

# Sports Betting - UK - August 2019

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## This report looks at the following areas:

- Esports bettors playing a different game
- Betting shop habits die hard



“The balance of power in the sports betting market tilted further towards its online segment in 2018/19 but in-person activity will remain an important influence on player volumes and the future shape of the sportsbook offer.”

– **David Walmsley, Senior Leisure Analyst**

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### Did you know?

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- The facts
- The implications

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