

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.

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