

Betting Shops - UK - April 2018

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“The 2018 FIFA World Cup will not shield betting shops from the full impact of an imminent gaming machine stake cut, but it can help shore up the sporting side of the business.”

– David Walmsley, Senior Leisure Analyst

This report looks at the following areas:

- How can betting shops spread World Cup fever?
- Can self-service betting terminals help plug the gaming machines gap?

Consumer expenditure in betting shops is expected to rise to approximately £3.2 billion in 2017/18, but this is likely to be a high water-mark for the industry as it prepares for a large cut in gaming machine stake limits to have a significant negative impact on market value.

Sports betting will inevitably gain renewed importance as the power of the machines segment is cut, but the potential of the 2018 FIFA World Cup to grow the customer base looks set to be limited by preferences for online staking and the rise of domestic football as the most significant engine of growth.

Where the tournament could be more successful, though, is in strengthening the commitment and expanding the repertoires of the existing football player pool, and cross-selling the event to a horse racing audience showing interest in taking part.

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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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Table of Contents

Overview

What you need to know

Covered in this Report

Executive Summary

The market

Rising tide about to turn

Figure 1: Consumer expenditure in betting shops, 2012/13-2022/23

Machines power the engine of growth

Figure 2: UK betting shops gross gambling yield (GGY), by segment, 2015/16-2017/18

Government plans a new kind of cut

Figure 3: Consumer expenditure* on category B2 gaming machines in betting shops, 2012/13-2016/17

The consumer

New technologies a fancy for the outsider

Figure 4: Betting shop visiting habits, February 2018

Look what you could have won ...

Figure 5: Participation in betting shop activities, February 2018

World Cup fever slow to spread

Figure 6: FIFA World Cup betting intentions, by experience of betting shop visiting, February 2018

Tournament's social side promoting friendly competition

Figure 7: Incentives to betting on the 2018 FIFA World Cup in a betting shop, February 2018

What we think

Issues and Insights

How can betting shops spread World Cup fever?

The facts

The implications

Can self-service betting terminals help plug the gaming machines gap?

The facts

The implications

The Market – What You Need to Know

Rising tide about to turn

March of the machines opens vulnerability to stake cut

Government plans a different kind of cut

Shop closures set to spread beyond smaller chains

Market Size and Forecast

Machines keep market in growth

Figure 8: Consumer expenditure in UK betting shops, 2012/13-2022/23

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Forecast

Figure 9: Forecast of consumer expenditure in betting shops, 2012/13-2022/23

Forecast methodology

Gaming machine growth set to hit the buffers

Figure 10: UK betting shops gross gambling yield (GGY), by segment, 2015/16-2017/18

Domestic football fever cools

Figure 11: Consumer expenditure on betting in betting shops, 2015/16-2016/17

Market Drivers

Stake limit cuts to put a spanner in gaming machines' works

Figure 12: Consumer expenditure* on category B2 gaming machines in betting shops, 2012/13-2016/17

Betting shops' responsibility problem not going away

Figure 13: Gambling venues used by clients of the GamCare problem gambling service, 2015/16 and 2016/17

Smaller operators shutting at faster rates

Figure 14: UK betting shop numbers, by type of operator, March 2013-March 2017

Technology focus to move from function to experience

Figure 15: William Hill mobile sportsbook revenues, 2014-17

Companies and Brands – What You Need to Know

Market leader in front by a distance

Diverging approaches to channel convergence

Marketing strategy takes a two-pronged approach

GVC buys Ladbrokes Coral

Market Share

Major players continue to dominate

Figure 16: UK betting shop numbers, by operator, September 2017

Launch Activity and Innovation

Diverging approaches to channel convergence

Numbers betting tilts at lottery

Digital prompts can help demystify racing

Cashing out into arcades

Advertising and Marketing Activity

Spending kicks on from Euros

Figure 17: Main monitored media advertising spend of UK betting shop operators, 2015-17

Nielsen Ad Intel coverage

Company Profiles

Ladbrokes Coral

Figure 18: Ladbrokes Coral retail KPIs, 2016 and H1 2017

William Hill

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Figure 19: William Hill retail KPIs, 2016-17

Betfred

Figure 20: Betfred KPIs, 2015-16

Paddy Power Betfair

Figure 21: Paddy Power Betfair retail KPIs, 2016-17

The Consumer – What You Need to Know

New technologies can appeal to occasionals

More eyes on the prize

World Cup interest limited ante-post

Betting boosted by World Cup's social side

Betting Shop Visiting

A small field led by the outsider

Figure 22: Betting shop visiting habits, February 2018

Betting Shop Activities

Look at what you could have won...

Figure 23: Participation in betting shop activities, February 2018

Horserace bettors keep the blinkers on

Figure 24: Participation in betting, February 2018

World Cup Betting

Tournament fever slow to warm up

Figure 25: FIFA World Cup betting intentions, by experience of betting shop visiting, February 2018

A rare opportunity to reach the racing crowd

Figure 26: FIFA World Cup betting intentions, by participation in betting shop betting activities, February 2018

World Cup Betting Incentives

Beyond the bonus – social side can stimulate friendly competition

Figure 27: Incentives to betting on the 2018 FIFA World Cup in a betting shop, February 2018

Are football experts ready to take some World Cup advice?

Figure 28: Incentives to betting on the 2018 FIFA World Cup in a betting shop, by World Cup betting intentions, February 2018

Appendix

Data sources

Abbreviations

Fan chart forecast

Figure 29: Forecast of consumer expenditure in betting shops, 2017/18-2022/23

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