

Italian Gaming Market: Analysis
By Type (Retail Gaming,
Lotteries, Casino & Bingo,
Online, and Retail Sports), By
Online Type (iGaming, iSports,
and Others) Size and Trends
with Impact of COVID-19 and
Forecast up to 2028

August 2023



Italy Gaming Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Impact Of COVID-19

Dynamics

Competitive Landscape

Company Profiling

Italy Gaming Market: Coverage

Scope of the Report

Attributes	Details
Title	Italian Gaming Market: Analysis By Type (Retail Gaming, Lotteries, Casino & Bingo, Online, and Retail Sports), By Online Type (iGaming, iSports, and Others) Size and Trends with Impact of COVID-19 and Forecast up to 2028
Coverage	Italy
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2023-2028
Competition in the Market	Competitive
Key Players	Lottomatica Group, Playtech Plc (Snaitech), International Game Technology Plc. (IGT), Betsson AB (StarCasino), Super Group Limited (Betway), Novomatic AG, Kindred Group Plc, Flutter Entertainment Plc (Sisal), 888 Holdings (888sport), Entain Plc., and SKS365 Group (Planetwin365)

Italy Gaming Market: Coverage

Executive Summary

Gaming refers to the act of participating in various games of chance, where players place bets or wagers on uncertain outcomes with the hope of winning additional money or prizes. This form of gaming is commonly associated with casinos, betting shops, online gambling platforms, and other gambling establishments. The Italian gaming market in 2022 was valued at US\$22.98 billion. The value of the market is expected to reach US\$31.46 billion by 2028, growing at a CAGR of 5.15% over the projected period of 2023-2028.

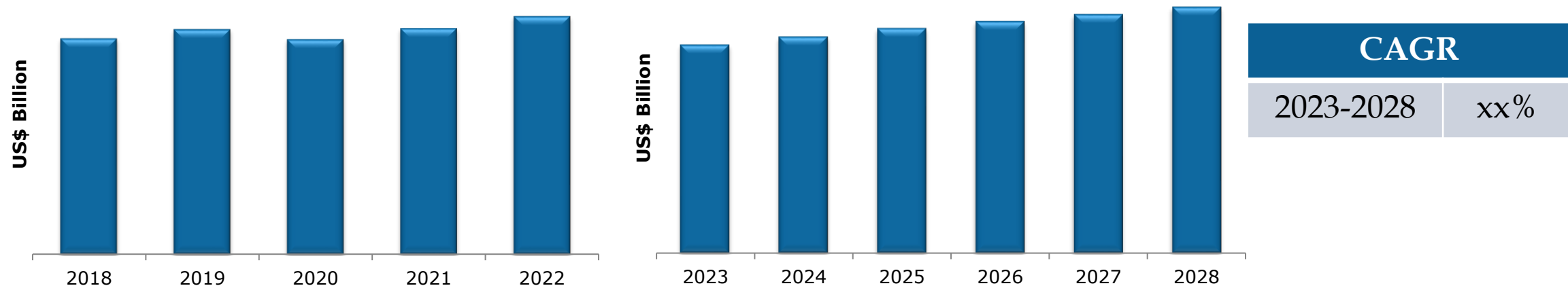
The Italian gaming market can be segmented based on type (Retail Gaming, Lotteries, Casino & Bingo, Online, and Retail Sports). Among the type, retail gaming held the highest share in the market in 2022, whereas online gaming is expected to be the fastest-growing segment in the forecasted period. The online gaming market has been further segmented based on type (iGaming, iSports, and Others). iGaming held the highest share in the market and is expected to be the fastest-growing segment in the forecasted period.

The Italian gaming market experienced negative growth during the pandemic. To control the spread of the virus, Italy implemented strict lockdown measures, leading to the temporary closure of land-based gaming establishments, including casinos, betting shops, and gaming halls. This closure resulted in a significant loss of revenue for the industry. On the other hand, with the closure of physical gaming venues, there was a noticeable surge in online gaming activity. However, the pandemic spurred interest in virtual reality (VR) and augmented reality (AR) gaming experiences. Post-COVID-19, these technologies may gain further traction as gaming companies explore immersive and interactive gaming options.

The Italian gaming market observed progressive growth in the past few years and anticipations are made that during the forecasted period (2023-2028), the market would further augment at an escalating growth rate. The Italian gaming market growth is predicted to be supported by numerous growth drivers such as acceleration in online penetration rate, high propensity to spend on gaming, increasing smartphones penetration rate, increasing gaming tax income, and supportive government reforms, fully exposed to multi-concession gaming verticals, favorable regulatory measures, and many other factors. Conversely, the market growth would be negatively impacted by various challenges such as competition from unlicensed operators, economic and socio-political factors, etc. Moreover, the market growth would succeed in various market trends such as growing virtual reality (VR) and augmented reality (AR) gaming, increasing popularity of esports, personalization and gamification, integration of cryptocurrency in gaming, etc.

Gaming Market: Italian Analysis

Italy Gaming Market by Value



The Italian gaming market was valued at US\$... billion in 2022 and is anticipated to reach up to US\$... billion by 2028 from US\$... billion in 2023, with a CAGR of xx%.

Gaming Market: Italian Analysis

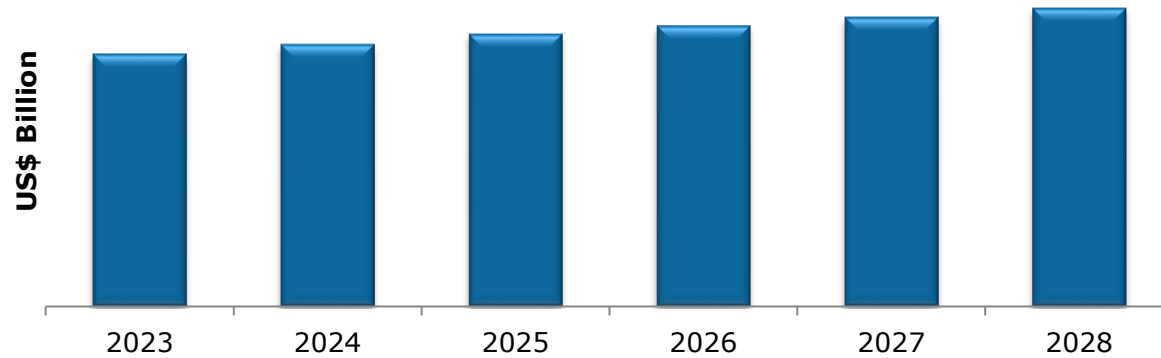
Italy Gaming Market by Type; 2022



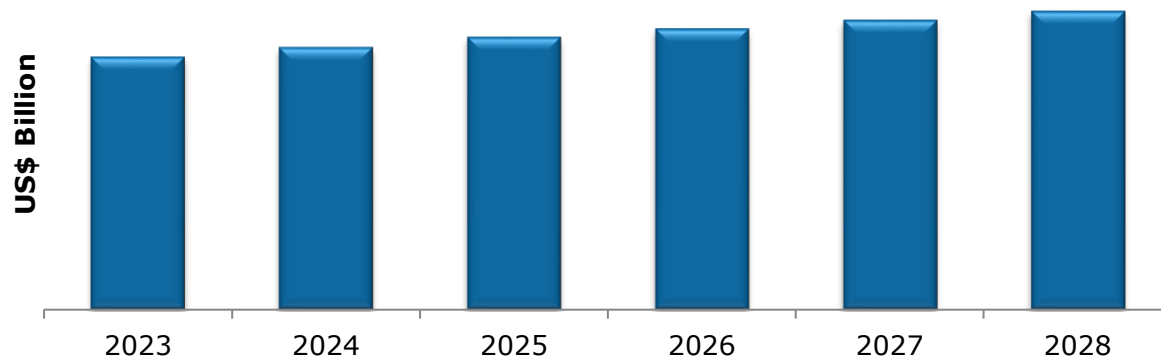
Type	Share
Retail Gaming	xx%
Lotteries, Casino & Bingo	xx%
Online	xx%
Retail Sports	xx%

Italian Gaming Market: Type Analysis

Italy Retail Gaming Market by Value



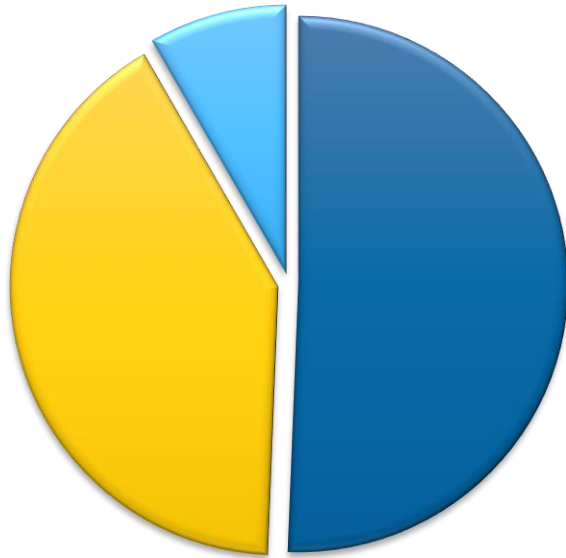
Italy Lotteries, Casino & Bingo Gaming Market by Value



Type	CAGR (2023-2028)
Retail Gaming	xx%
Lotteries, Casino & Bingo	xx%
Online	xx%
Retail Sports	xx%

Online Gaming Market: Italian Analysis

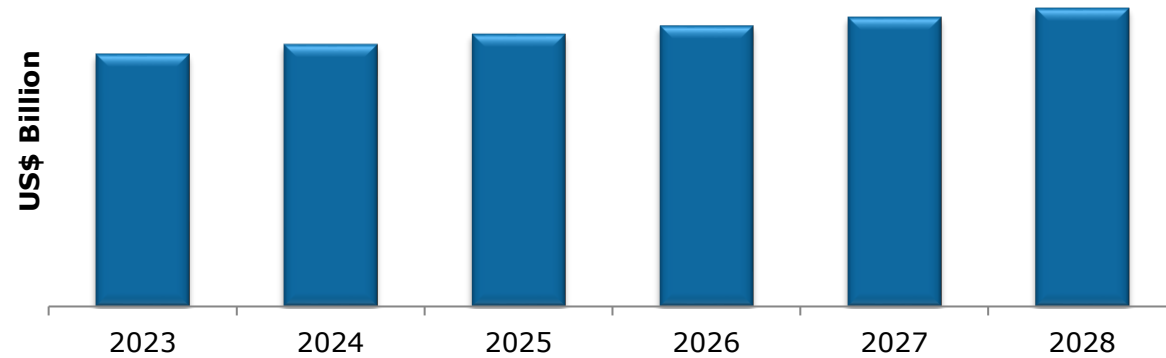
Italy Online Gaming Market by Type; 2022



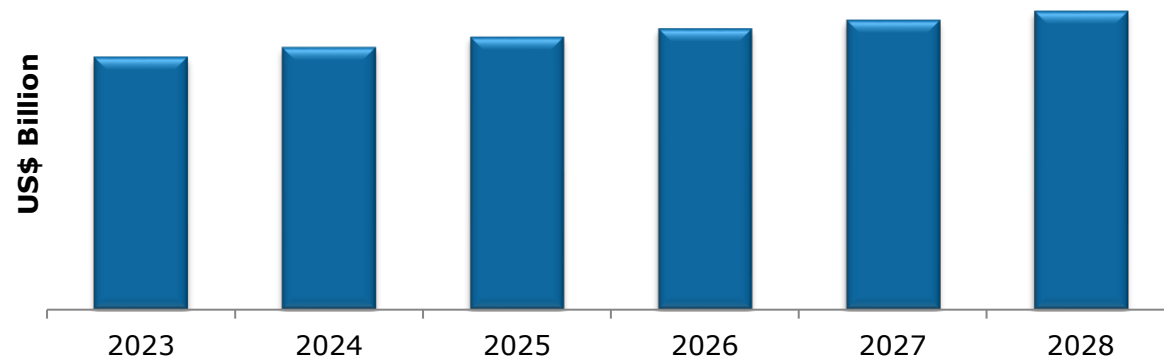
Online Type	Share
iGaming	xx%
iSports	xx%
Other	xx%

Italian Online Gaming Market: Type Analysis

Italy iGaming Market by Value

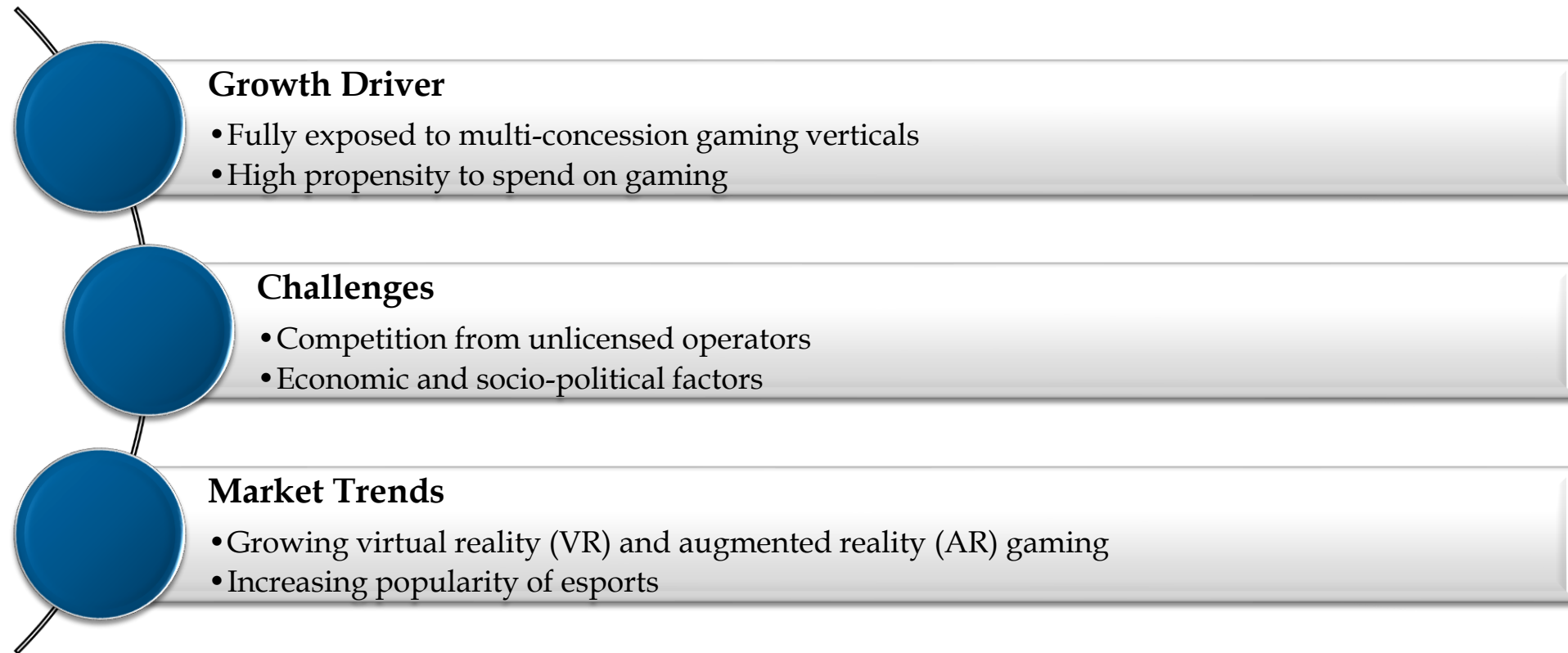


Italy iSports Gaming Market by Value



Online Type	CAGR (2023-2028)
iGaming	xx%
iSports	xx%
Other	xx%

Italy Gaming Market: Dynamics



Italy Gaming Market: Competitive Landscape

Players Profiled

- ❑ Lottomatica Group
- ❑ Playtech Plc (Snaitech)
- ❑ International Game Technology Plc. (IGT)
- ❑ Betsson AB (StarCasino)
- ❑ Super Group Limited (Betway)
- ❑ Novomatic AG
- ❑ Kindred Group Plc
- ❑ Flutter Entertainment Plc (Sisal)
- ❑ 888 Holdings (888sport)
- ❑ Entain Plc.
- ❑ SKS365 Group (Planetwin365)

Italy Retail Sports Gaming Players by Market Share; 2022 (Percentage, %)

