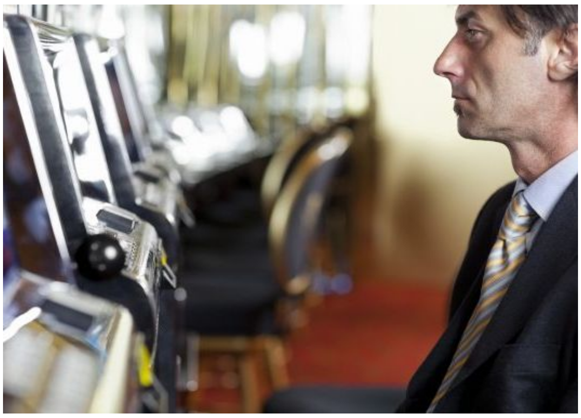
Betting Shops - UK - April 2016

Report Price: £1750.00 | $2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"A slower-growth future for gaming machines is giving bookmakers a new imperative to revitalise the declining sports betting side of their business. Bringing online products into betting shop settings is a good starting point but greater use of mobile looks the key to longer-term success."
– David Walmsley, Senior Leisure Analyst

This report looks at the following areas:

- Can self-service succeed alone?
- Should shops appeal to punters' heads or hearts?

Expanding gaming machine revenues continue to compensate for declining over-the-counter trade and keep the UK betting shops market in growth, but a range of structural, regulatory and taxation changes predict a slower future for the segment.

In response, operators are looking to revitalise sports betting by bringing online products into the retail environment as part of wider efforts to strengthen brand loyalty through 'omnichannel' play.

The self-service betting terminals through which this convergence is being achieved have an immediate role to play in introducing more shop gamblers to online participation but may need to evolve further as tech-savvy demographics come to dominate the customer base.

With the gambling market's growing culture of immediacy and spontaneity chiming with wider consumer trends towards personalisation, speed and convenience, adding smartphone connectivity to the self-serve picture should be the next step towards sustainable long-term growth.

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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