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Lottery Industry Overview in China, 2011-2020

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Abstracts

Description

Legal lottery includes Welfare Lottery and Sports Lottery in China. They are printed, distributed and managed respectively by China Welfare Lottery Center and the State General Administration of Sports Lottery Management Center.

Chinese government is a monopoly of the legal lottery market while the distribution is the only field with competition. Issuance expenses are sales cost paid to lottery agencies and affiliates. According to CRI, segments of the issuance market include upstream system design and maintenance, R&D and management; midstream printing, terminal purchasing and maintaining; downstream channels.

The sales value of lottery increased from CNY 221.58 billion in 2011 to CNY 382.38 billion in 2014, while it declined in 2015 with the suspended online sales by government in March.

According to CRI, the payment ability of consumers is growing with the income and long-term stability in lottery prices. Many young consumers expect to become overnight billionaires through lottery because of extremely high prices of commodities and houses in big cities. In addition, the demand of consumers is stimulated by lottery varieties and legends concerning richness in various media in China.

Male consumers are larger in number than female ones due to their inborn competitiveness, inclination in challenge and excitement as well as awareness of gaming and venture.

According to CRI, the sales value of the lottery market increased from CNY 17.73 billion in 2011 to CNY 30.59 billion in 2014 while it declined to CNY 29.43 billion in 2015,

mainly for the suspended online sales.

According to CRI, major substitutes for lottery include online card games, illegal lottery and gamble. The rapid development of online card games as certain substitutes attracted numerous consumers especially college students in China in recent years. In some areas, especially rural ones, numerous lottery consumers are engaged with leisure time. For example, private underground lottery emerged with integrity (with higher winning rate than the legal lottery and observable authenticity of winners) in Zhejiang and Guangdong. Meanwhile, overseas illegal online lottery issuances are in promotion with high thrill attracting certain consumers in China.

According to CRI, although the online sales were suspended in March, it remains the major driving force of the sales value growth of lottery in China. The number of netizens is over half of the population, and over 700 million are mobile phone users, so APP is the most convenient access to purchase lottery. It is estimated that online lottery sales will restart to be major forces in the industry. Meanwhile, the number of lottery enterprises will increase further as substitutes for traditional off-line ones.

Through this report, the readers can acquire the following information:

Definition and Classification of Lottery

Research Methods of the Report

Competition Status in Lottery Industry in China

Analysis on Top 5 Enterprises in China Lottery Industry

Development Opportunities and Driving Forces Faced by Lottery Industry in China

Risks and Challenges in Development of Lottery Industry in China

Costs and Prices of Lottery Industry in China

Prediction on Development of Lottery Industry in China

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