

## Betting Shops - UK - April 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Betting shops need to address some significant gaps in their customers’ sporting knowledge as a pre-requisite for the revival of horseracing.”  
– David Walmsley, Senior Leisure Analyst

### This report looks at the following areas:

- Has betting on horses run its race?
- Is the World Cup still a winner for betting shops?
- What’s the next step in the march of the machines?

Despite the continuing rise of online gambling alternatives, betting shops continue to attract around £3 billion in consumer expenditure each year.

However, the business has become increasingly reliant on its gaming machine segment to support shrinking over-the-counter trade, where football betting growth is not fully compensating for the long-term decline in horseracing. With the machine boom now threatened by tougher taxation and regulation regimes, betting shops may need to find new means of expansion, or even just of standing still.

This report examines consumers’ experience of betting shops and multichannel gambling, gauges their attitudes towards the key products of horseracing and gaming machines, and assesses how operators can respond to the opportunities and challenges emerging.

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