

Lotteries - UK - February 2016

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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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Table of Contents

Overview

What you need to know

Covered in this report

Executive Summary

Lotto changes look good for growth

Figure 1: UK lottery sales, 2010/11-2020/21

Scratchcards at home in culture of instant wins

Figure 2: National Lottery sales, by segment, 2010/11-2014/15

Expanding society sector trims National Lottery's lead

Figure 3: UK lottery sales, by operator share, 2010/11-2014/15

Innovation steps up to stem participation decline

Figure 4: Participation in lottery games, November 2015

Younger players exhibit commitment issues

Figure 5: Participation in lottery games on a monthly or more frequent basis, November 2015

Corner shops give way to supermarkets

Figure 6: Methods of purchasing lottery products, November 2015

Impulse play getting stronger

Figure 7: Lottery game purchasing habits, November 2016

Winners dream of saving big

Figure 8: Top spending priority after a £10,000 lottery game win, November 2016

What we think

Issues and Insights

Have new Lotto formats changed the game?

The facts

The implications

How can lotteries be a bigger draw for the young?

The facts

The implications

Are lotteries losing out online?

The facts

The implications

The Market – What You Need to Know

New Lotto format looks positive for growth

Instant-win culture keeps scratchcard sales booming

Lottery demographics keep retail dominant

Numbers betting an ongoing threat

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Market Size and Forecast

Market enjoys ticket price rise

Figure 9: UK lottery sales, 2010/11-2020/21

Forecast

Figure 10: Forecast of UK lottery sales, 2010/11-2020/21

Segment Performance

Instant wins remain the long-term success story

Figure 11: National Lottery sales, by segment, 2010/11-2014/15

Market Drivers

Lottery still at gambling's softer edge

Figure 12: Participation in gambling activities, by participation in other gambling activities, March 2015

Longer odds at the top, better chances at the bottom

Figure 13: National Lottery Lotto draw sales (Saturday and Wednesday combined), by value and volume, 2011-15

Instant wins set pace for growth online

Figure 14: National Lottery sales, by channel, 2010/11-2014/15

Numbers betting business sees a dip

Figure 15: Numbers betting market, 2010/11-2014/15

Regulatory change on the cards

Cultivating the culture of instant win

Figure 16: Sales of National Lottery scratchcards and IWGs online, 2010/11-2014/15

Key Players – What You Need to Know

Leader's share slips in face of society growth

People's Postcode Lottery challenges for second spot

Lotto changes offer two chances for growth

Cutting prices fails to offer a shortcut to success

Leading players take differing promotional routes

Market Share

Market structure

Rapid growth carves societies a bigger niche

Figure 17: UK lottery sales, by operator share, 2010/11-2014/15

Launch Activity and Innovation

New Lotto format fights on two fronts

Low-cost lottery cuts its losses

Camelot moves to shift retail players online

Faster payments a smarter option for mobile play

Scratchcards spread along the high street

Brand focus moves towards good-cause contributions

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

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Brand Communication and Promotion

Major players step up promotional push

Figure 18: UK lottery operators' main monitored media advertising spend, 2013-15

National games turn to TV, local schemes keep personal touch

Figure 19: UK lottery operators' main monitored media advertising spend, by media type, 2013-15

The Consumer – What You Need to Know

Participation rates stuck on downward path

Those who stay are happy to commit

Supermarkets top of the lottery shopping list

Impulse play appeals to the young

Winners ready to save as much as spend

Lottery Games Played

Lotto price rises, participation rates fall...

Figure 20: Participation in lottery games, November 2015

...but new format can drive up occasional play

Figure 21: Participation in selected National Lottery games, 2013-15

Instant wins – Have younger players scratched that itch?

Figure 22: Participation in National Lottery scratchcard games, by age, 2013-15

Frequency of Lottery Play

Lottery play a frequent habit

Figure 23: Participation in lottery games on a monthly or more frequent basis, November 2015

Subscriptions offer a shortcut to giving

Figure 24: Participation in lottery games on a monthly or more frequent basis, by age, November 2015

Lottery Purchasing Patterns

Supermarkets sweep past corner shops

Figure 25: Methods of purchasing lottery products, November 2015

Mobile fails to dent retail preferences

Figure 26: Repertoire of locations lottery products purchased from, November 2015

Lottery Purchasing Habits

New technologies to regularise the impulsive

Figure 27: Lottery game purchasing habits, November 2016

Spreading scratchcard impulse beyond the store

Figure 28: Lottery games played, by purchasing habits, November 2015

Digital shopping can put lotteries on the list

Figure 29: Purchasing lottery products in supermarkets, by lottery game purchasing habits, November 2015

Lottery Prize Spending Preferences

Spend, spend, spend? Save, save, save actually

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Figure 30: Top spending priority after a £10,000 lottery game win, November 2016

Holidays for the impulsive, savings for regulars

Figure 31: Purchasing of National Lottery scratchcards, by top spending priority after a £10,000 lottery game win, November 2015

Appendix

Data sources

Abbreviations

Fan chart forecast

Figure 32: Forecast of UK lottery sales, 2015/16-2020/21

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