

Global Online Gambling Market: Size, Trends & Forecasts (2017-2021)

September 2017



Global Online Gambling Market

Scope of the Report

The report titled "Global Online Gambling Market: Size, Trends & Forecasts (2017-2021)", provides an in-depth analysis of the global online gambling market with detailed analysis of market size and growth. The analysis includes market by value, market share by product and by region. The report delivers the analysis of online betting and online casino market in terms of value. It also provides market size of global gambling market.

The report provides a detailed analysis of the European online gambling market which includes market by value, market share by products and market sizing of major products i.e. online betting and online casino. A brief regional analysis of Asia & Middle East, North America and Latin America has also been provided in the report.

Furthermore, the report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global online gambling market has also been forecasted for the period 2017-2021, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The global online gambling market is highly fragmented with various players. Betsson AB, Kindred Group Plc., Net Entertainment and Paddy Power Betfair Plc. are some of the key players operating in the global online gambling market whose company profiling has been done in the report. This segment of the report summarizes business overview, financial overview and the business strategies of the respective companies.

Global Online Gambling Market

Company Coverage

Betsson AB

Kindred Group Plc

Net Entertainment

Paddy Power Betfair Plc

Regional Coverage

Europe

Asia & Middle East

North America

Latin America

Global Online Gambling Market

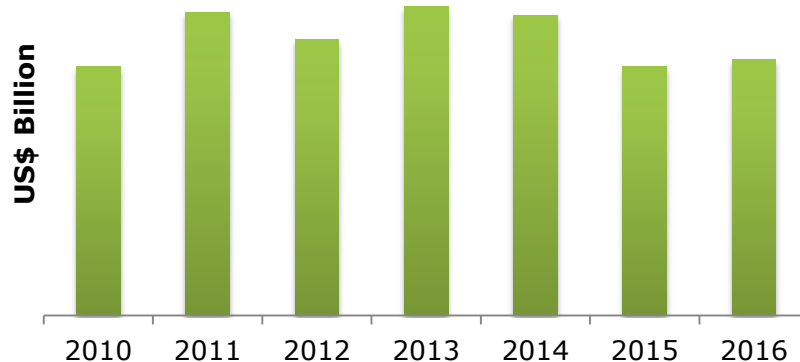
Executive Summary

Online gambling is the betting/staking of something of value, generally money on the outcome of a game using the internet. With the advent of high-speed internet, online gambling is gaining popularity among the population. The online gambling market is comprised of a number of different types of games, with their respective business model and technology. It consists of online casino, sports betting, online poker, online bingo, lotteries and other skill games.

The global market for online gambling has augmented at a significant CAGR over the years 2010 to 2016 and projections are made that the market would maintain one-digit growth rates over the next four years i.e. 2017 to 2021. The global online gambling market is supported by various growth drivers such as growth of mobile gambling, availability of high-speed internet services, rising ownership of gadgets such as mobile, laptops, tablets, growing number of online women gamblers, industry consolidation and alternative option to cash. In spite of high growth, the market is still facing some challenges which are obstructing the growth of the market. Some of the major challenges faced by the industry are: lack of suitable software handling, cyber security issues and stringent government regulations.

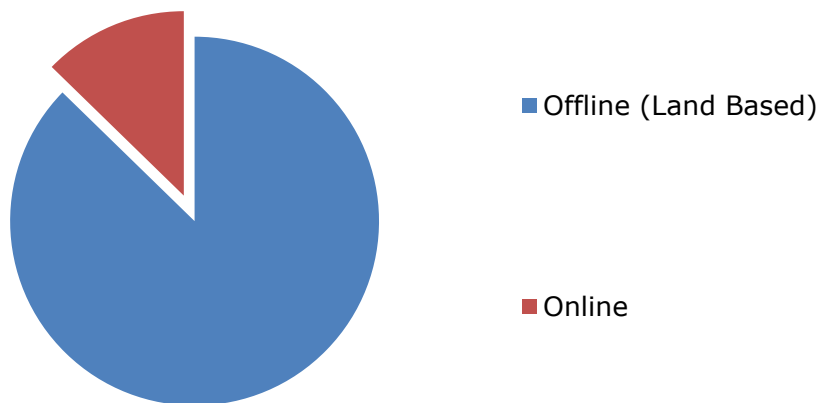
Global Gambling Market

Global Gambling Market by Value ;
2010-2016 (US\$ Billion)



The global gambling market has shown fluctuating trend over the years 2010 to 2016. The market declined to US\$..... billion in 2015 as compared to US\$..... billion in 2014 at a negative annual growth rate of%. In 2016, the global gambling market inclined to US\$..... billion with YOY growth rate of% over the previous year. The expanding middle class population and were the primary factors driving the growth of the market.

Global Gambling Market by Segments; 2016

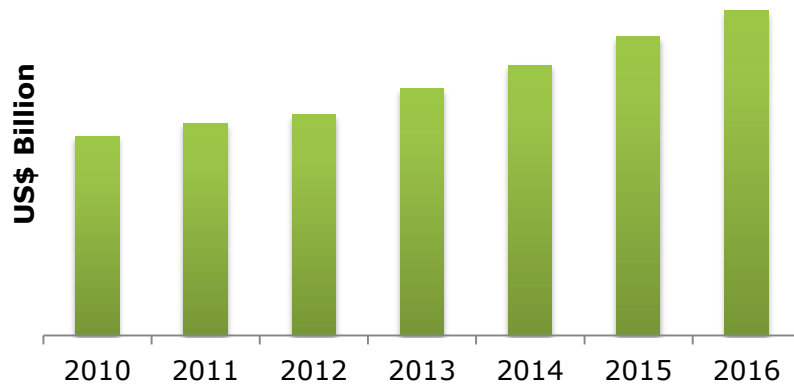


The global gambling market is broadly classified into two categories namely Offline (land based) and online gambling.

The global gambling market was dominated by offline gambling with% share of the overall market, valued at US\$..... billion while online gambling only accounted for% share.

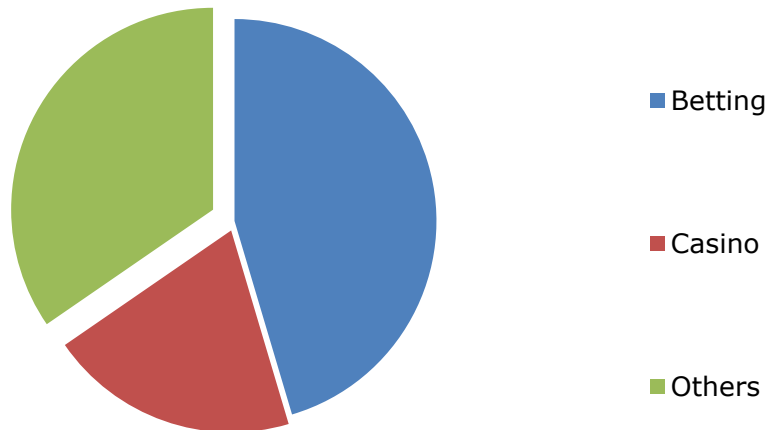
Global Online Gambling Market

Global Online Gambling Market by Value;
2010-2016 (US\$ Billion)



The global online gambling market has shown consistent growth over the years 2010 to 2016. The market was valued at US\$.....billion in 2016 and it increased at a CAGR of% from US\$..... billion in 2010.

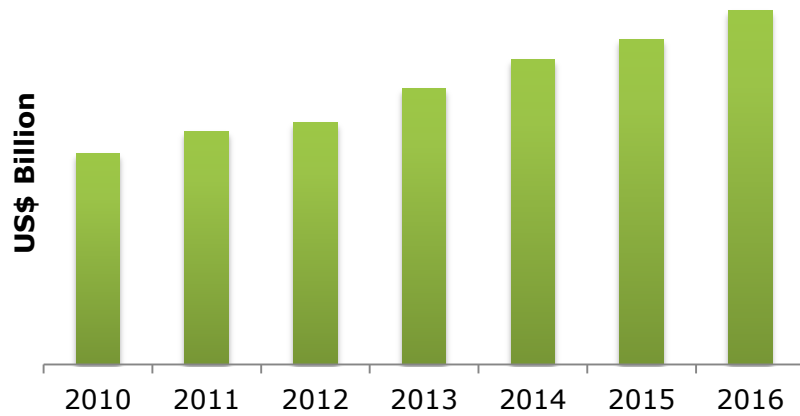
Global Online Gambling Market by Segment;
2016



In the global online gambling market, betting was the largest contributor in the overall market with% share amounted to US\$..... billion. The second largest segment was online casino which accounted for% share of the total market, amounted to US\$..... billion. Other online gambling segment includes poker, bingo, lotteries and skill games that constituted% share of the overall online gambling market in 2016.

Global Online Gambling Market Segment Analysis

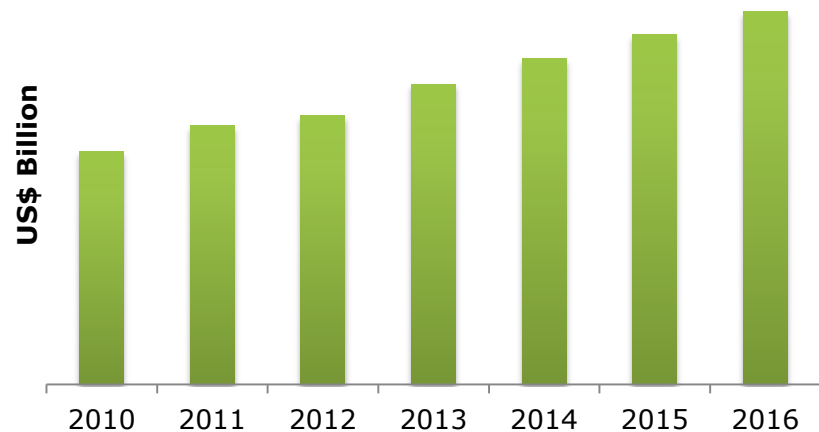
**Global Online Betting Market by Value;
2010-2016 (US\$ Billion)**



Online betting is the largest segment of the online gambling market constituting of sports betting, racing betting, and betting in events especially reality TV shows. The market jumped to US\$..... billion in 2016 from US\$.... billion in 2010, with a compound annual growth rate of% over the same years.

Over the period spanning from 2017-2021, the market is projected to grow at a CAGR of%.

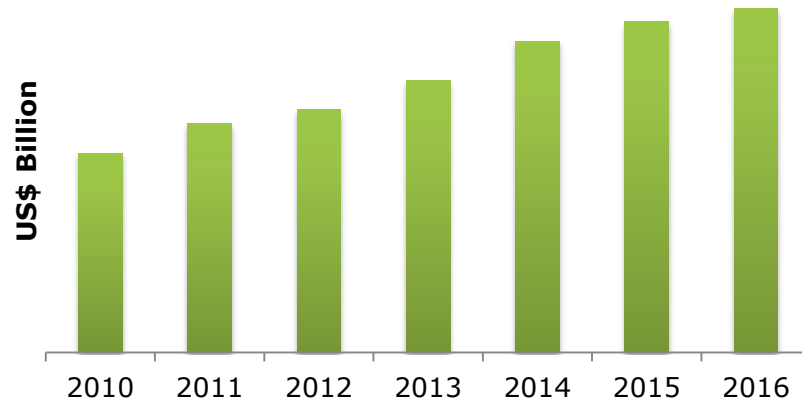
**Global Online Casino Market by Value;
2010-2016 (US\$ Billion)**



Online casino market is the second largest segment in the online gambling market with% share. From US\$6.35 billion in 2010, the global online casino market inclined to US\$..... billion, increased at a CAGR of%.

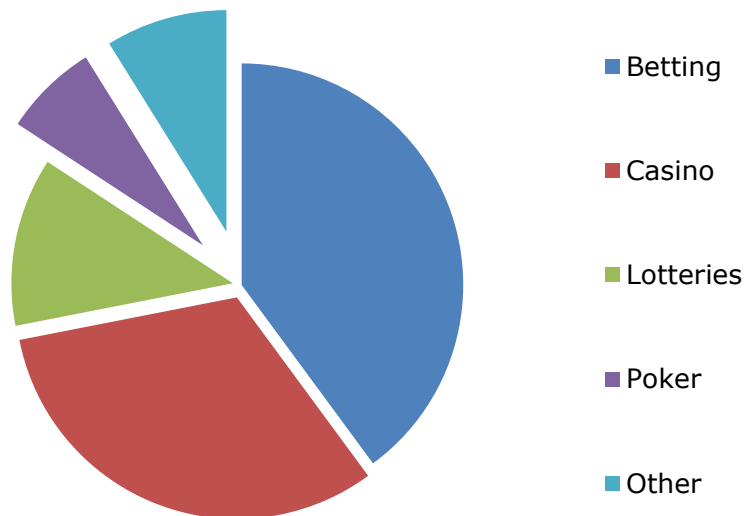
Global Online Gambling Market Regional Analysis

European Online Gambling Market by Value;
2010-2016(US\$ Billion)



The European online gambling market is the largest online gambling market in the world constituted approximately% share of the global online gambling market. The market surged to US\$..... billion in 2016 from US\$.... billion in 2010, increased at a compound annual growth rate of%.

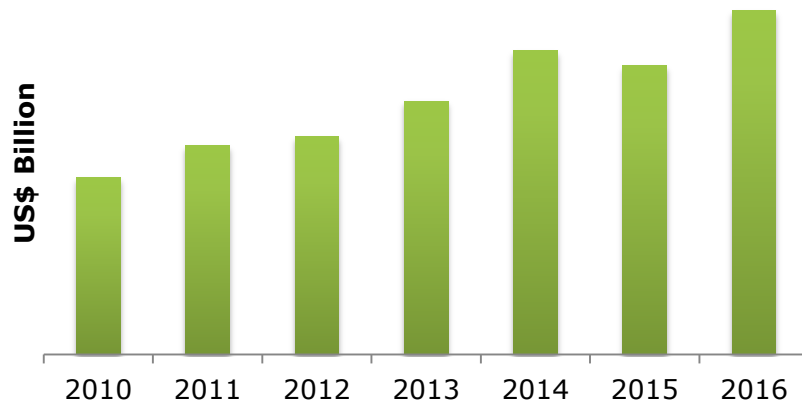
European Online Gambling Market by
Segments; 2016



Betting and casino are the two major segments in the total online European gambling market. In 2016, betting accounted for% share in the overall European online gambling market, amounted to US\$..... billion. The second largest contributor was casino segment, which constituted% share, amounted to US\$..... billion.

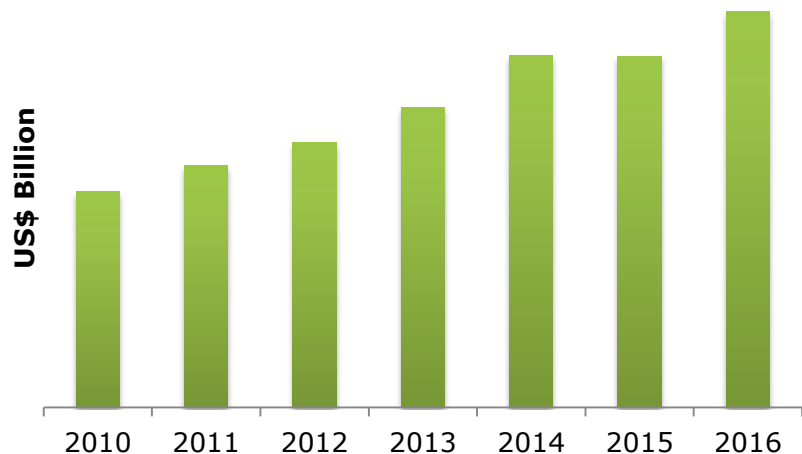
Global Online Gambling Market Regional Analysis

**European Online Betting Market by Value;
2010-2016 (US\$ Billion)**



The European online betting market increased at a CAGR of% and reached to US\$.... billion in 2016 from US\$.... billion in 2010. The market is anticipated to increase at a compound annual growth rate of% from US\$..... billion in 2017 to US\$.... billion in 2021.

**European Online Casino Market by Value;
2010-2016 (US\$ Billion)**

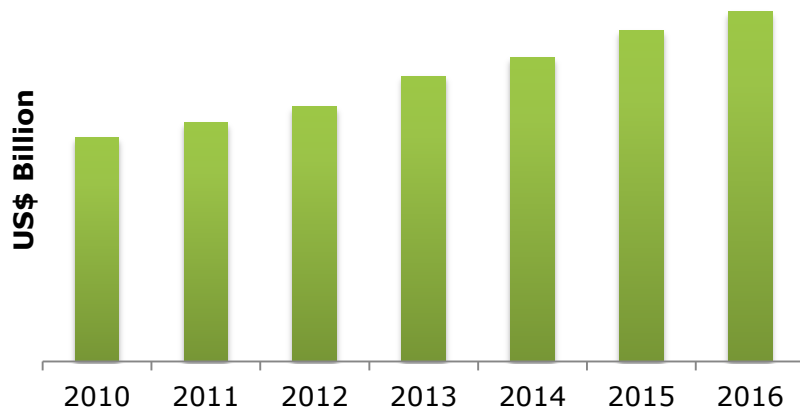


The European online casino market has shown rising trends over the years 2010 to 2016, and is expected to grow at a rapid pace in the forecasted period also. Over the period spanning from 2010 to 2016, the market grew at a CAGR of% and inclined to US\$.... billion in 2016 from US\$.... billion in 2010.

Over the forecasted period i.e. 2017 to 2021, the market is anticipated to grow at a CAGR of% and would reach US\$..... billion by the end of 2021.

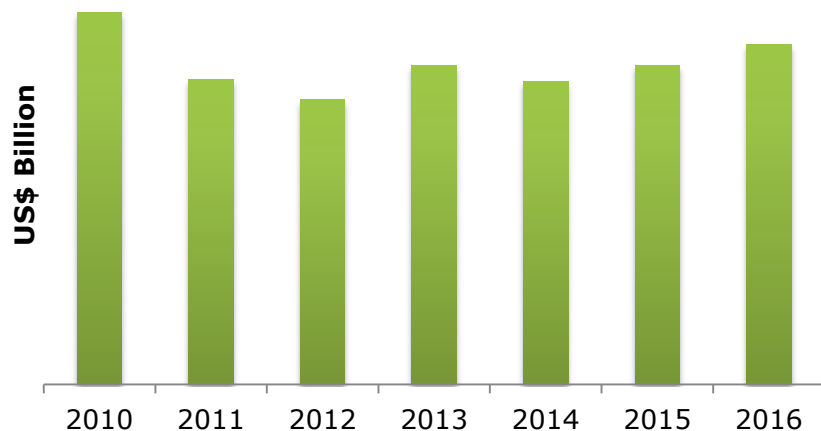
Global Online Gambling Market Regional Analysis

Asia and Middle East Online Gambling Market by Value; 2010-2016 (US\$ Billion)



Increased at a CAGR of 7.70%, the online gambling market in Asia & Middle East attained a value of US\$..... billion in 2016 as compared to US\$.... billion in 2010. One of the major drivers for this market is rise in spending capability of the population. The market is anticipated to reach US\$..... billion by 2021 from US\$..... billion in 2017 with a compound annual growth rate of% over the same span of time.

North America Online Gambling Market by Value; 2010-2016 (US\$ Billion)



The North American region, represented by the US and Canada, used to be the biggest casino gaming market in the world before the economic downturn. Over the years 2010 to 2016, the online gambling market in North America has shown fluctuating trends. In 2016, the market was valued at US\$.... billion as compared to US\$.... billion in 2015, with YOY growth rate of%.