

# The 2023-2028 Outlook for Gambling in China

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## Abstracts

This study covers the latent demand outlook for gambling across the regions of China, including provinces, autonomous regions (Guangxi, Nei Mongol, Ningxia, Xinjiang, Xizang - Tibet), municipalities (Beijing, Chongqing, Shanghai, and Tianjin), special administrative regions (Hong Kong and Macau), and Taiwan (all hereafter referred to as 'regions'). Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across some 1,100 cities in China. For each major city in question, the percent share the city is of the region and of China is reported. Each major city is defined as an area of 'economic population', as opposed to the demographic population within a legal geographic boundary. For many cities, the economic population is much larger than the population within the city limits; this is especially true for the cities of the Western regions. For the coastal regions, cities which are close to other major cities or which represent, by themselves, a high percent of the regional population, actual city-level population is closer to the economic population (e.g. in Beijing). Based on this 'economic' definition of population, comparative benchmarks allow the reader to quickly gauge a city's marketing and distribution value vis-?-vis others. This exercise is quite useful for persons setting up distribution centers or sales force strategies. Using econometric models which project fundamental economic dynamics within each region and city of influence, latent demand estimates are created for gambling. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

In this report we define the sales of gambling as including all commonly understood services falling within this broad category, such as on sporting events, races, and lotteries, and excluding casinos, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include 1xbet (Exinvest Limited),

AsianLogic, bet365 Group, bet-at-home.com, Betsson, Betway, BML Group Ltd. (Casinoeuro), Caesars Interactive Entertainment, Camelot Group, Casino Cosmopol, Casumo Services, Co-Gaming Ltd. (Casinostugan), Folkeautomaten, Funstage Spielewebseitenbetriebsges.m.b.H, Galaxy Entertainment Group, Genting, GVC Holdings PLC (Isle of Man), Holdings, Jackpotjoy, Kindred Group, Las Vegas Sands, LeoVegas, MGM Resorts International, Mobilbet, Mr Green, mybet Holding, NorgesAutomaten, Norsk Tipping, OnlineCasino Deutschland, Osterreichische Lotterien Gesellschaft mbH (Win2day), Paddy Power Betfair, Pinnacle (Curacao), Playtech PLC (Isle of Man), Rank Group, SJM Holdings, Sportech, Svenska Spel, The Stars Group, Vera & John, William Hill, and Wynn Resorts. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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