

Gambling Review - UK - June 2015

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“More experiential offers and the incorporation of new technologies into the venue mix are helping retail gambling operators respond to the still-growing threat of online alternatives.”

– David Walmsley, Senior Leisure Analyst

This report looks at the following areas:

- Will venues prove upwardly mobile?
- Are instant outcomes more than a quick win?
- High visibility: Is the promotional or the physical best?

Consumer expenditure on retail gambling in the UK returned to growth during 2014/15 and is on course to pass the £9,000 million mark within the next 1-2 years.

Behind that headline, though, gaming machine revenue growth has slowed rapidly and the rise of football betting is not yet compensating for sustained decline in gambling on horseracing.

That means the pace of future market expansion will be determined primarily by the lotteries sector (particularly its booming instant win games segment), and the external influence of the scale and strength of the wider economic recovery.

This report examines consumers' experience of gambling in terms of the activities in which they participate and the means by which they do so; it tracks changes in their habits around frequency of and spending on gambling and analyses the visibility and impact of a range of marketing channels.

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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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