

Online Gaming and Betting - UK - December 2019

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This report looks at the following areas:

Despite these challenges, well-capitalised larger operators are well-positioned to weather the storm and take advantage of opportunities to gain market share through consolidation.

- Enhancing the online gambling experience with in-person social activity
- Operators need to be more vocal about what they are doing to prevent problem gambling



“After a period of impressive growth, the UK online gambling market has started to face some headwinds, which will hinder near-term growth prospects. Smartphone penetration appears to have levelled off, while increased regulatory scrutiny on the gambling industry has resulted in a more difficult operating environment.”

– George Zaborowski, Senior Analyst

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