

Online Gaming and Betting - UK - December 2019

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“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**

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**

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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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Focus on responsible gambling means further changes on the horizon

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Online gambling offers convenience but not necessarily more fun
 Two thirds of online gamblers set limits on the amount they can wager
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