

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

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## Abstracts

The French casinos and gambling industry used to be a thriving one up until a couple of years ago. However, in recent years, the market has been experiencing a period of stagnation, which is likely to continue up to the forecast period of 2022. While the traditional gambling methods experience stagnation, the online gambling industry is thriving as people opt to gamble on the go from their mobile devices.

The French gambling industry is governed by strict regulations which has made entry of newer players extremely difficult, allowing greater monopoly to the existing market players.

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

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