

Global Lottery Market With Focus on Instant-Win Market: Size, Trends & Forecasts (2018-2022)

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Abstracts

Scope of the Report

The report entitled “Global Lottery Market With Focus on Instant-Win Market: Size, Trends & Forecasts (2018-2022)”, provides analysis of the global lottery market with focus on instant-win lottery, with detailed analysis of market size and growth, and segmentation of the industry. The analysis includes the market by value, by mode and by segmentation. Regional analysis is also provided for North America, Asia, Europe and Rest of the world.

Moreover, 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 lottery market and instant-win market has also been forecasted for the years 2018-2022, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

International Games Technology (IGT), Camelot, FDJ Group and The Hong Kong Jockey Club are some of the key players operating in the global lottery market with focus on instant-win, whose company profiling has been done in the report. In this segment of the report, business overview, financial overview and business strategies of the companies are provided.

Regional Coverage

North America

Asia

Europe

Rest of the World

Company Coverage

International Games Technology (IGT)

Camelot

FDJ Group

The Hong Kong Jockey Club

Executive Summary

Lottery is defined as a source of entertainment where various games are played and winners are given prizes which can be either money or any product. Usually lottery is processed in three steps. First, bettor's or participants identity is recorded on the lottery ticket before depositing lottery ticket back to the organization. Second, drawing procedure is done for determining the winning number. And finally, pooling of the winning prize is done.

There are two platforms on which lottery games are performed: traditional lottery and online lottery. In broader terms, lottery games are of five types: Lotto Lottery, Little Lottos, Dailies, Multi-State Games and Instant Win Games. There are both pros and cons of lottery games. Lottery comprises of advantages such as low risk investment and winners lead a happy life after winning. Whereas, there are several disadvantages as well like, creation of financial trouble, lottery addiction, lack of regulation, etc.

Instant win lottery games are also known as scratch-card, scratch off, scratch ticket, scratcher, scratchie, scratch-it, scratch game, scratch-and-win, instant game or instant lottery. In this game, small card made of thin paper-base are used with numbers hidden behind the plastic conceals. Scratching is done to reveal the lottery numbers hidden in the ticket/card.

The Global Lottery Market is expected to increase at high growth rates during the forecasted period (2018-2022). It is supported by various growth drivers, such as increased instant-win ticket demand, growing internet penetration, easing of government regulations, etc. yet, the market faces certain challenges, such as, increased legal fees, ensuring fairness, etc. few new market trends are also provided such as, introduction of innovative and engaging games, increasing popularity of mobile lottery, etc.

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