

# Uk online casino market size



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The pace of mergers and acquisitions in the sports betting and online gaming world has certainly picked up steam in the last few months, most notably with Penn National Gaming buying Score Media and Gaming in a \$2 billion deal and DraftKings swooping in to purchase Golden Nugget Online Casino for \$1.5 billion in stock.

These are both eye-opening numbers, and there's nary an analyst out there who thinks that the M&A activity will be ending with these two deals.

## Casino uk size market online

In fact, according to a tweet from Ryan Butler of The Action Network, former William Hill CEO Joe Asher — whose company was bought by Caesars for \$3.7 billion — said it's "inevitable" that the market will consolidate even further.

"The primary drivers of M&A activity in the U.S. sports betting industry continues to be access to technology, access to customers, and access to markets/licenses," said Lloyd Danzig, the founder and managing partner of Sharp Alpha Advisor, a firm specializing in sports betting startups, technology, and M&A. "The recent acquisitions of GNOG and theScore offer different combinations of these benefits. Major stakeholders are buying rather than building due to the pace of market development and opportunity cost of time and resources."

## Uk online market casino size

"We expect the majority of every small- to mid-sized player in the space to merge or be acquired," said Chris Grove, who oversees the sports betting space for Eilers & Krejciek Gaming. "That's been the trend in the U.S. retail gambling industry and the macro trend in the international online gambling industry."

Grove puts his views of the near-term future in no uncertain terms when it comes to the pace of mergers and acquisitions.

## Online casino uk market size

"Undoubtedly, M&A will be the defining trend of the U.S. online betting industry for the next few years," he said.

"The current product landscape is characterized by its high availability of substitute products and negative switching costs," he said. "M&A is the most efficient mechanism by which industry stakeholders can achieve vertical integration and product differentiation. This is just the beginning of a period of robust acquisition activity in the sports betting, online casino, and broader competitive entertainment industry."

## Online size market uk casino

And as far as Danzig is concerned, it's best to assume every company is up for grabs.

"The U.S. sports betting and iGaming industry is on its way to being the largest in the world," he said. "Every company with users, technology, or market access is currently a potential acquisition target."

## Size market online casino uk

The sports-betting merger frenzy is about to transform the gambling market as much as the mob once did t.co/0YHx3WPHaJ

And as for who's next? While no one has a crystal ball, Grove is willing to toss out a few notions.

## **Size uk market casino online**

"It's important not to overlook the 'm' in M&A," he said. "While there are a number of companies that are frequently mentioned as quality acquisition targets (e.g., Rush Street Interactive), there's also the chance that smaller companies may decide to team up. M&A can happen at a variety of scales and via a variety of configurations."

When pressed for an example of two smaller companies Grove could see pairing up, he offered PointsBet and Rush teaming up. (You heard it here first, if it happens.)

## **Online casino size market uk**

Danzig, however, thinks it's more likely for the sharks to keep swallowing up the guppies.

"Most operators lack full control over their tech stacks and offer commoditized user experiences that fail to capture important user preferences," he said. "With cash-rich balance sheets and stocks trading at premium multiples, market leaders will be aggressively acquiring smaller companies that fulfill strategic needs."

## **Online size uk market casino**

There is obviously plenty of buzz about bigger companies acquiring smaller ones, and smaller companies teaming up. But what about two behemoths coming together? Is that even remotely in the cards right now?

"I would be surprised if you saw consolidation among the top five operators at this stage," Grove said. "But it's not unthinkable that we could see some cross-border M&A at a similar scale, such as MGM buying Entain."

## **Uk online market size casino**

"There is a significant supply of multi-billion dollar acquisitions and SPAC deals on the immediate horizon," he said. "Sports betting and iGaming expenditures in North America as a percentage of personal consumption still lag developed gaming markets by a sizable margin. Particularly as operators broaden their focus to profit centers outside of betting, M&A represents an effective tool for targeting a TAM that extends well beyond aggregate gross gaming revenues."

So in the end, when the dust settles, what will we be looking at? And for that answer, Grove and Danzig couldn't be more far apart. When asked if there'll be a Big 2 or a Big 3 of operators, Grove went big.

## **Casino market uk online size**

"We'll probably end up closer to a Big 10 vs a Big 2," he said. "The U.S. is a large, diverse, and heavily fragmented market."

"The mature market is likely to resemble the credit card industry, with just a handful of major operators, significant regulatory burden, product offerings that contain the same core features, and a heavy focus on loyalty programs," he said. "Customer acquisition will be driven by brand trust, platform accessibility, and sign-up bonuses. Retention will be driven by reliability, ongoing benefits, and customer service."

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The only sure thing going forward for the burgeoning U.S. market appears to be uncertainty as to where it's all headed. Buckle up.

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## **Market size online uk casino**

Consumer and brand insights and preferences in various industries

In the following 7 chapters, you will quickly find the 32 most important statistics relating to "Gambling industry in the United Kingdom (UK)".

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The most important key figures provide you with a compact summary of the topic of "Gambling industry in the United Kingdom (UK)" and take you straight to the corresponding statistics.

Gross gambling yield of the betting industry in Great Britain 2010-2020

## Casino market online uk size

Number of employees in the betting industry Great Britain 2011-2020

Gross gambling yield of the online gambling industry in Great Britain 2010-2021

## Casino market size online uk

Online gambling customer account funds in Great Britain 2014-2021

Active online (remote) gambling customer accounts in Great Britain 2008-2021

## Size uk online casino market

LONDON, June 1, 2021 /PRNewswire/ -- The world of casinos, bingo, and sports betting is alive and well in the UK, but it seems that efforts around the world to shift attitudes in online casino gaming might have reverberating effects in the UK. Just last year in November of 2020, the Gambling Commission published their latest report of industry statistics and inside this report, one can see just where things have been moving. For the most part, gambling across all settings within the UK, from arcades and betting to bingo, casinos, and lotteries has seen a steady increase in GGY (gross gambling yield). However, there was a slight drop-off from April 2019 to March 2020 – and that is to be expected with the onset of the COVID-19 pandemic.

In this short report, we are going to take a detailed look at what's new in the world of UK betting. Remember, the UK does not exist in a vacuum, and the gambling shifts taking place in the US certainly have an effect of what is going on in the UK. So, with that in mind, let's take a closer look at the numbers.

## Uk size online market casino

An £84.1m Decrease In Overall Gambling, But An Increase In Online Casino Gaming

Overall, the GGY of the gambling industry in the UK decreased by about £84.1m from April 2018 to March 2020. By sector, these declines were seen in non-remote betting by £859.5m, non-remote casino gaming by about £42.8m, and non-remote bingo by about £38.4m. However, during the very same periods, it looks like remote casino gaming increased by nearly 4%, remote and non-remote National Lottery increased by about 10.4%, and remote betting increased by as much as 15.5%.

## Uk online size casino market

If you actually break down the data and take a look at what people in the UK are actually betting on, things get quite interesting. For instance, let's take the sector with the largest increase throughout that two year period.

Sports Betting In The UK Is Huge With 48.4% of The Market Dominated By Football

## Casino uk online market size

If we take a deeper look at remote betting in the UK, it becomes pretty clear to see just what people in the UK are actually betting on in terms of sports. Football takes up a whopping 48.4% of the pie, with horses making up about 28% of it. From there, you've got tennis betting taking up 5% of the GGY, dogs taking up 3.1% of the GGY, gold taking up about 0.7% of the GGY, virtuals taking 3.2% of it, and about 9.7% of random sports that aren't clearly or distinctly accounted for.

If the COVID-19 pandemic has taught us anything, it's that sports around the world can still be played at near full-scale, albeit without the fanfare. In the US, every major sports league found a way to return to their respective playing field and courts during the pandemic. In the UK, football continued to reign supreme as the most watched sport during the pandemic, with horse racing not too far behind.

## Market casino size online uk

And for betters and gamblers alike, making a remote bet wasn't exactly a difficult thing to accomplish. In fact, it was easier than going to the pitch to watch the match, or going to the track to view the race. Having the ability to strategically place bets from afar represented a newfound interest in sports betting – almost going so far as to claim it as a strategic advantage.

Across the ocean in the US, things in the betting world seem to be picking up steam. Digital casinos and other remote forms of gambling and sports betting used to be considered taboo by those in the gambling sphere, but now, they're beginning to set the stage for a shift in attitude amongst betters worldwide.

## Online casino market uk size

Again, the COVID-19 pandemic likely played a role in this, but one cannot discount the impact that mobile technology has had on the world of sports betting. Because mobile technology offers instant access, instant moves, instant wagers, and so much more, there is an influx of new sports bettors to the market who are ready to place wagers down to the player and minute of a game – all from the comfort of their own home with their mobile device in hand.

Currently, the digital casino and gambling markets are projected to grow by more than \$80 billion dollars over the next three years – this would be a four year period from 2020 to 2024. One of the biggest benefits that online gaming has brought to interested bettors worldwide is the new Live Dealer feature. If you're interested in casino gambling, then you know that playing with a Live Dealer in a Las Vegas casino is a one of a kind experience.

## **Casino size online market uk**

For that very reason, online casinos have caught onto this, and they've incorporated this feature into their online casino games. Demand for Live Dealer games and online casinos has never been higher.

In terms of sports betting, DraftKings Inc. has broken out on to the scene as a major sports betting application that users can download on their mobile device, place wagers during games, and take advantage of exciting promotions that double their chances of winning. DraftKings has certainly opened up a doorway for a brand new market of sports bettors because of its ease of use and ultimate convenience. Those who have never placed a wager on a game or match before might be more privy to do so now that they can do it from their mobile device while they watch the game at home.

## **Online size casino market uk**

It's an exciting time for the world of gambling and betting, and things around the world are certainly beginning to make waves. It'll be interesting to see if the Live Dealer feature and sports betting giant, DraftKings, make their way over to the UK. Time will tell just how adaptable this new attitude shift will be.

[data.gov.uk/dataset/e7032815-5990-4439-b5c8-8553cf5b7fdd/gb-gambling-industry-statistics](https://data.gov.uk/dataset/e7032815-5990-4439-b5c8-8553cf5b7fdd/gb-gambling-industry-statistics)

## **Size market online uk casino**

The UK gambling industry is one of the few worldwide that see a continuous year-on-year revenue boost. This should, however, not come as a surprise. With multiple ways to win, as well as different odds and potential winnings, there are virtually limitless opportunities to have fun. Players can bet on a sports game, a horse race, or a game of cards and enjoy the thrill of getting massive potential returns and bragging rights. In recent years, the gambling industry has grown in leaps and bounds in the UK. How much, you ask? Well, in 2018-2019, Great Britain generated a GGY of £14.26 billion.

When most people think of gambling, the idea of a glamorous land-based casino is what pops into their heads. But believe it or not, brick and mortar casinos aren't the most sought-after form of gambling in the UK.

## **Size market casino uk online**

The real emerging market is the online one, and its offer is always growing. Just look at how many sites are listed on comparison portals such as ukcasino.xyz to understand how much players are increasingly inclined to play via smartphone and tablet. Needless to say, online gambling is on the rise. As you read further into this article, you'll learn why this trend will not be slowing down anytime soon.

The £14.2 billion GGY is significantly bigger than the GDP of a lot of countries. It is, however, vital to realise that these numbers don't indicate an uncontrollable urge to gamble by the Brits. The average UK online casino player spends an infinitesimal fraction of the gross gambling yield. Be that as it may, the love and excitement that goes into every bet is reflected in the massive figures. Not only are the searches

## **Casino online size market uk**

The UK gambling industry is fuelled by approximately 24 million adult gamblers. Of all these bettors, 10.5 million, which is close to half, bet online. Recent statistics indicate that just over 45% of UK residents gamble in some way each month.

The average player bets £2.57 per week or just over £133 annually. These statistics indicate that for most players, gambling is more of an infrequent pastime than a daily habit. But on which games exactly do players spend their money?

## **Casino uk online market size**

If you're like most people, you like a bit of variety in life. Not everyone likes to eat the same food daily. Similarly, bettors have a wide range of choice on the type of games they can bet on. There are far more ways to bet than on just a sports game or online casino. If you'd like to explore your options a bit more, we've laid out several different ways along with the percentage of bets that each one accumulates.

The National Lottery: With 27.6% of the UK's gambling community taking part in the national lottery, this is easily the most wagered-on game.

## **Market online size casino uk**

Scratch Cards: Closely following at 11.2%, scratch cards are the second-most gambled-on game by players who'd like to take a quick shot at winning.

Other Lotteries: The national lottery may be the biggest, but it's not the only lottery in town. 10% of UK bettors enjoy putting their stake on other lotteries.

## **Uk size online casino market**

Sports Betting: Whether you enjoy wagering on the next football, tennis, or hockey match, if you enjoy betting on sports, you're part of the 6.6% who do so.

Horse Racing: Since there are a lot of races throughout the year, horse racing is a prime opportunity for betting. 3.8% of gamblers in the UK bet on horse races.

## **Casino uk size online market**

Slot Machines: You would be tempted to think that slot machines attract a lot more gambling traffic, but they follow horse racing closely at 3.7%. The enticing lights and sounds, as well as huge potential wins, make for a fun gambling experience. Online slot machine technology has also advanced a lot over the past few years, producing more immersive and interactive gameplay.

Bingo: Land-based bingo rooms may have passed their prime period of popularity, but the game is making a huge comeback online. Currently, bingo takes up 2.6% of UK gambling traffic.

## **Online size casino uk market**

Other Games: The gambling world is filled with virtually endless possibilities. Other games may not be as popular, but they collectively take up 1.6% of the gambling community's attention.

The UK gambling industry is always coming up with new products to add a bit of fun to players' lives. Whether you hope to pick a winning horse, win the lottery jackpot, or line up an online slot winning combination, have fun, and most importantly, bet responsibly.

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