

Casino and Casino-style Gambling - US - August 2016

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"The US casino gaming market has been growing steadily. The slot machines are the game of choice, but tech-savvy Millennials' interest in more social and digitally-centered games is driving the industry to develop new options. Operators will be challenged to compete with leisure activities that offer similar exciting and social elements."

-Gina Cavato, Lifestyles and Leisure Analyst

This report looks at the following areas:

- Casino visitation rate has been nearly flat for the past decade
- Balancing new game interests with traditional ones
- Older adults may feel excluded from the casino scene

For the purposes of this Report, Mintel has used the following definitions:

- The "casino industry" includes commercial casinos, tribal casinos, and racetrack casinos (sometimes referred to as "racinos"). This includes table games like poker, as well as electronic gaming devices (EGDs); Class II games such as bingo; and Class III games such as slot machines, blackjack, craps, and roulette. Card rooms are excluded from this Report.
- This Report focuses on brick-and-mortar casinos and the companies that operate them. Although online gambling is discussed, this report does not provide extensive analysis of the online gambling industry. At the time of this writing, most forms of online gambling are illegal for operation in the US.
- Nongaming revenues at casinos are discussed but are excluded from the market size and segmentation totals.
- This Report builds on analysis presented in Mintel's Casino and Casino-style Gambling – US, 2014 and the December 2012, June 2010, and November 2008 Reports of the same title.

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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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