

## Lotteries - UK - February 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Recent changes to Lotto pricing and formats look positive for market value growth, but operators are still trailing all other gambling sectors online. Instant wins could get them back in the game.”

– David Walmsley, Senior Leisure Analyst

### This report looks at the following areas:

- Have new Lotto formats changed the game?
- How can lotteries be a bigger draw for the young?
- Are lotteries losing out online?

The UK lottery market returned to growth in 2014/15 thanks to the first full year of the £2 Lotto ticket, a continuing boom in scratchcard sales and positive trends in the society sector.

Where value and volume trends head next will depend on consumer reaction to Lotto changes that lengthen jackpot odds but deliver larger rollovers and create more millionaires more often – but the initial impression is positive for regular and occasional players alike.

The ongoing challenge for operators in all segments is to grow the participation base among younger people and online, with Instant Win Games (IWGs) and mobile platforms potentially best placed to achieve that.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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