FrieslandCampina, GE Healthcare, GE Vernova, Genpact, Getronics, Givaudan, GoTo Technologies, Grundfos, Huawei, IBM, IFF, IFRC Global Services, Instructure, 2Connect, Jaguar Land Rover, KLM, Kostal, KPMG, Kuka, Lexmark, Lightware, Lufthansa, Magyar Telekom, MÁV Szolgáltató Központ, MOL GBS, Morgan Stanley, MSCI, MVM Services, Nix Tech, NN, Opella, Oracle, Paramount, PwC, Process Solutions, Provident, Raiffeisen, Randstad Sourceright, Robert Bosch, Roche, Sanofi, SAP, Schneider Electric, Sony, STATEK, Syngenta, Tata Consultancy Services, TESCO-BST, Thermo Services, thyssenkrupp, TK Elevator, TMF Magyarország, Transcom, Trivium Packaging, UNHCR Global Service Centre, UNICEF Global Shared Services Centre, Unisys, Varian Medical Systems, VSSB, Wise, WIZZ Air

Higher education

44
Institutions

178,071
Students

48,333
University graduates

25,163
Foreign students



Budapest / Office Market

Office Stock:

4.5 M m²

Budapest's modern office stock totals approximately 4.5 million sq m, making it the second-largest office market in Central and Eastern Europe after Warsaw. While completions were limited in H1 2026, around 290,000 sq m of new space is expected in the second half, bringing annual deliveries above 330,000 sq m. The development pipeline remains robust, with approximately 480,000 sq m under construction, underpinned by strong pre-leasing activity.

Development pipeline:

480,000 m²

A total of 480,000 sq m of office space is currently under construction in Budapest, with nearly 80% already pre-let. In addition to the 289,000 sq m expected to be delivered during the remainder of 2026, a further 158,000 sq m and 32,000 sq m are scheduled to be completed in 2027 and 2028, respectively. The exceptionally high pre-leasing ratio is primarily driven by office developments being constructed for public-sector occupiers. Geographically, development activity remains concentrated in Districts XIII, XI and XIV. In terms of submarket distribution, the Váci Road Corridor continues to dominate the development pipeline, accounting for 36% of all office space currently under construction. This is followed by the Non-Central Pest submarket with a 33% share, while South Buda represents 20% of the total development volume. The Váci Road Corridor also offers the largest volume of currently available space within ongoing developments. Meanwhile, several smaller-scale office refurbishment projects remain active in the CBD, where delivery schedules typically offer greater flexibility.

Office demand:

19%

decrease in office take-up in H1 2026

Total leasing activity reached 215,000 sq m during H1 2026, broadly in line with the volume recorded during the same period a year earlier. However, the composition of transactions changed significantly. Net take-up, excluding lease renewals, amounted to only 100,000 sq m, representing a year-on-year decline of 19%. This indicates a strengthening preference among occupiers to retain their existing office space. The composition of the market's largest transactions supports this trend: seven of the ten largest deals recorded during the period were lease renewals, compared with only one new lease agreement and two owner-occupier transactions. At the same time, the average transaction size increased by 23%, exceeding 950 sq m.

Vacancy Rate:

12.2%

currently, but has an upward outlook

As of July 2026, the vacancy rate within Budapest's modern office stock stood at 12.2%, down 0.6 percentage points compared to the previous year. Although vacancy has remained relatively stable within the 12-13% range over the past twelve months, this stability is unlikely to persist over the medium term. One of the key structural developments expected to shape the market in the coming years is the relocation of public sector institutions into newly developed owner-occupied office campuses. These moves could release a considerable volume of secondary office space onto the leasing market, putting upward pressure on vacancy levels. However, given the uncertainty surrounding relocation schedules, forecasting the timing and scale of this impact remains particularly challenging.

By building class, vacancy rates in A and A+ class properties stood at approximately 13%, compared with 11% in B and B+ class buildings. This apparent discrepancy is largely explained by the composition of Budapest's office stock. The market is dominated by Class A buildings, with virtually all new developments delivered in recent years falling within this category. As a result, newly completed buildings that are still in the lease-up phase disproportionately influence vacancy levels within the Class A segment. Significant differences persist across submarkets. The lowest vacancy rate was recorded in the Central Buda submarket at just 6.4%, followed by North Buda at 8.9%. At the other end of the spectrum, the Periphery (Budaörs) submarket recorded a vacancy rate of over 20%.

Grade "A" Rent:

17.1 €/m² /month

At the end of H1 2026, Budapest's prime office headline rent reached EUR 25.50/sq m/month, up EUR 0.25/sq m/month compared with the same period of the previous year. Prime rents reflect the asking rents achieved for best-in-class office buildings located in the city's most sought-after locations and offering superior technical specifications and sustainability credentials. These properties are predominantly located within the city centre, where premium office standards are frequently complemented by panoramic views, extensive tenant amenities, and excellent transport connectivity. The limited availability of newly delivered high-quality office space is likely to create additional upward pressure on prime rents over the coming period, particularly if new supply fails to keep pace with occupier demand for premium-grade space.

In contrast, the citywide average asking rent remained broadly unchanged at EUR 14.9/sq m/month during H1 2026, representing a marginal year-on-year decline of 1%. Among Budapest's office submarkets, South Buda recorded the strongest rental growth, with average asking rents increasing to EUR 14.50/sq m/month, equivalent to annual growth of 5%. Rental growth was also observed along the Váci Road Corridor, where average headline rents reached EUR 15.70/sq m/month. Most other submarkets reported modest declines. For currently available office developments under construction, headline rents generally range between EUR 20 and 25/sq m/month. However, occupier choice remains limited, particularly for companies seeking large contiguous floorplates.

Debrecen

Population

960,000
(greater area)



27
Major BSCs in the city

26
3*+ Hotels

6,000
Employees of the sector

4iG, Aldi IIS, Aumovio, BT, CallComm, Callfactory, Cosmo Consult, DataExpert, Delaware Consulting Hungary, Deloitte, Deutsche Telekom IT Solutions, Diehl Aviation, Dyntell, Emerson-NI, EPAM, EY, Flowserve, Lupus Consulting, Neuron, NSC Global, Omikron, PwC, RDI Software (Capgemini), Reed Talent Solutions, TIGÁZ, Transcosmos, T-Systems

Debrecen, Hungary's second-largest city, is one of the country's most important business destinations and a leading hub for the business services sector. As the cultural, educational, and economic centre of Eastern Hungary, the city benefits from excellent road and rail connections, while its international airport provides regular flights to several European destinations. The city combines a dynamic economy, competitive operating costs, and a high quality of life.

10-14 €/m²/month
Average rental fee
'grade A'

Transportation

220 km
from Budapest

5 km
from DEBRECEN International Airport

Debrecen offers an attractive environment for both businesses and employees. The city's modern office stock totals approximately 120,000 sq m (with a vacancy rate of 20-30%) making Debrecen the largest office market among Hungary's regional cities. Following a period of rapid development, the office pipeline has temporarily paused, as the significant expansion of recent years has largely satisfied current occupier demand. As of the end of Q3 2026, around 30,000 sq m of office space was immediately available across a mix of newly developed and refurbished buildings. Approximately 75% of the speculative stock comprises modern Grade A office space. Prime Grade A office rents typically range between EUR 10-14/sq m/month, while Grade B offices are available at EUR 8-10/sq m/month. Debrecen is home to a growing number of international companies operating across a diverse range of industries, including IT, telecommunications, financial services, and high-value engineering. The city's success in attracting foreign investment has gained international recognition, with Debrecen being ranked among the world's top investment promotion destinations in a Financial Times survey of

international capital flows and investment activity. In addition to its role as a major regional office centre, Debrecen has emerged as the leading industrial hub of Eastern Hungary, supported by substantial foreign direct investment in recent years. The area's speculative industrial stock reached approximately 300,000 sq m by August 2026. Backed by excellent infrastructure, Debrecen offers three major industrial parks covering nearly 1,400 hectares. These host a number of globally significant manufacturers, including Vitesco Technologies, BHS Trans, Semcorp Hungary, CATL, and BMW, further strengthening the city's position as one of Central and Eastern Europe's most prominent industrial and investment destinations.

Higher education

2
Institutions

7,424
Foreign students

29,277
Students

7,531
University graduates





Győr

Győr is the leading economic centre of Northwestern Hungary, strategically located halfway between Budapest and Vienna along one of Central Europe's key transport corridors. The city is best known for hosting Audi's major production facility, which has attracted a wide network of international suppliers and established Győr as one of Hungary's most important industrial hubs. The speculative industrial stock totals approximately 275,000 sq m, with vacancy remaining close to zero, reflecting strong occupier demand and a well-balanced market. Beyond manufacturing, Győr has developed a significant service sector supported by a skilled workforce and strong educational institutions. The office market includes ca. 23,000 sq m city-centre offices, complemented by approximately 20,000 sq m of modern office space within the industrial park surrounding the Audi plant. Office rents typically range between EUR 9-13/sq m/month. With a tightening labour market and limited development land availability, future growth is increasingly expected to come from knowledge-intensive and higher value-added activities. Supported by its strategic location, excellent infrastructure, and diversified economy, Győr remains one of Hungary's most attractive regional destinations for both industrial and office occupiers.

Population

780,000
(greater area)

9-13 €/m²/month
Average rental fee
'grade A'

Transportation

121 km
from Budapest

153 km
from BUD Airport



6
Major BSCs in the city

13
3*+ Hotels

950
Employees of the sector

AUDI Hungária, Dana, HBPO, Leadec, Volkswagen Group Services, Waberer's International



Higher education

3
Institutions

15,040
Students

4,183
University graduates

1,029
Foreign students



Miskolc

Population

640,000
(greater area)



7
Major BSCs in the city

1,400
Employees of the sector

112 Emergency Call Center, eSense, MVM ÉMÁSZ, Homecall Plus, HUNFactory, Kézfogás Klaszter, One

Miskolc, administrative centre of Northern Hungary , has successfully transformed its economic profile over recent decades. Once heavily reliant on mining and traditional manufacturing, the city has evolved into a diversified business location with a growing focus on high value-added production and business services. The strength of its industrial sector is reflected in the approximately 150,000 sq m of speculative industrial stock, highlighting Miskolc's importance as a regional manufacturing and logistics hub. The city's office stock totals approximately 45,000 sq m and offers the highest availability (40%+) among regional cities.

16
3*+ Hotels

10-14 €/m²/month
Average rental fee
'grade A'

Transportation

187 km
from Budapest

180 km
from BUD Airport

120 km
from DEBRECEN
International Airport

Development activity remains limited, with only one new office scheme of approximately 3,000 sq m currently in the pipeline. Miskolc remains an attractive destination for cost-conscious occupiers, offering some of the most competitive office rental levels among Hungary's regional cities. Rents for Grade B office space typically range between EUR 6-8/sq m/month, while modern Grade A offices are available at EUR 10-14/sq m/month. On the occupier side, Miskolc hosts a well-established business services sector alongside its strong industrial base. In addition to services supporting manufacturing operations, the city is home to a variety of back-office and customer service functions. Four major business service providers have been present in Miskolc for more than two decades, collectively employing approximately 1,400 people. Close cooperation between the municipality, the University of Miskolc, and local businesses continues to support the sector's growth by ensuring access to skilled talent and fostering a business-friendly environment.

Beyond its economic strengths, Miskolc is actively investing in innovation, research and development, and sustainable urban development. The city places strong emphasis on attracting and retaining young professionals while supporting local R&D initiatives and implementing its Smart & Green Miskolc strategy to enhance both livability and competitiveness. Supported by a skilled workforce, competitive operating costs, strong academic links, and a diversified economy, Miskolc continues to strengthen its position as one of Hungary's key regional business and investment destinations.

Higher education

1
Institution

11,824
Students

3,144
University graduates

686
Foreign students



Pécs

Population

450,000
(greater area)



12
Major BSCs in the city

1,900
Employees of the sector

ALDI Global Business Services, ALDI International IT Services, Anderson Group, Concentrix, Deutsche Telekom, EY, Fressnapf, Gut Contact International Hungary, Körber, OTP Bank, Soft Flow, Viessmann

Pécs, the largest city in Southern Transdanubia, serves as the region's primary educational, cultural, and economic centre. While historically known for its mining, manufacturing, and food-processing industries, the city has gradually diversified its economy, attracting a growing number of technology-driven and knowledge-based businesses, including companies active in electronics, IT, and network manufacturing. The city's modern office stock is estimated at approximately 44,000 sq m.

19
3*+ Hotels

10-12 €/m²/month
Average rental fee
'grade A'

Transportation

198 km
from Budapest

10 km
from PÉCS-POGÁNY Airport

Existing office space is predominantly located in refurbished historic buildings and smaller-scale Grade B office schemes, although several modern office options are available for incoming occupiers. Based on current development plans, an additional 1,000 sq m of office space could be delivered in response to future tenant demand. Office rents remain highly competitive, ranging from EUR 5-6/sq m/month for Grade B space to approximately EUR 12/sq m/month for modern Grade A offices. A key milestone in the city's economic transformation came in 2006, when Concentrix (formerly Convergys) established a customer service centre in Pécs. Since then, a number of international companies from diverse industries have launched operations in the city, including IT Services, Unisys, Viessmann, and Aldi. Today, the business services sector employs approximately 1.900 people and continues to offer expansion potential. The city benefits from a strong talent pipeline generated by the University of Pécs, one of Hungary's largest higher education institutions, providing employers with access to a well-educated and multilingual workforce. Although the local economy remains largely supported by the domestic service sector and a broad base of small and medium-sized enterprises, Pécs offers considerable opportunities for further business services growth.

The combination of a skilled labour pool, competitive operating costs, relatively higher labour market availability compared to larger cities, and the limited presence of competing shared service operators creates favourable conditions for new investors. Supported by its strong academic background, attractive living environment, and established international business community, Pécs remains one of Hungary's most promising regional locations for service centre and knowledge-based investments.

Higher education

3
Institutions

23,018
Students

5,686
University graduates

5,414
Foreign students







Szeged

Population

452,000
(greater area)



12
Major BSCs in the city

1,900
Employees of the sector

Aumovio, bp, Deutsche Telekom, Provident, Yettel, Cosmo Consult, Leadec, EPAM, Lightware, Lufthansa Systems, MVM Services, GE Healthcare

Szeged is the administrative centre of Hungary's Southern Great Plain region and serves as one of the European Union's key gateway cities to Southeast Europe. Renowned for its strong academic and innovation ecosystem, the city hosts several internationally recognised medical, biological, and biotechnology research institutions, including the ELI-ALPS laser research centre. The adjacent Science Park is being developed as a major innovation hub, designed to accommodate start-ups, research-intensive enterprises, and technology-driven companies. In recent years, the business services sector has emerged as an increasingly important pillar of the local economy.

45
3*+ Hotels

10-16 €/m²/month
Average rental fee
'grade A'

Transportation

175 km
from Budapest

160 km
from BUD Airport

Leveraging its strong educational base and highly skilled workforce, Szeged has attracted leading employers such as EPAM, Deutsche Telekom, and Lufthansa Systems, while a growing number of IT companies have chosen the city for their core operations and development activities. Although Szeged's industrial market remains relatively small compared to Hungary's established manufacturing hubs, this is expected to change significantly with the completion and ramp-up of the BYD gigafactory. Developed on a 300-hectare site, the investment is set to transform the city's economic profile and further enhance its attractiveness to occupiers and investors alike. The local economy is already supported by a diverse corporate base, including major employers such as Pick, Continental, Sole-Mizo, bp, Naturtex, and Goodwill Pharma, with strong representation from food processing, pharmaceuticals, and advanced manufacturing. The city's modern office stock is estimated at approximately 39,000 sq m, making it one of the smaller regional office markets in Hungary. However, vacancy rate is between 20-30%, as much of the existing stock is occupied by long-term tenants.

Currently, one additional office project comprising approximately 2,700 sq m is under construction in the city centre, providing new opportunities for companies seeking modern office space. Prime rents for newly developed office space generally range from EUR 10-16/sq m/month, supported by the recent completion of a high-quality office development. Meanwhile, smaller space requirements can often be met within existing vacant stock at rents ranging between EUR 6-10/sq m/month. Despite its modest size, Szeged continues to strengthen its position as a regional knowledge and innovation centre. Supported by a highly educated labour pool, growing technology sector, and substantial industrial investments, the city is well positioned for further economic expansion and increasing real estate market activity in the coming years.

Higher education

2
Institutions

25,030
Students

6,492
University graduates

4,331
Foreign students



Székesfehérvár

Population

836,000
(greater area)



10
Major BSCs in the city

8
3*+ Hotels

5,800
Employees of the sector

Székesfehérvár, the largest city in Central Transdanubia with approximately 95,000 residents, is one of Hungary's most important regional economic centres. Benefiting from its proximity to Budapest and strategic position along key road and rail corridors, the city has attracted significant foreign investment since the 1990s, helping it become a major contributor to the region's economy.

Készpénz-Invest, Pannonjob, Kyndryl, Alcoa, Hydro, Logisztár, Denso, Arconic-Köfém, Harman, Howmet

12-13 €/m²/month
Average rental fee
'grade A'

Transportation

57 km
from Budapest

88 km
from BUD Airport

While electronics manufacturing remains a defining industry, the service sector, particularly IT and business services, is gaining importance and employs around 5,800 people. Most modern office space is located within mixed-use developments in industrial parks, complemented by approximately 12,000 sq m of office stock in the city centre. Office rents start from around EUR 8/sq m/month, while modern Grade A space is available at EUR 12-13/sq m/month. Székesfehérvár is also one of Hungary's leading industrial hubs, with strong automotive, electronics, logistics, and food-processing sectors. The city offers nearly 220,000 sq m of modern speculative industrial stock, supported by excellent infrastructure and a skilled workforce. Its industrial parks serve not only manufacturing and logistics occupiers but also companies seeking modern office accommodation, reinforcing the city's diversified business profile.



Higher education

3
Institutions

1,907
Students

382
University graduates

9
Foreign students



Veszprém

Population

200,000
(greater area)



5
Major BSCs in the city

1,250
Employees of the sector

Aumovio, Valeo, thyssenkrupp, Elevate Healthcare, Charles River Laboratories

Veszprém is the administrative centre of Veszprém County in the Central Transdanubia region, located just north of Lake Balaton at the edge of the Bakony hills. Known as the "City of Queens" and boasting more than a thousand years of history, the city held the title of European Capital of Culture in 2023, which brought substantial investment in urban infrastructure, cultural venues and public spaces. Veszprém is home to the University of Pannonia, a leading higher education institution of the region with particular strengths in engineering, chemistry and information technology, providing a steady pipeline of skilled graduates for local employers. The city benefits from a traditionally strong industrial base, complemented by a growing presence of international companies in automotive, engineering and life sciences. In recent years, the business services sector has become an increasingly visible part of the local economy, attracting companies such as Aumovio, Valeo, thyssenkrupp, Elevate Healthcare and Charles River Laboratories. The office stock comprises a mix of modern premises within industrial parks and renovated spaces in the historic city centre. New developments place a strong emphasis on energy efficiency and sustainability, aligning with the requirements of modern occupiers. While speculative office development remains limited, projects can be delivered on a build-to-suit basis in response to tenant demand. Rental levels remain competitive, typically starting from around EUR 6/sq m/month for older premises and EUR 9/sq m/month for modern office space. Supported by its skilled workforce, vibrant cultural environment, and attractive cost structure, Veszprém offers compelling opportunities for businesses seeking high-quality office accommodation outside Budapest.

6
3*+ Hotels

6-9 €/m²/month
Average rental fee
'grade A'

Transportation

115 km
from Budapest

140 km
from BUD Airport



Higher education

2
Institutions

6,068
Students

1,887
University graduates

405
Foreign students



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We contribute to the economic development of the country by promoting Hungary as an ideal location for investments and by providing management consultancy services to investors and prospective investors. In the framework of our policy advisory activities we mediate between business and government and collect company feedback in order to prepare policy proposals to further improve the business environment. We are also responsible for investment incentives and work as the managing body of the VIP cash subsidy system based on individual government decision. We provide management consultancy services in the fields of location selection, supplier development and mergers and acquisitions in a one-stop-shop service model on a free of charge basis.

Before you make a decision, in the framework of our **one-stop-shop management consultancy** model we offer You the following services to address your business needs:



Information packages on the business environment, labour market, tax regulations, etc.



Meeting with HR and real estate agencies, law firms and other consultants based on your needs.



Location search, evaluation and site visits.



Reference visits at companies that are already established in Hungary.



Tailor-made incentive offers and assistance with your incentive application.

After You have successfully established your business in Hungary, we are **open for your feedback** to enhance business environment, also we offer **mediation between government and business** based on your inputs.

CONTACT US

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ABSL Hungary - the Association of Business Service Leaders - is the leading professional non-profit organization in Hungary, dedicated to fostering cross-border collaboration, developing industry expertise, and positioning the business services sector as a key driver of the national economy. Through ABSL Hungary, industry leaders and stakeholders deliver a unified, influential voice that is crucial in shaping the country's economic landscape. The purpose of the Association is to inspire collaboration in the regional industry, to achieve international knowledge sharing among companies in the business services sector, to exchange best practices, to inspire the company communities in the sector to continuously strive for excellence, and finally to promote the constant growth and strengthening the position of the sector in the region. ABSL Hungary offers an array of membership benefits and partner advantages. Members can tap into diverse networking opportunities, connect with industry experts, and gain access to exclusive research and insights. They collaborate within a thriving community, share experiences, and have a voice in advocating industry best practices. Partners benefit from increased brand visibility, access to a wealth of knowledge for innovative projects, and opportunities to forge strategic alliances. By joining, you will be recognized as a company committed to shaping the future of the business services sector and contributing to meaningful initiatives. Whether you are seeking networking, international insights, or impactful collaborations, ABSL Hungary provides the platform to unlock value in the business services landscape.

ABSL

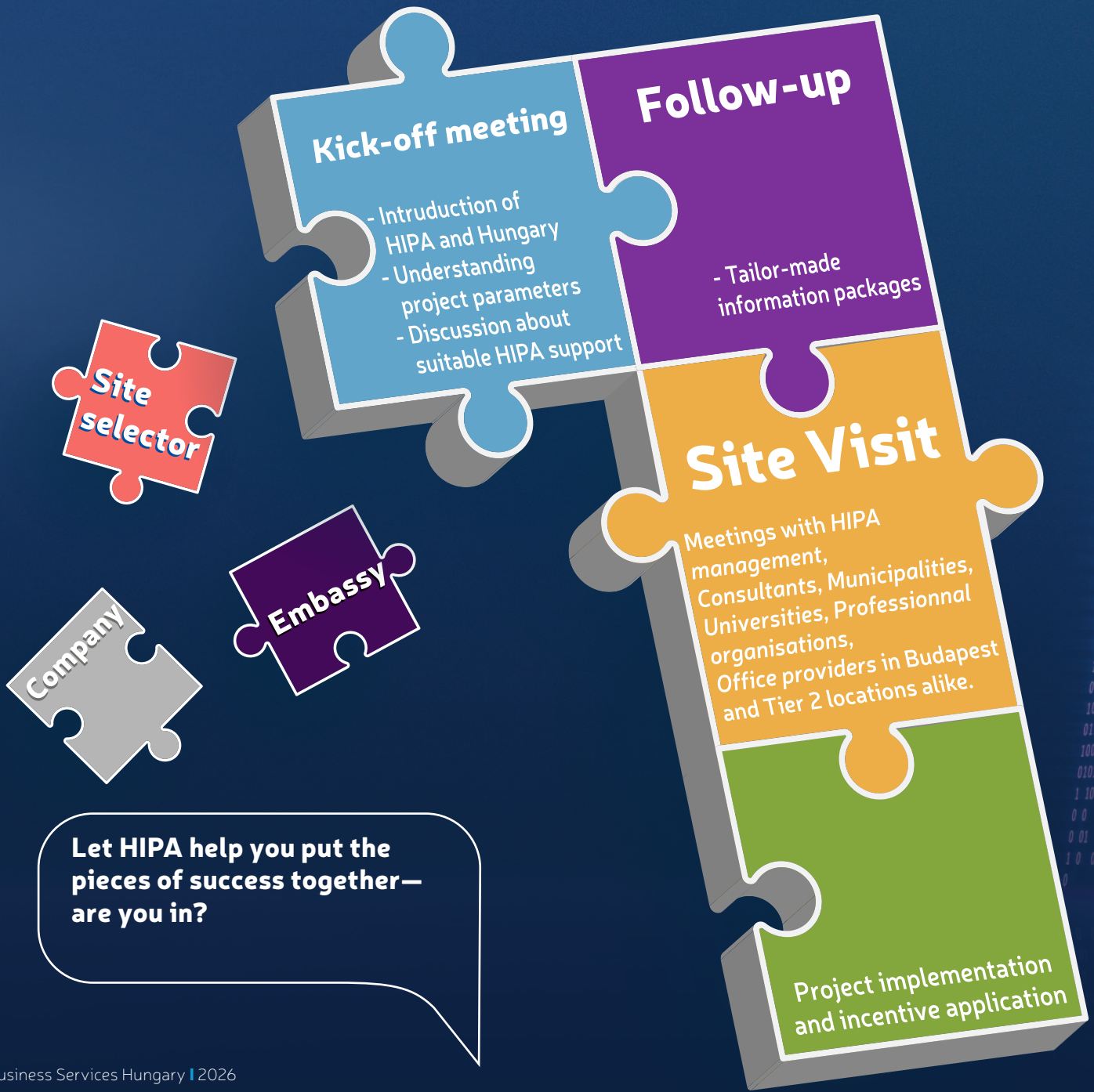
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The American Chamber of Commerce in Hungary (AmCham) is one of the most influential and trusted business organizations in Hungary, representing local and international business interests since 1989. A member-funded, politically independent platform consisting of over 300 companies from a wide variety of sectors who share a firm commitment to the ideas of partnership, cooperation, and the exchange of best practices. In this sentiment, AmCham, together with 20+ member companies and in partnership with the Hungarian Service and Outsourcing Association launched the BSS Hungary working group in 2019, a very first industry cooperation on sector branding. Since the foundation, participating Business Services companies have been working together in an inspiring cooperation towards the common goal of being amongst the top 3 most attractive sectors in Hungary, and the number one choice for career starters. BSS Hungary has also established strong educational partnerships, involving university guest lectures and trainings to help students make more informed decisions about their future and career. The working group's mission has now evolved into being a platform for sharing knowledge and best practices among its members, and advocating for initiatives aimed at strengthening the sector's competitiveness both domestically, and in comparison to the international scene.

AmCham HUNGARY

www.amcham.hu
www.bsshungary.com

Whether a **request comes** directly from a company, indirectly from a consultant, or through a Hungarian Embassy to HIPA, investors can benefit from the extensive support provided by our one-stop-shop service system. During the initial **kick-off meeting**, in addition to presenting Hungary's favorable investment environment, we assess the company's needs and, based on the planned project parameters, gather all relevant information—such as taxation, labor regulations, HR benchmarks, and office proposals—to be shared with the investor in a **follow-up letter**, potentially involving external consultants. If the company wishes to gain a first-hand perspective on the proposed opportunities, we organize **site visits** covering multiple cities, where the company can explore the possibilities offered by Budapest and other Tier 2 university towns. These visits include meetings with HIPA, local municipalities, universities, various consultants, and locally operating Business Service Centers. If certain criteria are met, we also provide comprehensive support in **applying for various incentives** that can further support the investment.



Let HIPA help you put the pieces of success together—are you in?

Janus Henderson's BSC Success Journey in **Hungary**

Janus Henderson Investors opened its first office in Budapest in April 2026, marking an important milestone in the firm's European growth strategy. The new Business Services Centre represents a significant investment in the region and will become Janus Henderson's largest office in Europe and its third largest globally. Over time, the centre is expected to create 400 highly skilled roles, initially focused on investment operations, with scope to expand into additional business and support functions as the organisation continues to grow.

As a global asset manager, Janus Henderson combines investment expertise, technology, and operational excellence to serve clients around the world. The Budapest office will play a key role in supporting the firm's global operating model, helping to deliver efficient processes, scalable capabilities, and high-quality client service across the organisation.

Budapest was selected for its strong talent pool, international outlook, and growing reputation as a leading hub for business and financial services. By establishing a presence in Hungary, Janus Henderson is contributing to the development of the country's business services sector while creating opportunities for local professionals to build careers within a global investment management company.

The firm also plans to develop strong partnerships with universities and the wider professional community to support talent development, learning, and knowledge sharing. Through these relationships, Janus Henderson aims to become an active contributor to Hungary's growing financial services ecosystem.

The Budapest office reflects Janus Henderson's long-term commitment to the region and confidence in Hungary as a destination for investment and growth. Through the creation of high-value employment opportunities and the continued development of its global operating capabilities, the firm aims to deliver lasting benefits for its clients, employees, and the wider Hungarian economy.

Janus Henderson
INVESTORS

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Investment Incentives for BSC Projects

VIP cash subsidy and development tax allowance



For the establishment of a new business service center or for the expansion of BSCs different type of incentives are available in Hungary. The subsidies for training and R&D – in the form of cash grant – are available throughout Hungary. The VIP cash subsidy is available based on the individual decision of the Hungarian Government and may be combined with the development tax allowance (CIT allowance) up to the regional maximum aid intensity threshold in locations that may be supported by regional aid according to the European regulations. The theoretical maximum amount of the subsidy – influenced by the number of jobs created by the implementation of the investment, the added value of the proposed service activity and the level of development of the region where the project will be implemented – depends on the location of the investment.

Regional aid map of Hungary (2022–2027)

Based on the new regional aid map, an investor classified as a large enterprise is entitled to receive subsidy up to 50% in Pest county. This excludes the area of Budapest city. Additionally, capacity expansion projects carried out by large enterprises in Central Hungary region will no longer be excluded from receiving regional aid starting from 2022.

VIP cash subsidy for BSCs



The VIP cash subsidy is a non-refundable, post-financed cash grant, regulated by Gov. Decree No. 210 of 2014 (VIII. 27). The incentive procedure – managed within the framework of the one-stop-shop service system of HIPA – commences with the submission of an application form (request list) describing the investment to be subsidized.

Conditions and eligible costs



The VIP cash subsidy system is designed to support the establishment and the expansion of business service centres. The aim of the project to be subsidized determines those indicators (activity, number of new jobs), which shall be met for eligibility in respect to the subsidy. The activities to be performed by the investor company as a result of the subsidized investment – creating at least 25 new jobs – shall comply with the activities as programming, data processing, hosting and other information service activities, legal and accounting activities, activities of head offices and management consultancy, engineering activities or scientific research and development. The eligible costs are 24 months of personnel related expenses of the newly hired employees within a three-year-period or asset-based investment.

Training Subsidy



The Hungarian Government also provides a VIP training subsidy, available for projects with eligible costs of at least EUR 250,000 and involving the training of a minimum of 25 participants for a maximum training period of 36 months. This subsidy is provided for internal or external training projects covering up to 50% of the eligible training costs (personnel related costs of trainees and trainers, cost of travelling and accommodation, material costs, etc.). The amount of the subsidy may not exceed EUR 5,000 per training participant and EUR 3 million per training project regardless of the location of the project.

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R&D Subsidy

The aim of VIP cash subsidy for R&D projects is to promote the R&D activity of large and medium enterprises with min. 50 employees (at a group level), and the creation of R&D competence centres in Hungary. The incentive scheme provides the opportunity to grant aid for R&D projects implemented in Budapest and in other parts of Hungary if at least 10 new R&D positions are created and hold R&D qualification by NRDI Office. The level of the cash incentive is based on several factors in relation to the R&D projects, namely, the location of the project, cooperation of the company with research partners, ownership of industrial property protection, etc. The amount of the incentive may not exceed 50% of the eligible costs of the subsidized R&D projects (personnel related costs, depreciation of assets, material costs, etc).

Subsidy for the Creation of R&D hubs

The aim of VIP cash subsidy for the Creation of R&D hubs is to help companies that have not carried out research activities in Hungary yet to establish a new R&D infrastructure, providing opportunities for future R&D projects. This form of subsidy is a special type of subsidy provided to the regional service centres that create even more favourable conditions for R&D developments. The subsidy is available for large and medium-sized enterprises with min. 50 employees (at group level). The subsidy can be provided across Hungary, excluding Budapest. The company may be entitled for the subsidy if its activity is not registered under NACE 7210 Research and experimental development on natural sciences and engineering or 7220 Research and experimental development on social sciences and humanities in the company registry.



≥10
new R&D positions

Hungary Smart. Ambitious. Competitive.

2026

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Survey Respondents, thank you for your co-operation!

