

Global Online Gambling Industry Profile & Value Chain Analysis

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Abstracts

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SUMMARY

Global online gambling industry profile provides top-line qualitative and quantitative summary information including: market size (value 2012-17, and forecast to 2022). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the industry. The value analysis reveals the business activities which comprise the global online gambling industry value/supply chain. All key stages are highlighted, along with examples of companies active, and assessments of the burning issues for every stage of the value/supply chain. Key value/supply chain stages analyzed include games & events, platform design, payment systems, operators, and end users.

SYNOPSIS

Essential resource for top-line data and analysis covering the global online gambling industry. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

KEY HIGHLIGHTS

The online gambling industry comprises remote gaming activities by means of the internet, and mobile internet. Its segments include online sports betting, casino games, poker, bingo and social gaming, with the 'other' segment including gambling activities such as lotteries. The market is valued in terms of

gross gambling yield; this is the total amount waged by customers, plus the total of any amounts earned in connection with the activities authorized by a company's gambling license, minus the provision of prizes or winnings before the payment of any applicable taxes, disbursements to charitable or other causes by games established for those purposes, or any other expenses. For country level markets the data provided only covers regulated games within each respective country. Any currency conversions used in the creation of this report have been calculated using constant 2016 annual average exchange rates.

The global online gambling industry grew by 12.8% in 2017 to reach a value of \$47,036.6 million.

Sports betting is the largest segment of the global online gambling industry, accounting for 48% of the industry's total value.

Online gambling is usually accessed through websites or apps, the design of which is either completed by outsourcing or by in-house software developers.

The online gambling industry is fragmented and contains both large, consolidated companies and small standalone websites.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the online gambling industry

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global online gambling industry

Leading company profiles reveal details of key online gambling industry players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the global online gambling industry with five year forecasts

Quickly and easily identify the key stages and sub-stages of the global online gambling industry value/supply chain

See examples of companies active at each stage of the global online gambling industry value/supply chain

Examine trends and burning issues impacting the global online gambling industry value/supply chain

REASONS TO BUY

What was the size of the global online gambling industry by value in 2017?

What will be the size of the global online gambling industry in 2022?

What factors are affecting the strength of competition in the global online gambling industry?

How has the market performed over the last five years?

What are the main segments that make up the global online gambling industry?

What are the main segments that make up the global online gambling industry?

Who are the top competitors in the global online gambling industry?

What are the key stages of the global online gambling industry value/supply chain?

Contents

Executive Summary
Value chain analysis
Market value
Market value forecast
Category segmentation
Geography segmentation
Market share
Market rivalry
Value Chain Analysis
Online Gambling Industry complete value chain overview
Games & Events
Platform Design
Payment Systems
Operators
End Users
Analysis
Market Overview
Market definition
Market analysis
Market Data
Market value
Market Segmentation
Category segmentation
Geography segmentation
Market share
Market Outlook
Market value forecast
Five Forces Analysis
Summary
Buyer power
Supplier power
New entrants
Threat of substitutes
Degree of rivalry
Leading Companies
Bet365 Group Ltd
GVC Holdings PLC

Paddy Power Betfair plc
The Stars Group Inc.
Methodology
Industry associations
Related MarketLine research
Appendix
About MarketLine

List Of Tables

LIST OF TABLES

Table 1: Global online gambling industry value: \$ million, 2013-17(e)
Table 2: Global online gambling industry category segmentation: \$ million, 2017(e)
Table 3: Global online gambling industry geography segmentation: \$ million, 2017(e)
Table 4: Global online gambling industry share: % share, by value, 2017(e)
Table 5: Global online gambling industry value forecast: \$ million, 2017-22
Table 6: Bet365 Group Ltd: key facts
Table 7: Bet365 Group Ltd: key financials (\$)
Table 8: Bet365 Group Ltd: key financials (£)
Table 9: Bet365 Group Ltd: key financial ratios
Table 10: GVC Holdings PLC: key facts
Table 11: GVC Holdings PLC: key financials (\$)
Table 12: GVC Holdings PLC: key financials (€)
Table 13: GVC Holdings PLC: key financial ratios
Table 14: Paddy Power Betfair plc: key facts
Table 15: Paddy Power Betfair plc: key financials (\$)
Table 16: Paddy Power Betfair plc: key financials (£)
Table 17: Paddy Power Betfair plc: key financial ratios
Table 18: The Stars Group Inc.: key facts
Table 19: The Stars Group Inc.: key financials (\$)
Table 20: The Stars Group Inc.: key financial ratios

List Of Figures

LIST OF FIGURES

- Figure 1: Online Gambling Industry complete value chain overview
- Figure 2: Online Gambling Industry complete value chain with active companies
- Figure 3: Games & Events - Overview
- Figure 4: Platform Design - Overview
- Figure 5: Payment Systems - Overview
- Figure 6: Operators - Overview
- Figure 7: End Users - Overview
- Figure 8: Global online gambling industry value: \$ million, 2013-17(e)
- Figure 9: Global online gambling industry category segmentation: % share, by value, 2017(e)
- Figure 10: Global online gambling industry geography segmentation: % share, by value, 2017(e)
- Figure 11: Global online gambling industry share: % share, by value, 2017(e)
- Figure 12: Global online gambling industry value forecast: \$ million, 2017-22
- Figure 13: Forces driving competition in the global online gambling industry, 2017
- Figure 14: Drivers of buyer power in the global online gambling industry, 2017
- Figure 15: Drivers of supplier power in the global online gambling industry, 2017
- Figure 16: Factors influencing the likelihood of new entrants in the global online gambling industry, 2017
- Figure 17: Factors influencing the threat of substitutes in the global online gambling industry, 2017
- Figure 18: Drivers of degree of rivalry in the global online gambling industry, 2017
- Figure 19: Bet365 Group Ltd: revenues & profitability
- Figure 20: Bet365 Group Ltd: assets & liabilities
- Figure 21: GVC Holdings PLC: revenues & profitability
- Figure 22: GVC Holdings PLC: assets & liabilities
- Figure 23: Paddy Power Betfair plc: revenues & profitability
- Figure 24: Paddy Power Betfair plc: assets & liabilities
- Figure 25: The Stars Group Inc.: revenues & profitability
- Figure 26: The Stars Group Inc.: assets & liabilities

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