

# Casinos & Gambling Industry in Australia: Porter's Five Forces Analysis

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Date: September 2018

Pages: 20

Price: US\$ 300.00 (Single User License)

ID: CEEB0B60BFBEN

## Abstracts

The Australian gambling and casinos industry has been showing good growth in recent years and is expected to continue to grow at a steady pace in the coming years to 2022 as well. The industry is primarily regulated by the Interactive Gambling Act 2001 (IGA) and this regulation makes it an offence to provide any interactive gambling service to residents of Australia.

The Australian gambling industry is open to many different gambling activities, all of which find popularity amongst a large number of buyers. There are only a handful of suppliers that dominate the market and the country's strict regulations make it extremely difficult for new players to enter the market.

The rapid growth of online gambling is posing a significant threat to the traditional land-based casinos sector and it remains to be seen how the traditional gambling industry handles this threat and moves ahead in the future.

Aruvian Research analyzes the Australian Casinos and Gambling Industry in a Michael Porter's Five Forces Analysis. The Porter's analysis analyzes the industry through the bargaining power of buyers and suppliers, the competitive rivalry in the industry, the threat of new entrants to the industry and the threat of substitutes to the industry.

Apart from the Porter's analysis, the report also includes a brief analysis of the Australian casinos and gambling industry as well.

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