

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

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Abstracts

Macau is the glitzy and glamorous face of the Chinese casinos and gambling industry worldwide. It is one of the fastest growing gambling industries in the world and the market is expected to continue to grow at a rapid pace in the coming years as well.

The Macau gambling industry has recently been affected by the Chinese government's crackdown on corruption, which has resulted in a substantial revenue loss to the casinos and other gaming sectors. Nevertheless, the industry is still posting strong results, in spite of taking a hit.

Aruvian Research analyzes the Chinese 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 Chinese casinos and gambling industry as well.

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