

Global Online Gambling Market: Trends & Opportunities (2015-2020)

February 2016



Global Online Gambling Market Report

Scope of the Report

The report titled “Global online gambling Market: Trends & Opportunities (2015-2020)” provides an in-depth analysis of the global online gambling market with detailed analysis of market sizing and growth, market share and economic impact of the industry. The report also provides market size of global gambling market.

The report provides detailed regional analysis of Europe, Asia & Middle East and North America for the online gambling market. Regional analysis includes market sizing by value along with the market segments.

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 2015-2020, taking into consideration the previous growth patterns, the growth drivers and the current and future trends. The competition in global online gambling market is stiff and dominated by the big players like Betsson AB. Further, key players of the online gambling market Unibet Group Inc. and Net Entertainment are also profiled with their financial information and respective business strategies.

Region Coverage

- Europe
- Asia & Middle East
- North America

Company Coverage

- Betsson AB
- Unibet Group Plc.
- Net Entertainment

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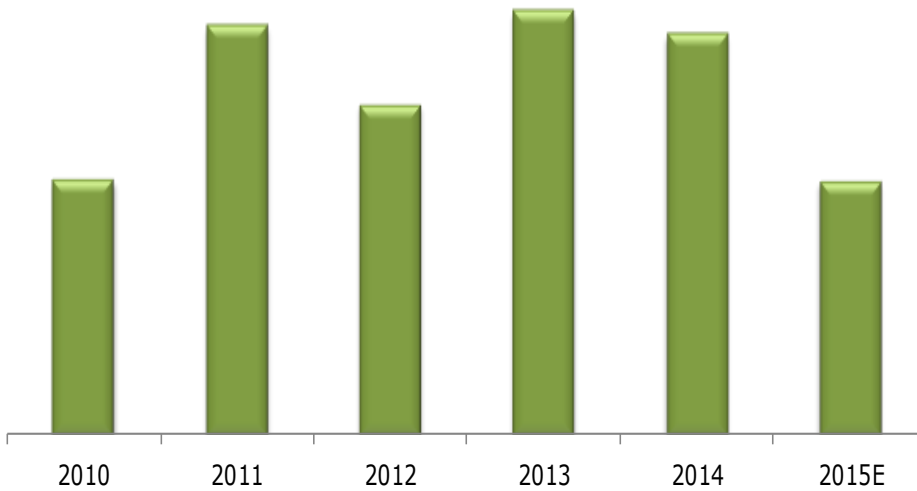
Executive Summary

With the development of new information and communication technologies, above all computers and the internet, new forms of online commerce have emerged. The gambling industry began using the power of the rapidly developing virtual market by offering the services in online casinos. Online gambling is possible via two technologies, the internet and digital television. The market is characterized by three factors such as electronic operation, service-based organization, and consumers (or buyers) of gambling services.

Global online gambling market increased at a significant CAGR during the span of 5 years i.e. 2010-2014 and projections are made that the market would rise in the next five years i.e. 2015-2020 tremendously. Global sports betting and online gaming markets are the segment of global online gambling market which exhibited an increase, driving the global online gambling market. The upsurge in the market was due to various benefits of online gambling over traditional gambling (land based gambling), increase in internet connectivity of people, rise in the ownership of gadgets such as mobile, tablets, desktops, laptops etc. and various amendments in the regulations regarding the online gambling market in various countries. The major growth drivers for the online gambling market are: increase in mobile penetration rate causing the rise in mobile gambling market, technological developments which help in expansion of online gambling and increase in customer demographics. Despite the market is governed by various growth drivers, there are certain challenges faced by the market, of which two major challenges are lack of suitable software handling and cyber security issues.

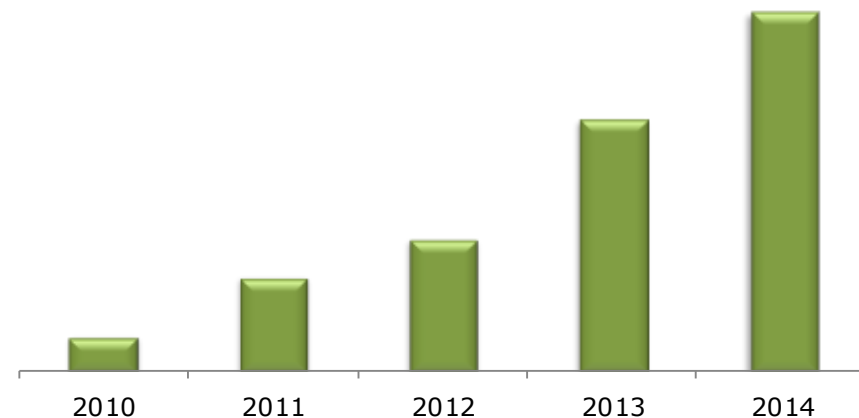
Global Online Gambling Market Overview

Global Gambling Market by Value; 2010-2015E

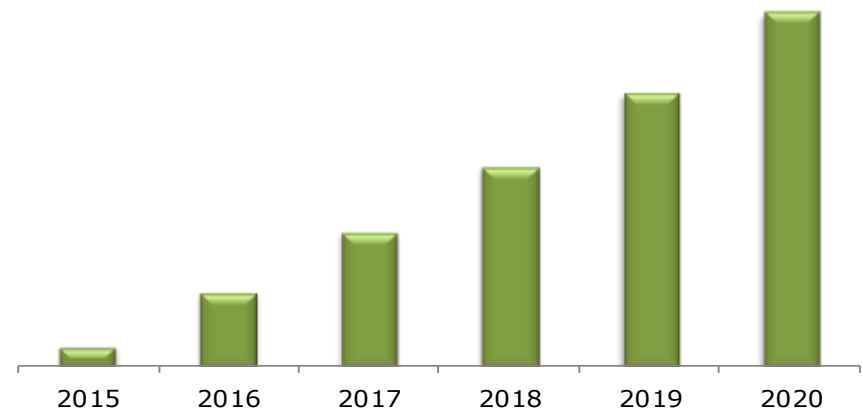


The global gambling market in 2014 was valued at US\$... billion, declining by ...% as compared to 2013. the online gambling market valued at US\$...billion in 2014 and is forecasted to reach US\$.....billion in 2020, at a CAGR of%.The increase in the online gambling market is expected due to increasing awareness among people about online gambling..... along with the support from the national governments.....which leads to increase in the government revenues.

Global Online Gambling Market by Value; 2010-2014



Global Online Gambling Market by Value; 2015E-2020E

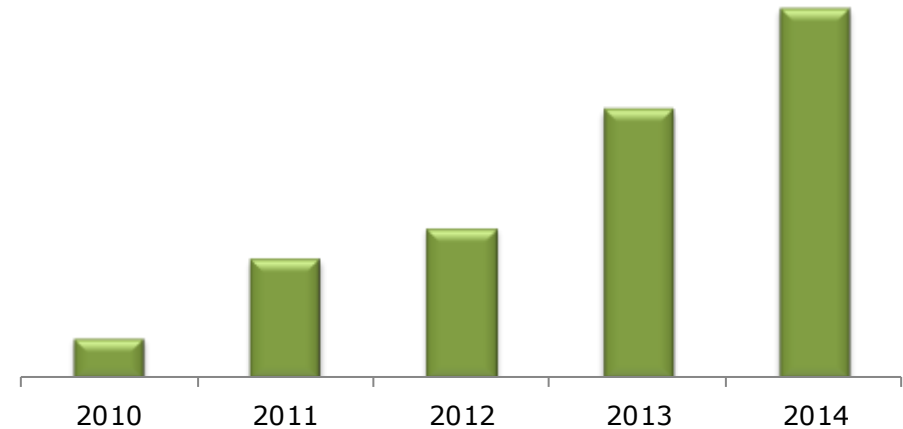


Global Online Gambling Market Segments Overview

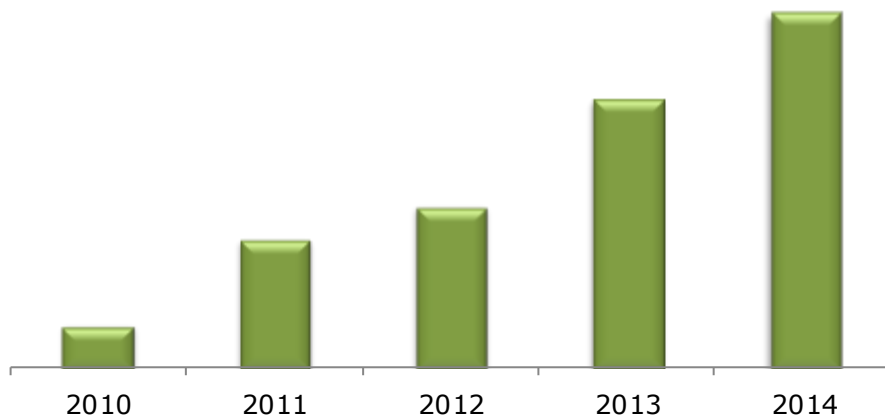
Global Online Gambling Market by Product Segments; 2014



Global Online Betting Market by Value ; 2010-2014



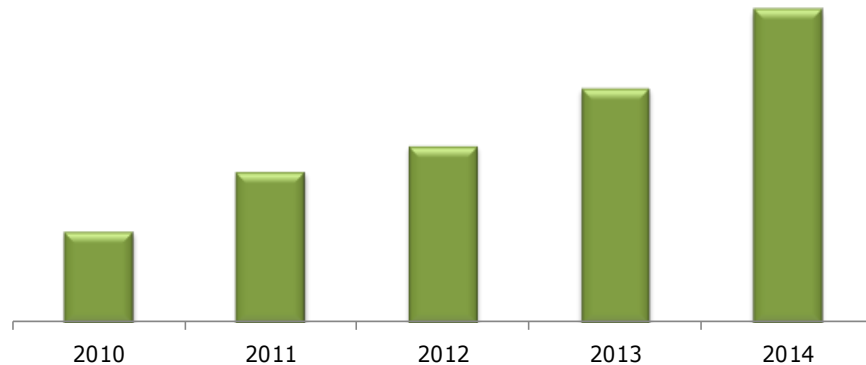
Global Online Casino Market by Value; 2010-2014



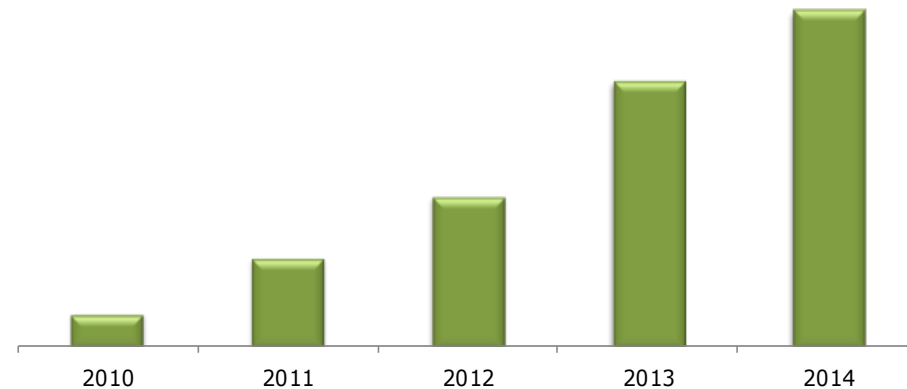
The global online gambling market can be segmented into online betting, casino,... and.... The online betting and online casino markets are major segments valued at US\$....billion and US\$....billion in 2014 and is forecasted to increase to US\$....billion and US\$....billion in 2020 respectively. This increase is expected due to amendments inand increase in

Regional Online Gambling Market Overview

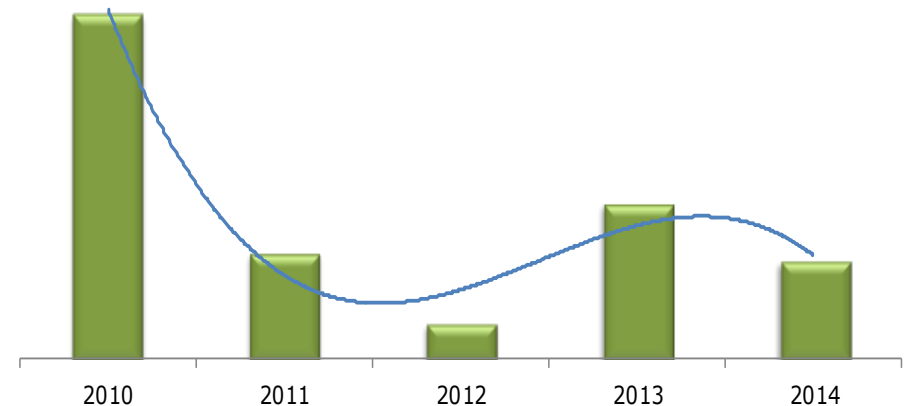
**Europe Online Gambling Market by Value;
2010-2014**



Asia & Middle East Market by Value ; 2010-2014



**North America Online Gambling Market by
Value; 2010-2014**



The global online gambling market is largely governed by Europe valued at US\$....billion in 2014, up by....% as compared to 2013. Asia & Middle East region also constitute the significant share of the global online gambling market amounting to US\$....billion followed by North America with the market of US\$....billion in 2014. The increase in the regional online gambling market is anticipated due to amendments in the national regulations....., increase in internet... and rise in the ownership of gadgets such as mobiles,..... etc.