

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?

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