

Gambling and Sports Betting - US - August 2018

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"Although they have been growing steadily, the gambling and sports betting markets have the potential to bust out in the coming years."

- John Poelking, Leisure & Media Analyst

This report looks at the following areas:

- Complicated legal system hinders growth
- Infrequent gameplay common
- Ingrained issues for non-gamblers
- Betting can feel out of one's hands

Sports betting markets are expected to open up significantly on the heels of a monumental Supreme Court decision allowing states to regulate this market. Still, overcoming lingering skepticism and an aversion to money loss will likely need to happen for the markets to reach their full potential on a national scale.

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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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Caesars Entertainment Corporation

Penn National Gaming, Inc

Churchill Downs, Inc

William Hill plc

Paddy Power Betfair

DraftKings

What's Happening?

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Landmark court case opens sports betting market
Adding variety to casinos
Startups luring people to betting
Licenced games increase recognition

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Problem gambling still a problem
Bad odds put books at huge liability

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