

Online Gaming and Betting - UK - December 2018

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“Technology trends and the migration of gamblers from retail to remote channels are driving online gaming and betting growth, but a static player base and possible peak in smartphone penetration are increasing its reliance on the same people spending more money, more often.”

– **David Walmsley, Senior Leisure Analyst**

This report looks at the following areas:

- New opportunity for smartphone segment as Generation Z comes into play
- What is the future of multichannel gambling?

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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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