

Casino and Casino-style Gambling - US - June 2014

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“The casino market is unique in that most consumers have visited a casino in the past. The excitement of the environment, the possibility of winning, and ancillary offerings create an alluring alternative to most leisure and entertainment offerings.”

– Fiona O’Donnell, Category Manager –
Multicultural, Lifestyles, Travel & Leisure

This report looks at the following areas:

- Has the expansion of gambling gone too far?
- Are young adult men the ticket to future growth?
- Is online gambling a threat to traditional casinos?

Over the last few years, gaming revenues at commercial and tribal casinos are estimated to increase at current prices and decline at inflation-adjusted prices. After contracting during the economic downturn, revenues in 2012 exceeded 2008’s prerecession level. Consumers have returned to casinos, but growth has been tepid. This may be due to over-expansion or saturation as revenues shift from one area to another rather than reflect growth in the market. Future growth will rest on the shoulders of adult men aged 21-34, who are more likely to be regular casino visitors and to spend lavishly, on the success (or failure) of online gaming, and on revenue growth attributable to on-premises nongaming activities and spending.

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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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