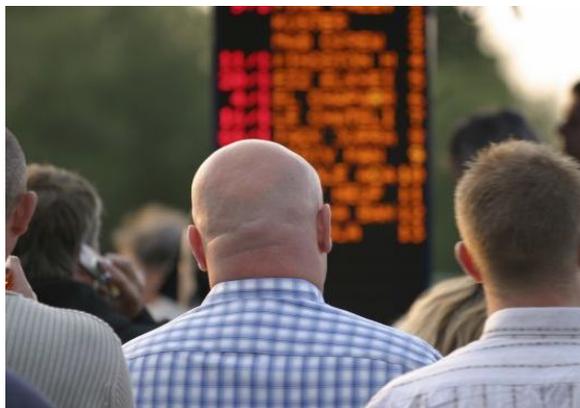


## Sports Betting - UK - August 2016

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

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“While online developments have become the key influence on the sports betting market’s size and shape, the next wave of mobile innovation could have almost as important an impact on the retail sector as it does on the remote.”

– David Walmsley, Senior Leisure Analyst

### This report looks at the following areas:

- How can operators improve participation rates?
- Will omnichannel push help retail sports betting catch up with online?

The majority of consumer expenditure on sports betting is now generated online, where the expansion of mobile, football and in-play gambling has seen revenue growth surge ahead of a retail segment hampered by its continuing reliance on a horseracing product in sustained decline.

Betting shops should gain some relief from operators’ efforts to build an omnichannel future of loyal customers playing with their brands both online and in-store, which are now bringing all three drivers of remote expansion to retail settings.

However, it is mobile that is potentially the most transformational of the three in its ability to enhance and differentiate the retail sports betting offer rather than simply replicate the alternatives available online.

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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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