

Global Social Casino Market: Size, Trends & Forecasts (2019-2023 Edition)

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Abstracts

SCOPE OF THE REPORT

The report entitled “Global Social Casino Market: Size, Trends & Forecasts (2019-2023 Edition)”, provides analysis of the global social casino, with detailed analysis of market size and growth. The analysis includes the market by value, by segment, by platform and by region. The report also provides detailed analysis of the global social casino market of North America, Asia, Europe, Latin America and ROW regions.

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 social casino has also been forecasted for the years 2019-2023, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

Zynga Inc., International Game Technology Plc. (IGT), Scientific Games Corporation and Caesars Entertainment Corporation are some of the key operating players in the global social casino market. The four companies have been profiled in the report providing detailed analysis of their financial information and business strategies.

Region Coverage

North America

Asia

Europe

Latin America

ROW

Company Coverage

Caesars Entertainment Corporation

International Game Technology Plc. (IGT)

Scientific Games Corporation

Zynga Inc.

EXECUTIVE SUMMARY

Social gaming most commonly defined as playing online games offered and hosted on social networking platforms or on online social gaming platforms which allow or involve social interaction between players. The characteristics of social gaming are based on social platforms, allow casual gaming, free-to-play, turn based games, involve virtual currency and accessible through mobile phone applications.

Social casino is a sub segment of social gaming which permit players to play casino based social games, which is inspired by real money versions of the casino games. Social casino gaming is the gambling of a virtual currency without the chance of real loss or gain. Generally, there are two business models employed in the social casino gaming industry named as Up-front and Free game or freemium or free-to-play commercial model. The different categories or types of social games are casino style, poker, slots, bingo and various other table games.

The global social casino market has witnessed stable growth in the past few years and is expected to grow at a healthy rate during the forecasted period (2019-2023) the market would further propel with a poised growth rate. The growth of global advanced wound care market would be supported by the growth drivers such as escalation of smart devices and connections, upsurge in gaming & smartphones traffic, rising global population, increasing internet penetration etc. However, the growth of global social

casino market is being obstructed by various challenges such as, government regulation, poor internet connectivity etc.

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