

Global Online Gambling Market: Trends and Opportunities (2015-2020)

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Abstracts

Scope of the Report

The report titled “Global online gambling Market: Trends & Opportunities (2015-2020)” provides an in-depth analysis of the global online gambling market with detailed analysis of market sizing and growth, market share and economic impact of the industry. The report also provides market size of global gambling market.

The report provides detailed regional analysis of Europe, Asia & Middle East and North America for the online gambling market. Regional analysis includes market sizing by value along with the market segments.

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 online gambling market has also been forecasted for the period 2015-2020, taking into consideration the previous growth patterns, the growth drivers and the current and future trends. The competition in global online gambling market is stiff and dominated by the big players like Betsson AB. Further, key players of the online gambling market Unibet Group Inc. and Net Entertainment are also profiled with their financial information and respective business strategies.

Regional Coverage

Europe

Asia & Middle East

North America

Company Coverage

Betsson AB

Unibet Group Plc.

Net Entertainment

Executive Summary

Global online gambling market increased at a significant CAGR during the span of 5 years i.e. 2010-2014 and projections are made that the market would rise in the next five years i.e. 2015-2020 tremendously. Global sports betting and online gaming markets are the segment of global online gambling market which exhibited an increase, driving the global online gambling market. The upsurge in the market was due to various benefits of online gambling over traditional gambling (land based gambling), increase in internet connectivity of people, rise in the ownership of gadgets such as mobile, tablets, desktops, laptops etc. and various amendments in the regulations regarding the online gambling market in various countries.

The major growth drivers for the online gambling market are: increase in mobile penetration rate causing the rise in mobile gambling market, technological developments which help in expansion of online gambling and increase in customer demographics. Despite the market is governed by various growth drivers, there are certain challenges faced by the market, of which two major challenges are lack of suitable software handling and cyber security issues.

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