

Online Gaming and Betting - UK - November 2015

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“Technology trends and the evolution of player preferences towards instant-outcome opportunities point to a future in which online gaming and betting becomes a faster-paced, product-focused and much more personal experience.”

– David Walmsley, Senior Leisure Analyst

This report looks at the following areas:

- Instant wins set for long-term impact
- New player segments to turn their back on cash?
- Player pool swells at the deep end

Consumer expenditure on gaming and betting online is expected to maintain double-digit growth in 2015 and 2016, driven by sustained expansion in football betting, positive trends in consumer technology ownership and rising interest in shorter-form and instant-win opportunities.

The shape of the industry will also change significantly over the same period through a wave of consolidation sparked by new tax and regulation measures, the result of which will be to concentrate market share in the hands of a smaller number of larger operators.

While that may be potentially bad for competition, the behaviour of consumers suggests they may not mind too much if it enables operators to switch their focus from price and bonuses to product innovation and improved user experiences as a means of generating new business and customer loyalty.

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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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