

Casino Gaming Equipment Market in North America - Industry Outlook and Forecast 2019-2024

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Abstracts

The North America casino gaming equipment market is expected to grow at a CAGR of over 5% during the period 2018–2024.

Growing demand for mass-market gaming equipment, increasing demand for electronic gaming tables, growing adoption of AR and VR in gambling, and innovations in slot machine designs are the factors that are likely to contribute to the growth of North America Casino Gaming Equipment Market during the forecast period.

The implementation of AR technology in online casinos offers the scope for improvement in gaming offerings. This technology can combine the best elements of live gaming and software with virtual reality add-ons and overlays to make a more engaging experience for their customers. Further, the implementation of VR offers a 360-degree surround-view and allows customers to experience games on other tables that they might want to try out. Online casino operators and betting vendors have been trying to use this application to offer a seamless gaming experience to their customers. Moreover, factors such as high spending power of the baby boomers and Gen X, the increased adoption of smartphones, inclination toward new technology, and high urbanization are driving the growth of the casino gaming equipment market in North America.

The study considers the present scenario of the North America casino gaming equipment market and its market dynamics for the period 2018?2024. It covers a detailed overview of several market growth enablers, restraints, and trends. The market study includes insights on market segmentation by demand type (new/expansionary and replacement) product types (slot machines, gaming tables, video lottery terminals (VLTs), video poker machines, gaming chips, and others), class types (class II

machines, class III machines, others), and geography (North America (US and Canada)). The study covers both the demand and supply sides of the market. The study profiles and examines leading companies and other prominent companies operating in the North America Casino Gaming Equipment Market.

North America Casino Gaming Equipment Market: Segmentation

The market research report includes a detailed segmentation of the market by demand, product type, class type, and geography. In 2018, North America registered the highest revenue growth in new casino gaming equipment. Replacement and expansionary activities are likely to drive the future markets in the US and Canada. North America is expected to incur a majority of revenue from gaming operations through the expansion of the casino industry during the forecast period. North America is the largest market in the world for vendors to earn recurring revenue from lease models. Well established gambling markets in Las Vegas and emerging destinations such as New York is a significant reason for this growth. The recurring equipment segment is expected to be major revenue contributor for equipment manufacturers worldwide. New startups are likely to come with innovative solutions with advanced features while existing vendors will continue developing their product portfolio with upgrades. Further, old legacy systems are likely to be replaced in casinos worldwide, which would propel the market demand for replacement and expansion during the forecast period.

Slot machines, gaming tables, VLTs, video poker machines, and gaming chips are the major sources of revenue for the North America market. Slot machines have evolved considerably, and the segment is witnessing increasing automation. The transformation of slot machines technology from manual to automatic vending machines is a major driver for the growth of the segment.

Class II machines are mostly based on bingo machines. The North American market has been witnessing promising market dynamics for class II machines. Stepper machines are one of the old machines used in casinos worldwide. However, technical innovations have made these machines more appealing and empowered with virtual features along with multiplayer systems. The class II stepper market provides ample growth opportunities as vendors are considering the development of innovative and appealing products in this segment during the forecast period. Class II video machines are creative products to address the demand for tribal customers. Major players in the market have shifted their strategic focus toward emerging markets. As the growth potential of the class II video market is high, vendors are trying to penetrate the respective market. The market for class III steppers is diversified. Major players adopt a

multi-channel approach for content commercialization for different installed machines.
The development of innovative products is constantly driving the market.

Market Segmentation by Demand Type

- New/expansionary

- Replacement

Market Segmentation by Products

- Slot machine

 - Single-coin

 - Multi-slots

 - Touchscreen

 - Video Slots

 - Wild play Machines

 - Others

- Gaming Tables

 - Baccarat

 - Roulette

 - Blackjack

 - Craps/Sicbo

 - Others

- VLTs

Video Poker Machines

Gaming Chips

Others

Market Segmentation by Class Type

Class II Machines

Video

Stepper

Class III

Video

Stepper

Others

VLTs

Video Poker

Others

North America Casino Gaming Equipment Market: Geography

In 2018, North America was led by the US, where gambling is highly popular. The growing demand for EGTs has led to vendors increasing footprints in the market. The US is the largest revenue contributor to the casino gaming equipment market worldwide. The Canadian gambling market is dominated by cultural aspects and a rich society culture. The US casino industry recorded growth in 2018, and consumer spending on gaming witnessed an increase of 1%. The growth has not been uniform as

casinos in several states are witnessing an increased competition to attract gamers and gamblers.

Gambling in Canada has emerged as a legally allowed and widely accepted leisure activity. Currently, gambling activities are allowed throughout the country and are regulated through territorial and provincial governments. In 2018, Ontario accounted for the largest share of the gross gambling revenue in Canada with approximately 43% of the gambling industry in Canada. The high revenues from Ontario can be attributed to the fact that Ontario is the most populated region of Canada. Also, Ontario is the only region where the gambling industry saw growth in double digits in 2018. Quebec and British Columbia were the second and third largest regions in terms of revenue from the gambling industry.

Key Countries Profiled

US

Canada

Key Vendor Analysis

The North America Casino Gaming Equipment Market is highly concentrated with local and international players operating in the market and capturing a major share of the market. The competition is intense. The rapidly changing technological environment could adversely affect vendors as customers expect innovations and upgrades in the gambling domain. The present scenario is forcing vendors to alter and refine their unique value proposition to achieve a strong market presence. Aristocrat, Scientific Games, IGT, Ainsworth, Konami, Incredible Technologies, Everi, and AGS are the key leading vendors in the market. The competition is intense in the US and Canadian markets. The market concentration in developed countries such as the US is high. The adoption rate of gambling among end-users in the US and Canada has been impressive. As a result of increased demand, the market has witnessed the entry of many vendors that are already present in the traditional gaming market. However, the online presence in the gambling market is set to become a major base for competition among players to gain an edge over other vendors in the market.

Key Vendors

Ainsworth

Aristocrat

Everi

IGT

Incredible Technologies

Konami Holdings

PlayAGS

Scientific Games

Other Prominent Vendors in the Casino Gaming Equipment Market

Abbiati Casino Equipment

Alfastreet

APEX Gaming

Aruze Gaming America

Bingotimes Digital Technology

BONO Gaming System

Cammegh

Casino Technology

Cole Kepro International

Eclipse Gaming

Euro Games Technology

DLV

FBM

GameCo

Gaming Partner International

Grand Vision Gaming

GTI (Giochi Tecnologici Italiani)

Inspired Entertainment

Interblock

Jackpot Digital

Magic Dreams

Merkur Gaming

Matsui Gaming Machine

Novomatic Group

Ortiz Gaming

Rye Park Gaming

Sega Sammy Creation

TABLESWIN

Taiwei Group

TCSJOHNHUXLEY

Zitro Games

Key Market Insights

The analysis of the North America Casino Gaming Equipment Market provides market sizing and growth opportunities for the forecast period 2019–2024.

Offers market sizing and growth prospects of the North America Casino Gaming Equipment Market for the forecast period 2019–2024

Provides comprehensive insights on the latest industry trends, market forecast, and growth drivers in the market

Includes a detailed analysis of market growth drivers, challenges, and investment opportunities

Delivers a complete overview of market segments and the regional outlook of the market

Offers an exhaustive summary of the vendor landscape, competitive analysis, and key market strategies to gain a competitive advantage in the North America Casino Gaming Equipment Market.

Contents

1 RESEARCH METHODOLOGY

2 RESEARCH OBJECTIVES

3 RESEARCH PROCESS

4 SCOPE & COVERAGE

4.1 Market Definition

4.1.1 Inclusions

4.1.2 Exclusions

4.2 Base Year

4.3 Scope of the study

4.4 Market Segments

4.4.1 Market Segmentation by Product Type

4.4.2 Market Segmentation by Geography

5 REPORT ASSUMPTIONS & CAVEATS

5.1 Key Caveats

5.2 Currency Conversion

5.3 Market Derivation

6 MARKET AT A GLANCE

7 INTRODUCTION

7.1 Overview

7.2 Growth in Gamification

7.3 Macroeconomic Factors Enabling Market Growth

7.3.1 Economic Development

7.3.2 Per Capita GDP in Developing Markets

7.3.3 Dual-income Households in Developed Markets

8 MARKET DYNAMICS

8.1 Market Growth Enablers

- 8.1.1 Growing Demand for Mass-Market Gaming Equipment
- 8.1.2 Growing Number of Live Casinos
- 8.1.3 Growing Demand for Electronic Gaming Tables
- 8.2 Market Growth Restraints
 - 8.2.1 Volatility in Raw Material Prices Affecting Vendor Margins
 - 8.2.2 Increasing Protectionist Directives and Measures
 - 8.2.3 Rising Saturation in North America Market
- 8.3 Market Opportunities and Trends
 - 8.3.1 Growing Adoption of AR and VR in Gambling
 - 8.3.2 Growing Ethical Concerns
 - 8.3.3 Innovations in Slot Machine Designs

9 VALUE CHAIN ANALYSIS

- 9.1 Overview
- 9.2 Value Chain Analysis
 - 9.2.1 Raw Materials and Component Suppliers
 - 9.2.2 OEMs
 - 9.2.3 Dealers/Distributors/Retailers
 - 9.2.4 End-users

10 MARKET LANDSCAPE

- 10.1 Historic Data 2015-2017
- 10.2 Market Size & Forecast
 - 10.2.1 Outright Sales and Recurring Revenue
 - 10.2.2 New/Expansionary and Replacement Market
- 10.3 Market by Classes of Gaming Machines
 - 10.3.1 Class II: Video & Steppers
 - 10.3.2 Class III: Videos and Steppers
- 10.4 Five Forces Analysis
 - 10.4.1 Threat of New Entrants
 - 10.4.2 Bargaining Power of Suppliers
 - 10.4.3 Bargaining Power of Buyers
 - 10.4.4 Threat of Substitutes
 - 10.4.5 Competitive Rivalry

11 MARKET BY PRODUCT

- 11.1 Market Snapshot & Growth Engine
- 11.2 Casino Equipment Market Overview

12 SLOT MACHINES

- 12.1 Market Size & Forecast
- 12.2 Market by Country (Revenue & Unit Shipment)
- 12.3 Market by Slot types – Revenue & Unit Shipment
- 12.4 Touch Screen Machine
 - 12.4.1 Market Size & Forecast
- 12.5 Video Slot Machines
 - 12.5.1 Market Size & Forecast
- 12.6 Multi-Slot Machines
 - 12.6.1 Market Size & Forecast
- 12.7 Wild Play Machines
 - 12.7.1 Market Size & Forecast
- 12.8 Single-Coin Machines
 - 12.8.1 Market Size & Forecast
- 12.9 Other Slot Machines
 - 12.9.1 Market Size & Forecast

13 GAMING TABLES

- 13.1 Market Size & Forecast
- 13.2 Market by Country (Revenue & Unit Shipment)
- 13.3 Market by Gaming Table Type – Revenue & Unit Shipment
- 13.4 Baccarat Tables
 - 13.4.1 Market Size & Forecast
- 13.5 Roulette Tables
 - 13.5.1 Market Size & Forecast
- 13.6 Blackjack Tables
 - 13.6.1 Market Size & Forecast
- 13.7 Craps/Sicbo Tables
 - 13.7.1 Market Size & Forecast
- 13.8 Other Tables
 - 13.8.1 Market Size & Forecast

14 VIDEO LOTTERY TERMINALS

14.1 Market Size & Forecast

14.2 Market by Country (Revenue & Unit Shipment)

15 VIDEO POKER MACHINES

15.1 Market Size & Forecast

15.2 Market by Country (Revenue & Unit Shipment)

16 GAMING CHIPS

16.1 Market Size & Forecast

16.2 Market by Country – Revenue

17 OTHER SUPPORTIVE GAMING EQUIPMENT

17.1 Market Size & Forecast

17.2 Market by Country – Revenue

18 KEY COUNTRIES

18.1 Market Overview

18.2 US

18.2.1 Market Size & Forecast

18.2.2 Market by Product –Revenue and Unit Shipment

18.2.3 Market by Slot Types – Sub-products

18.2.4 Market by Gaming Tables – Sub-product

18.2.5 Market by Outright Sales

18.2.6 Market by Recurring Sales

18.2.7 Market by New / Expansionary Units & Replacement

18.3 Canada

18.3.1 Market Size & Forecast

18.3.2 Market by Product – Revenue & Unit Shipment

18.3.3 Market by Slot Type – Sub-products

18.3.4 Market by Gaming Tables – Sub-products

18.3.5 Market by Outright Sales

18.3.6 Market By Recurring Sales

18.3.7 Market by New/Expansionary & Replacement

19 COMPETITIVE LANDSCAPE

19.1 Competition Overview

20 MARKET SHARE ANALYSIS

20.1 Vendor Share

21 KEY COMPANY PROFILES

21.1 Ainsworth

21.1.1 Business Overview

21.1.2 Ainsworth in Casino Gaming Equipment Market

21.1.3 Major Product Offerings

21.1.4 Key Strengths

21.1.5 Key Strategies

21.1.6 Key Opportunities

21.2 Aristocrat

21.2.1 Business Overview

21.2.2 Aristocrat in Casino Gaming Equipment Market

21.2.3 Major Product Offerings

21.2.4 Key Strengths

21.2.5 Key Strategies

21.2.6 Key Opportunities

21.3 Everi

21.3.1 Business Overview

21.3.2 Everi in Casino Gaming Equipment Market

21.3.3 Major Product Offerings

21.3.4 Key Strengths

21.3.5 Key Strategies

21.3.6 Key Opportunities

21.4 IGT

21.4.1 Business Overview

21.4.2 IGT in Casino Gaming Equipment Market

21.4.3 Major Product Offerings

21.4.4 Key Strengths

21.4.5 Key Strategies

21.4.6 Key Opportunities

21.5 Incredible Technologies

21.5.1 Business Overview

- 21.5.2 Incredible Technologies in Casino Gaming Equipment Market
- 21.5.3 Major Product Offerings
- 21.5.4 Key Strengths
- 21.5.5 Key Strategies
- 21.5.6 Key Opportunities
- 21.6 KONAMI Holdings
 - 21.6.1 Business Overview
 - 21.6.2 Konami Holdings in Casino Gaming Equipment Market
 - 21.6.3 Major Product Offerings
 - 21.6.4 Key Strengths
 - 21.6.5 Key Strategies
 - 21.6.6 Key Opportunities
- 21.7 PlayAGS
 - 21.7.1 Business Overview
 - 21.7.2 PlayAGS in Casino Gaming Equipment Market
 - 21.7.3 Major Product Offerings
 - 21.7.4 Key Strengths
 - 21.7.5 Key Strategies
 - 21.7.6 Key Opportunities
- 21.8 Scientific Games
 - 21.8.1 Business Overview
 - 21.8.2 Scientific Games in Casino Gaming Equipment Market
 - 21.8.3 Major Product Offerings
 - 21.8.4 Key Strengths
 - 21.8.5 Key Strategies
 - 21.8.6 Key Opportunities

22 OTHER PROMINENT VENDORS

- 22.1 Abbiati Casino Equipment
 - 22.1.1 Business Overview
 - 22.1.2 Key Strengths
 - 22.1.3 Key Strategies
- 22.2 Alfastreet
 - 22.2.1 Business Overview
 - 22.2.2 Key Strengths
 - 22.2.3 Key Strategies
- 22.3 APEX Gaming
 - 22.3.1 Business Overview

- 22.3.2 Key Strengths
- 22.3.3 Key Strategies
- 22.4 Aruze Gaming America
 - 22.4.1 Business Overview
 - 22.4.2 Key Strengths
 - 22.4.3 Key Strategies
- 22.5 Bingotimes Digital Technology
 - 22.5.1 Business Overview
 - 22.5.2 Key Strengths
 - 22.5.3 Key Strategies
- 22.6 BONO Gaming System
 - 22.6.1 Business Overview
 - 22.6.2 Key Strengths
 - 22.6.3 Key Strategies
- 22.7 CAMMEGH
 - 22.7.1 Business Overview
 - 22.7.2 Key Strengths
 - 22.7.3 Key Strategies
- 22.8 CASINO Technology
 - 22.8.1 Business Overview
 - 22.8.2 Key Strengths
 - 22.8.3 Key Strategies
- 22.9 COLE Kepro International
 - 22.9.1 Business Overview
 - 22.9.2 Key Strengths
 - 22.9.3 Key Strategies
- 22.10 Eclipse Gaming
 - 22.10.1 Business Overview
 - 22.10.2 Key Strengths
 - 22.10.3 Key Strategies
- 22.11 EURO Games Technology
 - 22.11.1 Business Overview
 - 22.11.2 Key Strengths
 - 22.11.3 Key Strategies
- 22.12 DLV
 - 22.12.1 Business Overview
 - 22.12.2 Key Strengths
 - 22.12.3 Key strategies
- 22.13 FBM

- 22.13.1 Business Overview
- 22.13.2 Key Strengths
- 22.13.3 Key Strategies
- 22.14 GAMECO
 - 22.14.1 Business Overview
 - 22.14.2 Key Strengths
 - 22.14.3 Key Strategies
- 22.15 Gaming Partner International
 - 22.15.1 Business Overview
 - 22.15.2 Key Strengths
 - 22.15.3 Key Strategies
- 22.16 Grand Vision Gaming
 - 22.16.1 Business Overview
 - 22.16.2 Key Strengths
 - 22.16.3 Key Strategies
- 22.17 GTI (Giochi Tecnologici Italiani)
 - 22.17.1 Business Overview
 - 22.17.2 Key Strengths
 - 22.17.3 Key Strategies
- 22.18 Inspired Entertainment
 - 22.18.1 Business Overview
 - 22.18.2 Key Strengths
 - 22.18.3 Key Strategies
- 22.19 Interblock
 - 22.19.1 Business Overview
 - 22.19.2 Key Strengths
 - 22.19.3 Key Strategies
- 22.20 Jackpot Digital
 - 22.20.1 Business Overview
 - 22.20.2 Key Strengths
 - 22.20.3 Key Strategies
- 22.21 Magic Dreams
 - 22.21.1 Business Overview
 - 22.21.2 Key Strengths
 - 22.21.3 Key Strategies
- 22.22 MERKUR Gaming
 - 22.22.1 Business Overview
 - 22.22.2 Key Strengths
 - 22.22.3 Key Strategies

22.23 MATSUI Gaming Machine

22.23.1 Business Overview

22.23.2 Key Strengths

22.23.3 Key Strategies

22.24 Novomatic Group

22.24.1 Business Overview

22.24.2 Key Strengths

22.24.3 Key Strategies

22.25 ORTIZ Gaming

22.25.1 Business Overview

22.25.2 Key Strengths

22.25.3 Key Strategies

22.26 RYE Park Gaming

22.26.1 Business Overview

22.26.2 Key Strengths

22.26.3 Key Strategies

22.27 SEGA Sammy Creation

22.27.1 Business Overview

22.27.2 Key Strengths

22.27.3 Key Strategies

22.28 TABLESWIN

22.28.1 Business Overview

22.28.2 Key Strengths

22.28.3 Key Strategies

22.29 TAIWEI Group

22.29.1 Business Overview

22.29.2 Key Strengths

22.29.3 Key Strategies

22.30 TCSJOHNHUXLEY

22.30.1 Business Overview

22.30.2 Key Strengths

22.30.3 Key Strategies

22.31 ZITRO Games

22.31.1 Business Overview

22.31.2 Key Strengths

22.31.3 Key Strategies

23 REPORT SUMMARY

- 23.1 Key Takeaways
- 23.2 Strategic Recommendations
- 23.3 Quantitative Summary
 - 23.3.1 Slot Machine
 - 23.3.2 Gaming Table
 - 23.3.3 Video Lottery Terminals
 - 23.3.4 Video Poker Machines
 - 23.3.5 Gaming Chips
 - 23.3.6 Other Supportive Equipments
 - 23.3.7 Market by Country: US
 - 23.3.8 Market by Country: Canada

24 APPENDIX

- 24.1 Abbreviations

List Of Exhibits

LIST OF EXHIBITS

- Exhibit 1 Segmentation of Casino Gaming Equipment Market in North America
- Exhibit 2 Market Size Calculation Approach 2018
- Exhibit 3 Overview of Casino Gaming Equipment Market in North America
- Exhibit 4 Impact on Gamification on Human Psyche
- Exhibit 5 GDP Growth 2010–2023 (annual % change)
- Exhibit 6 Change in Real GDP in US 2017?2023 (%)
- Exhibit 7 Average Global GDP Growth 2015?2018 (annual % change)
- Exhibit 8 Dual-income Households in US (1982 vs. 2017)
- Exhibit 9 Impact of Macroeconomic Factors over North American Market
- Exhibit 10 Impact of Growing Demand for Mass-Market Gaming Equipment
- Exhibit 11 GGR of US Commercial Casino Market 2016 & 2017 (\$ billion)
- Exhibit 12 Impact of Growing Number of Live Casino
- Exhibit 13 Impact of Growing Demand for Electronic Gaming Tables
- Exhibit 14 Growing Share of EGTs in Global Casino Gaming Table Market 2018 & 2024
- Exhibit 15 Impact of Volatility in Raw Material Prices Affecting Vendor Margins
- Exhibit 16 Copper: Global Average Price Fluctuations 2006?2018
- Exhibit 17 Fluctuations in Crude Oil Prices 2014?2018 (% change in \$ per barrel)
- Exhibit 18 Hot-rolled Steel Price in Western Europe (\$ per metric ton)
- Exhibit 19 Aluminum & Rubber: Global Average Price Fluctuation (% change) 2014?2018
- Exhibit 20 Impact of Volatility in Raw Material Prices over Casino Equipment Markwt in North America
- Exhibit 21 Impact of Increasing Protectionist Directives and Measures
- Exhibit 22 Net Protectionist Measures Implemented in Select Countries 2009?2017
- Exhibit 23 Trade Contribution to GDP in Key European Countries
- Exhibit 24 Impact of Increasing Protectionist Directives over Casino Equipment Markwt in North America
- Exhibit 25 Impact of Rising Saturation in North America Market
- Exhibit 26 Installed Base of VGTs at Retail Establishments in Illinois, US 2017 & 2018
- Exhibit 27 Impact Growing Adoption of Augmented Reality and Virtual Reality in Gambling
- Exhibit 28 Overview of Augmented Reality
- Exhibit 29 Use of Augmented Reality for Gambling Industry
- Exhibit 30 Global AR and VR Gambling Market 2017?2023 (\$ million)
- Exhibit 31 Impact of Growing Ethical Concerns

- Exhibit 32 Average Monthly Call Volume Recorded on National Helpline regarding Gambling Addiction in 2017 and 2018
- Exhibit 33 Impact Innovations in Slot Machine Designs
- Exhibit 34 Value Chain Analysis of Casino Gaming Equipment Market in North America
- Exhibit 35 Supply Chain of Casino Resorts
- Exhibit 36 North America Casino Gaming Equipment Market: Historical Data 2015-2017
- Exhibit 37 Annual Saving Ratio of US
- Exhibit 38 Change in US GDP Growth Rate (Q1 2006-Q2 2016)
- Exhibit 39 North America: Casino Gaming Equipment Market 2018-2024 (\$ million)
- Exhibit 40 North America: Casino Gaming Equipment Market 2018-2024 (units)
- Exhibit 41 Casino Gaming Equipment Market in North America: Outright Sales versus Recurring Sales 2018-2024 (\$ million)
- Exhibit 42 Casino Gaming Equipment Market in North America: Replacement versus Expansion 2018-2024 (units)
- Exhibit 43 Units under Lease & Fee-based Models in Casino Gaming Equipment Market: North America vis-?-vis ROW 2018-2024 (units)
- Exhibit 44 Smartphone Penetration in North America vis-?-vis ROW 2010-2022
- Exhibit 45 Impact of Digitilization and Increasing Smartphone Userbase over North American Casino Equipment Market
- Exhibit 46 Global Millennial Population by Key Regions 2018 (% of total population)
- Exhibit 47 Casino Gaming Equipment Market in North America by Class Type 2018 (unit shipment)
- Exhibit 48 Five Force Analysis 2018
- Exhibit 49 Incremental Growth by Products 2018-2024 (Revenue)
- Exhibit 50 Casino Gaming Equipment Market Share in North America by Product 2018 (Revenue & Unit Shipment)
- Exhibit 51 Casino Gaming Equipment Market in North America by Product 2018-2024 (\$ million)
- Exhibit 52 Slot Machine Market in North America 2018-2024 (Revenue & Unit Shipment)
- Exhibit 53 Slot Machine Market in North America Share by Sub-product 2018 (Revenue & Unit Shipment)
- Exhibit 54 North America Slot Machine Market by Product CAGR Comparison
- Exhibit 55 Touch Screen Slot Machine Market in North America 2018-2024 (Revenue & Unit Shipment)
- Exhibit 56 Video Slot Machine Market in North America 2018-2024 (Revenue & Unit Shipment)
- Exhibit 57 Multi-slot Machine Market in North American 2018-2024 (Revenue & Unit Shipment)

Exhibit 58 Wild Play Machine Market in North America 2018-2024 (Revenue & Unit Shipment)

Exhibit 59 Single-coin Machine Market in North America 2018-2024 (Revenue & Unit Shipment)

Exhibit 60 North American Market for Other Slot Machines 2018-2024 (Revenue & Unit Shipment)

Exhibit 61 Casino Gaming Table Market in North America 2018-2024 (Revenue & Unit Shipment)

Exhibit 62 Casino Gaming Table Market Share in North America by Sub-product 2018 (Revenue & Unit Shipment)

Exhibit 63 Global Casino Gaming Table Market by Product CAGR Comparison in North America

Exhibit 64 Baccarat Table Market in North America 2018-2024 (Revenue & Unit Shipment)

Exhibit 65 Incremental Growth Baccarat Table Market in North America 2018-2024 (Revenue)

Exhibit 66 Roulette Table Market in North America 2018-2024 (Revenue & Unit Shipment)

Exhibit 67 Incremental Growth Roulette Table Market in North America 2018-2024 (Revenue)

Exhibit 68 Blackjack Table Market in North America 2018-2024 (Revenue & Unit Shipment)

Exhibit 69 Incremental Growth Blackjack Table Market in North America 2018-2024 (Revenue)

Exhibit 70 Incremental Growth Craps/Sicbo Table Market in North America 2018-2024 (Revenue)

Exhibit 71 Craps/Sicbo Table Market in North America 2018-2024 (Revenue & Unit Shipment)

Exhibit 72 Casino Gaming Equipment Market in North America by Other Tables 2018-2024 (Revenue & Unit Shipment)

Exhibit 73 VLTs Market in North America 2018-2024 (Revenue & Unit Shipment)

Exhibit 74 Global Video Poker Machine Market in North America 2018-2024 (Revenue & Unit Shipment)

Exhibit 75 Casino Gaming Chips Market in North America 2018-2024 (\$ million)

Exhibit 76 Other Supportive Equipments Market 2018-2024 (\$ million)

Exhibit 77 Incremental Growth by Country 2018-2024

Exhibit 78 Market Share of US and Canada in Casino Gaming Equipment Market in North America 2018 & 2024 (Revenue)

Exhibit 79 Market Share of US and Canada in Casino Gaming Equipment Market in

North America 2018 & 2024 (Unit Shipment)

Exhibit 80 US: Casino Gaming Equipment Market 2018-2024 (Revenue & Unit Shipment)

Exhibit 81 US: Sports Betting Scenario 2018

Exhibit 82 Canada: Casino Gaming Equipment Market 2018-2024 (Revenue & Unit Shipment)

Exhibit 83 Casino Gaming Equipment Market in North America – Vendor Share 2018 (Unit Shipment)

List Of Tables

LIST OF TABLES

Table 1 Key Caveats

Table 2 Currency Conversion 2013-2018

Table 3 MGM Resorts International Revenue by Business Segment FY2018

Table 4 Popular Live Casinos in US with Bonus Offerings 2018

Table 5 Popular Mobile Casinos 2018

Table 6 Raw Materials Used to Manufacture Gaming Equipment

Table 7 CAGR of Outright and Recurring Sales in North America

Table 8 Casino Gaming Equipment Market in North America: Outright Equipment Sales Revenue by Country 2018-2024 (\$ million)

Table 9 Casino Gaming Equipment Market in North America: Recurring Equipment Sales Revenue by Country 2018-2024 (\$ million)

Table 10 ASPs of Casino Gaming Equipment in North America 2018-2024 (\$)

Table 11 Digitization Plans of Select Countries in APAC

Table 12 Slot Machine Market in North America: Revenue by Country 2018-2024 (\$ million)

Table 13 Slot Machine Market in North America: Unit Shipment by Country 2018-2024 (units)

Table 14 Slot Machine Market in North America by Product: Revenue 2018-2024 (\$ million)

Table 15 Slot Machine Market in North America by Product: Unit Shipment 2018-2024 (units)

Table 16 Gaming Tables Market in North America: Revenue by Country 2018-2024 (\$ million)

Table 17 Gaming Tables Market in North America: Unit Shipment by Country 2018-2024 (units)

Table 18 Casino Gaming Table Market in North America by Product: Revenue 2018-2024 (\$ million)

Table 19 Global Casino Gaming Table Market in North America by Product: Unit Shipment 2018-2024 (units)

Table 20 Video Lottery Terminals Market in North America: Revenue by Country 2018-2024 (\$ million)

Table 21 Video Lottery Terminals Market in North America: Unit Shipment by Country 2018-2024 (units)

Table 22 Video Poker Machines Market in North America: Revenue by Country 2018-2024 (\$ million)

Table 23 Video Poker Machines Market in North America: Unit Shipment by Geography 2018-2024 (units)

Table 24 Gaming Chips Market in North America: Revenue by Geography 2018-2024 (\$ million)

Table 25 Other Supportive Equipments Market in North America: Revenue by Country 2018-2024 (\$ million)

Table 26 US: Major States by Gambling Revenue 2015-2016

Table 27 US Casino Gaming Equipment Market by Product 2018-2024 (\$ million)

Table 28 US Casino Gaming Equipment Market by Product 2018-2024 (Units)

Table 29 US Casino Gaming Equipment Market by Slot Types 2018-2024 (\$ million)

Table 30 US Casino Gaming Equipment Market by Slot Types 2018-2024 (Units)

Table 31 US Casino Gaming Equipment Market by Gaming Table Types 2018-2024 (\$ million)

Table 32 US Casino Gaming Equipment Market by Gaming Table Types 2018-2024 (Units)

Table 33 US Casino Gaming Equipment Market by Outright Sales 2018-2024 (\$ million)

Table 34 US Casino Gaming Equipment Market by Recurring Sales 2018-2024 (\$ million)

Table 35 US Casino Gaming Market by New/Expansionary and Replacement 2018-2024 (Units)

Table 36 Canada: Gambling Market by Major Regions 2016 and 2017 (\$ million)

Table 37 Canada: Gambling Market by Major Activities 2016 and 2017 (\$ billion)

Table 38 Canada Casino Gaming Equipment Market by Product 2018-2024 (\$ million)

Table 39 Canada Casino Gaming Equipment Market by Product 2018-2024 (Units)

Table 40 Canada Casino Gaming Equipment Market by Slot Types 2018-2024 (\$ million)

Table 41 Canada Casino Gaming Equipment Market by Slot Types 2018-2024 (Units)

Table 42 Canada Casino Gaming Equipment Market by Gaming Tables 2018-2024 (\$ million)

Table 43 Canada Casino Gaming Equipment Market by Gaming Tables 2018-2024 (Units)

Table 44 Canada Casino Gaming Equipment Market by Outright Sales 2018-2024 (\$ million)

Table 45 Canada Casino Gaming Equipment Market by Recurring Sales 2018-2024 (\$ million)

Table 46 Canada Casino Gaming Equipment Market by New/Expansionary & Replacement 2018-2024 (Units)

Table 47 Ainsworth: Product Offerings

Table 48 Aristocrat: Product Offerings

Table 49 Everi: Product Offerings

Table 50 IGT: Product Offerings

Table 51 Incredible Technologies: Product Offerings

Table 52 Konami Holdings: Product Offerings

Table 53 PlayAGS: Product Offerings

Table 54 Scientific Games: Product Offerings

Table 55 Slot Machine Market in North America: Revenue by Country 2018-2024 (\$ million)

Table 56 Slot Machine Market in North America: Unit Shipment by Country 2018-2024 (units)

Table 57 Slot Machine Market in North America by Slot Types: Revenue 2018-2024 (\$ million)

Table 58 Slot Machine Market in North America by Slot Types: Unit Shipment 2018-2024 (units)

Table 59 Gaming Tables Market in North America: Revenue by Country 2018-2024 (\$ million)

Table 60 Gaming Tables Market in North America: Unit Shipment by Country 2018-2024 (units)

Table 61 Casino Gaming Table Market in North America by Gaming Table Types: Revenue 2018-2024 (\$ million)

Table 62 Global Casino Gaming Table Market in North America by Gaming Table Types: Unit Shipment 2018-2024 (units)

Table 63 Video Lottery Terminals Market in North America: Revenue by Country 2018-2024 (\$ million)

Table 64 Video Lottery Terminals Market in North America: Unit Shipment by Country 2018-2024 (

Table 65 Video Poker Machines Market in North America: Revenue by Country 2018-2024 (\$ million)

Table 66 Video Poker Machines Market in North America: Unit Shipment by Country 2018-2024 (units)

Table 67 Gaming Chips Market in North America: Revenue by Country 2018-2024 (\$ million)

Table 68 Other Supportive Equipments Market in North America: Revenue by Country 2018-2024 (\$ million)

Table 69 US Casino Gaming Equipment Market by Product 2018-2024 (\$ million)

Table 70 US Casino Gaming Equipment Market by Product 2018-2024 (Units)

Table 71 US Casino Gaming Equipment Market by Slot Type 2018-2024 (\$ million)

Table 72 US Casino Gaming Equipment Market by Slot Type 2018-2024 (Units)

Table 73 US Casino Gaming Equipment Market by Gaming Table Types 2018-2024 (\$

million)

Table 74 US Casino Gaming Equipment Market by Gaming Table Types 2018-2024 (Units)

Table 75 US Casino Gaming Equipment Market by Outright Sales (\$ million)

Table 76 US Casino Gaming Equipment Market by Recurring Sales 2018-2024 (\$ million)

Table 77 US Casino Gaming Equipment Market by New/Expansionary & Replacement 2018-2024 (Units)

Table 78 Canada Casino Gaming Equipment Market by Product 2018?2024 (\$ million)

Table 79 Canada Casino Gaming Equipment Market by Product 2018?2024 (Units)

Table 80 Canada Casino Gaming Equipment Market by Slot Types 2018?2024 (\$ million)

Table 81 Canada Casino Gaming Equipment Market by Slot Types 2018?2024 (Units)

Table 82 Canada Casino Gaming Equipment Market by Gaming Tables 2018?2024 (\$ million)

Table 83 Canada Casino Gaming Equipment Market by Gaming Tables 2018?2024 (Units)

Table 84 Canada Casino Gaming Equipment Market by Outright Sales 2018?2024 (\$ million)

Table 85 Canada Casino Gaming Equipment Market by Recurring Sales 2018?2024 (\$ million)

Table 86 Canada Casino Gaming Equipment Market by New/Expansionary & Replacement 2018-2024 (Units)

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