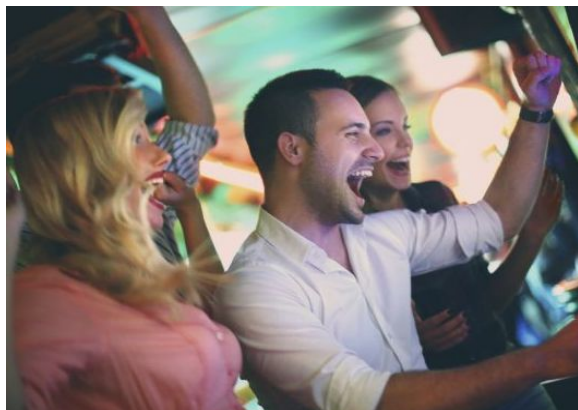


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“Slowing revenue growth in gaming machines and a number of restrictive influences on betting, casino and bingo potential are moving gambling operators towards a multichannel approach that promotes brand loyalty and extends playing habits across retail and online.”  
– David Walmsley, Senior Leisure Analyst

### This report looks at the following areas:

- What does the multichannel future look like?
- Who will gain from the culture of instant-win?

Consumer expenditure on retail gambling is expected to grow to £9.2 billion in 2016/17 but at a slower rate than during the early years of the decade, primarily as a result of a reduced pace of expansion in its principal lotteries and gaming machines segments.

The market continues to experience a concentration of power around a relatively small number of major brands, which are using their advantages of scale and resources to invest in new venues and technologies, as well as experiment with different formats.

However, with a range of factors restricting growth potential across all sectors, operators are increasingly looking to add value through a multichannel approach that persuades remote gamblers to extend their activity to retail venues and land-based customers to broaden their playing habits online.

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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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Growth returns at a slower pace

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