

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

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## Abstracts

The gambling and casinos market in the United States has been undergoing a period of stagnation in recent years. While the online gaming industry has been experiencing significant growth year after year, the traditional means of gambling has been stagnating, with a forecast of decline. Dominated by a handful of big names such as MGM Resorts, Las Vegas Sands, and some other players, the US casinos and gambling industry is difficult to enter for new entrants, while the bigger players continue to experience revenue losses from their traditional casino businesses.

Las Vegas is the shining star of the US casinos and gambling industry, but other regional markets have been struggling in the past years. It is expected that the US casinos and gambling industry will continue to decline further in the coming years.

Aruvian Research analyzes the United States 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 United States casinos and gambling industry.

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