

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

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Abstracts

The German casinos and gambling industry has been in a state of stagnation in recent years following the poor economic recovery across the Eurozone. The migrant crisis across Europe has also had an impact on the industry, with the industry recording lower than normal revenues in recent years.

One of the biggest changes in the German gambling industry happened in 2010, when the sector was opened up to 2010 following an EU ruling that the German government has to end its monopoly on gambling. This allowed several private players to bid for betting licenses from 2012, opening up competition in the market.

Aruvian Research analyzes the German 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 German casinos and gambling industry.

Contents

A. EXECUTIVE SUMMARY

B. INDUSTRY DEFINITION

C. CASINOS & GAMBLING INDUSTRY IN GERMANY – BRIEF PROFILE

D. CASINOS & GAMBLING INDUSTRY IN GERMANY: PORTER'S FIVE FORCES STRATEGY ANALYSIS

D.1 Introduction

D.2 Bargaining Power of Buyers

D.3 Bargaining Power of Suppliers

D.4 Competitive Rivalry in the Industry

D.5 Threat of New Entrants

D.6 Threat of Substitutes

E. CONCLUSION

F. GLOSSARY OF TERMS

List Of Figures

LIST OF FIGURES

Figure 1: Porter's Five Forces Analysis of the German Casinos & Gambling Industry

Figure 2: Bargaining Power of Buyers in the German Casinos & Gambling Industry

Figure 3: Bargaining Power of Suppliers in the German Casinos & Gambling Industry

Figure 4: Competition in the German Casinos & Gambling Industry

Figure 5: Threat of New Entrants to the German Casinos & Gambling Industry

Figure 6: Threat of Substitutes to the German Casinos & Gambling Industry

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