

# Global Gambling Market: Size, Trends & Forecasts (2020-2024)

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## Abstracts

### SCOPE OF THE REPORT

The report titled “Global Gambling Market: Size, Trends & Forecasts (2020-2024)” provides an in-depth analysis of the global gambling market followed by analysis of its segments in terms of value. The report also consists of analysis of gambling market by value in regions such as Americas and Europe. The gambling markets of Italy, UK and France have been analyzed under the Europe region. Under competitive landscape, different players in the gambling market have been compared on the basis of revenue generated and market capitalization.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global gambling market has also been forecasted for the period 2020-2024, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

International Games Technology Plc., Flutter Entertainment (Paddy Power Betfair Plc), Scientific Games Corporation and The Stars Group are some of the key players operating in the global gambling market whose company profiling has been done in the report. In this segment of the report, business overview, financial overview and the business strategies of the companies are provided.

### Company Coverage

International Games Technology Plc.

Flutter Entertainment (Paddy Power Betfair Plc)

Scientific Games Corporation

The Stars Group

## Regional Coverage

America

Europe

## EXECUTIVE SUMMARY

The gaming industry is a term interchangeably used for gambling industry. The term Gambling is more preferred by companies operating within the gambling market. As for them it sounds sort of more legal to be known as a “Gambling company” instead of a “gambling company”. Gambling is defined as any game or activity in the which a particular player risk his/ her money in the expectation of winning more money.

The global gambling market can be segmented on the basis of product type and platform type. The market can be bifurcated into casinos, lotteries, gaming machines and betting on the basis of product type. On the basis of platform type, the market can be sub segmented into landbased and online categories.

The global gambling market is forecasted to showcase positive growth through the forecast period (2020-2024). The market growth is estimated to supported by various growth drivers such as increasing spending capability, legalization of gambling in countries such as US, rising penetration of smart devices, hike in internet penetration, and overall increase in global population especially within those lying in between the ages of 20-64 years.

The market is also confronted by some challenges such as the negative perceptions surrounding the gambling market and lack of internet connectivity in developing countries. Emergence of bitcoins, growing number of mergers and acquisitions (M&A), use of augmented reality to enhance gambling experience and cloud gaming are some of the major trends existing in the market.

## Contents

### 1. EXECUTIVE SUMMARY

### 2. INTRODUCTION

- 2.1 Gambling Industry: An Overview
- 2.2 Regulations on Gambling: An Overview
- 2.3 Gambling Market Segments
  - 2.3.1 On the Basis of Product Type
  - 2.3.2 On the Basis of Platform Type

### 3. GLOBAL MARKET SIZING

- 3.1 Global Gambling Market: An Analysis
  - 3.1.1 Global Gambling Market by Value
- 3.2 Global Gambling Market: Product Type Analysis
  - 3.2.1 Global Gambling Market by Product Type (Casino, Lotteries, Gambling Machine, Betting and Others)
  - 3.2.2 Global Casino Gambling Market by Value
  - 3.2.3 Global Lotteries Gambling Market by Value
  - 3.2.4 Global Gambling Machine Market by Value
  - 3.2.5 Global Betting Market by Value
- 3.3 Global Gambling Market: Platform Type Analysis
  - 3.3.1 Global Gambling Market by Platform Type (Landbased, Computer and Mobile)
  - 3.3.2 Global Landbased Gambling Market by Value
  - 3.3.3 Global Computer Gambling Market by Value
  - 3.3.4 Global Mobile Gambling Market by Value
- 3.4 Global Gambling Market: Regional Analysis
  - 3.4.1 Global Gambling Market by Region (America, Europe and Rest of the World)

### 4. REGIONAL ANALYSIS

- 4.1 America Gambling Market: An Analysis
  - 4.1.1 America Gambling Market by Value
- 4.2 America Gambling Market: Product Type Analysis
  - 4.2.1 America Gambling Market by Product Type (Casino, Lotteries and Others)
  - 4.2.2 America Casino Gambling Market by Value
  - 4.2.3 America Lotteries Gambling Market by Value

### 4.3 America Gambling Market: Platform Type Analysis

#### 4.3.1 America Gambling Market by Platform Type (Landbased and Interactive)

### 4.4 Europe Gambling Market: An Analysis

#### 4.4.1 Europe Gambling Market by Value

#### 4.4.2 Europe Gambling Market by Country (Italy, UK, France and Rest of Europe)

### 4.5 Italy Gambling Market: An Analysis

#### 4.5.1 Italy Gambling Market by Value

#### 4.5.2 Italy Gambling Market by Platform Type (Landbased and Interactive)

### 4.6 UK Gambling Market: An Analysis

#### 4.6.1 UK Gambling Market by Value

### 4.7 France Gambling Market: An Analysis

#### 4.7.1 France Gambling Market by Value

## 5. MARKET DYNAMICS

### 5.1 Growth Drivers

#### 5.1.1 Improving Spending Capability Globally

#### 5.1.2 Legalization of Gambling

#### 5.1.3 Budding Internet Penetration

#### 5.1.4 Hiking Penetration of Smart Devices

#### 5.1.5 Growing Global Population

### 5.2 Challenges

#### 5.2.1 Lack of Internet Connectivity in Developing Countries

#### 5.2.2 Negative Perceptions on Gambling

### 5.3 Market Trends

#### 5.3.1 Potential of Augment Reality (AR) Technology in Online Gambling

#### 5.3.2 Emergence of Bitcoin Gambling

#### 5.3.3 Increasing Number of Mergers and Acquisitions (M&A)

#### 5.3.4 Cloud Gambling

## 6. COMPETITIVE LANDSCAPE

### 6.1 Global Gambling Market Players by Financial Comparison

## 7. COMPANY PROFILES

### 7.1 International Game Technology Plc. (IGT)

#### 7.1.1 Business Overview

#### 7.1.2 Financial Overview

- 7.1.3 Business Strategy
- 7.2 Flutter Entertainment (Paddy Power Betfair Plc.)
  - 7.2.1 Business Overview
  - 7.2.2 Financial Overview
  - 7.2.3 Business Strategy
- 7.3 Scientific Games Corporation
  - 7.3.1 Business Overview
  - 7.3.2 Financial Overview
  - 7.3.3 Business Strategy
- 7.4 The Stars Group
  - 7.3.1 Business Overview
  - 7.3.2 Financial Overview
  - 7.3.3 Business Strategy

## List Of Figures

### LIST OF FIGURES

- Figure 1: Gambling Market Segments
- Figure 2: Global Gambling Market by Value; 2015-2019 (US\$ Billion)
- Figure 3: Global Gambling Market by Value; 2020-2024 (US\$ Billion)
- Figure 4: Global Gambling Market by Product Type; 2019 (Percentage,%)
- Figure 5: Global Casino Gambling Market by Value; 2015-2019 (US\$ Billion)
- Figure 6: Global Casino Gambling Market by Value; 2020-2024 (US\$ Billion)
- Figure 7: Global Lotteries Gambling Market by Value; 2015-2019 (US\$ Billion)
- Figure 8: Global Lotteries Gambling Market by Value; 2020-2024 (US\$ Billion)
- Figure 9: Global Gambling Machine Market by Value; 2015-2019 (US\$ Billion)
- Figure 10: Global Gambling Machine Market by Value; 2020-2024 (US\$ Billion)
- Figure 11: Global Betting Market by Value; 2015-2019 (US\$ Billion)
- Figure 12: Global Betting Market by Value; 2020-2024 (US\$ Billion)
- Figure 13: Global Gambling Market by Platform Type; 2019 (Percentage,%)
- Figure 14: Global Landbased Gambling Market by Value; 2015-2019 (US\$ Billion)
- Figure 15: Global Landbased Gambling Market by Value; 2020-2024 (US\$ Billion)
- Figure 16: Global Computer Gambling Market by Value; 2015-2019 (US\$ Billion)
- Figure 17: Global Computer Gambling Market by Value; 2020-2024 (US\$ Billion)
- Figure 18: Global Mobile Gambling Market by Value; 2015-2019 (US\$ Billion)
- Figure 19: Global Mobile Gambling Market by Value; 2020-2024 (US\$ Billion)
- Figure 20: Global Gambling Market by Region; 2019 (Percentage,%)
- Figure 21: America Gambling Market by Value; 2015-2019 (US\$ Billion)
- Figure 22: America Gambling Market by Value; 2020-2024 (US\$ Billion)
- Figure 23: America Gambling Market by Product Type; 2018 (Percentage,%)
- Figure 24: America Casino Gambling Market by Value; 2015-2019 (US\$ Billion)
- Figure 25: America Casino Gambling Market by Value; 2020-2024 (US\$ Billion)
- Figure 26: America Lotteries Gambling Market by Value; 2015-2019 (US\$ Billion)
- Figure 27: America Lotteries Gambling Market by Value; 2020-2024 (US\$ Billion)
- Figure 28: America Gambling Market by Platform Type; 2017 (Percentage,%)
- Figure 29: Europe Gambling Market by Value; 2016-2018 (US\$ Billion)
- Figure 30: Europe Gambling Market by Value; 2020-2024 (US\$ Billion)
- Figure 31: Europe Gambling Market by Country; 2019 (Percentage,%)
- Figure 32: Italy Gambling Market by Value; 2016-2018 (US\$ Billion)
- Figure 33: Italy Gambling Market by Value; 2020-2024 (US\$ Billion)
- Figure 34: Italy Gambling Market by Platform; 2017 (Percentage,%)
- Figure 35: UK Gambling Market by Value; 2018-2019 (US\$ Billion)

- Figure 36: UK Gambling Market by Value; 2020-2024 (US\$ Billion)
- Figure 37: France Gambling Market by Value; 2018-2019 (US\$ Billion)
- Figure 38: France Gambling Market by Value; 2020-2024 (US\$ Billion)
- Figure 39: Number of Internet Users Worldwide ; 2012-2017 (Billion)
- Figure 40: Global Mobile Devices and Connections; 2016-2021 (Billion)
- Figure 41: Global Mobile Devices and Connections by Device Type; 2014-2019 (Percentage,%)
- Figure 42: Global Population by Age Groups; 2015-2030 (Million)
- Figure 43: International Game Technology Total Revenue; 2014-2018 (US\$ Billion)
- Figure 44: International Games Technology Revenue by Segment; 2018 (Percentage, %)
- Figure 45: International Games Technology Revenue by Region; 2018 (Percentage, %)
- Figure 46: Paddy Power Betfair Plc. Revenue; 2014-2018 (US\$ Million)
- Figure 47: Paddy Power Betfair Plc. Revenue by Operating Division; 2018 (Percentage,%)
- Figure 48: Paddy Power Betfair Plc. Revenue by Region; 2018 (Percentage,%)
- Figure 49: Scientific Games Corporation Total Revenue; 2014-2018 (US\$ Billion)
- Figure 50: Scientific Games Corporation Total Revenue by Segment; 2018
- Figure 51: Scientific Games Corporation Total Revenue by Region; 2018
- Figure 52: The Star Group Revenue; 2014-2018 (US\$ Billion)
- Figure 53: The Star Group Revenue by Segments; 2018 (Percentage,%)
- Table 1: Summary of Gambling Regulations in Key Regions
- Table 2: Gambling Market Segments on the Basis of Product Type
- Table 3: Gambling Market Segments on the Basis of Platform Type
- Table 4: List of Select M&A in the Gambling Market; 2015-2018
- Table 5: Global Online Gambling Market Players by Financial Comparison; 2017

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