

Online Gaming and Betting - UK - December 2017

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“Multichannel gamblers play primarily online but their retail habits are being kept alive by a continuing reluctance to take remote activity outside the home.”
– **David Walmsley, Senior Leisure Analyst**

This report looks at the following areas:

- Can online brands break retail habits?
- What will regulators' attention mean for marketing?

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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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