

Gambling Review - UK - December 2011

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"All sectors of the market endured another challenging year in 2011 as the impact of the economic downturn continued to damage trade and competition from online gaming and other leisure and entertainment sectors remained strong.

However, the government offered some relief to particular sections of the industry through a number of regulatory concessions and the setting up of a parliamentary select committee investigation into the impacts of the Gambling Act.

Operators do not expect major legislative or – particularly – taxation gains in the immediate term, however, and will need to develop the technological side of their offer and capitalise on the advantages they enjoy in consumer perceptions of their products as fun and cheap to play."

– David Walmsley – Senior Leisure Analyst

In this report we answer the key questions:

- Will the government amend taxation and legislation to help the industry?
- How can operators insulate themselves against another recession?
- Where are the industry's main competitive threats coming from?
- How can land-based venues retain the younger crowd?
- How can other sectors reach the mass-market mainstream of Lotto play?
- What do women really want in a gambling venue?

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