

# Global Social Casino Market: Size, Trends & Forecasts (2018-2022)

March 2018



# Global Social Casino Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Dynamics

Competitive Landscape

Company Profiling

# Global Social Casino Market: Coverage

## Scope of the Report

Attributes	Details
Title	Global Social Casino Market: Size, Trends & Forecasts (2018-2022)
Coverage	Global and Regional
Regional Coverage	North America, Asia, Europe, Latin America and ROW
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2018-2022
Competition in the Market	Dominated
Key Players	Zynga Inc., International Game Technology Plc. (IGT), Scientific Games Corporation, Caesars Entertainment Corporation

# Global Social Casino Market

## Executive Summary

Gaming is defined as the execution of specialized programs called as electronic games or video games on some specific game platforms. The 'gaming' term is basically devised as a synonym for 'gambling', even though all electronic games do not involve gambling. The different devices on which games applications can run are consoles, personal computers (PC), Web and Applications (apps), Mobile and Handheld Consoles.

Social gaming most commonly defined as playing online games offered and hosted on social networking platforms or on online social gaming platforms which allow or involve social interaction between players. The characteristics of social gaming are based on social platforms, allow casual gaming, free-to-play, turn based games, involve virtual currency and accessible through mobile phone applications.

Social casino is a sub segment of social gaming which permit players to play casino based social games, which is inspired by real money versions of the casino games. Social casino gaming is the gambling of a virtual currency without the chance of real loss or gain. Generally, there are two business models employed in the social casino gaming industry named as Up-front and Free game or freemium or free-to-play commercial model. The different categories or types of social games are casino style, poker, slots, bingo and various other table games.

The global social casino market is expected to increase at high growth rates during the forecasted period (2018-2022). The global social casino market is supported by various growth drivers, such as, rising number of social media users, growing global population, budding internet penetration, emerging smartphones and gaming traffic, etc.

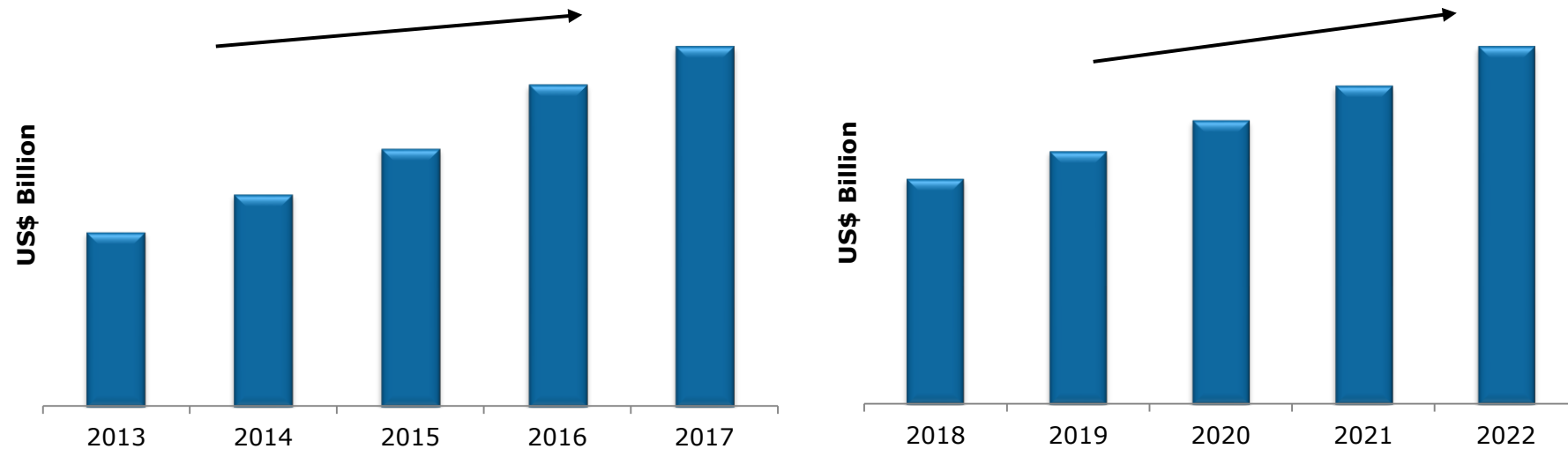
# Global Social Casino Market

## Market Overview



# Social Casino Market: Global Analysis

## Global Social Casino Market by Value



CAGRs	
2013-2017	xx%
2018-2022	xx%

The global social casino market was valued at US\$....billion in 2017, depicted an increase from US\$....billion in 2016. The market increased at a CAGR of .....% from 2013 to 2017 years. The social casino market value is expected to reach US\$... billion in 2022, increase as compared to US\$.... billion in 2018. The market is estimated to grow at a CAGR of ....% during 2018 to 2022 period.

# Social Casino Market: Global Analysis

## Global Social Casino Market by Region; 2017



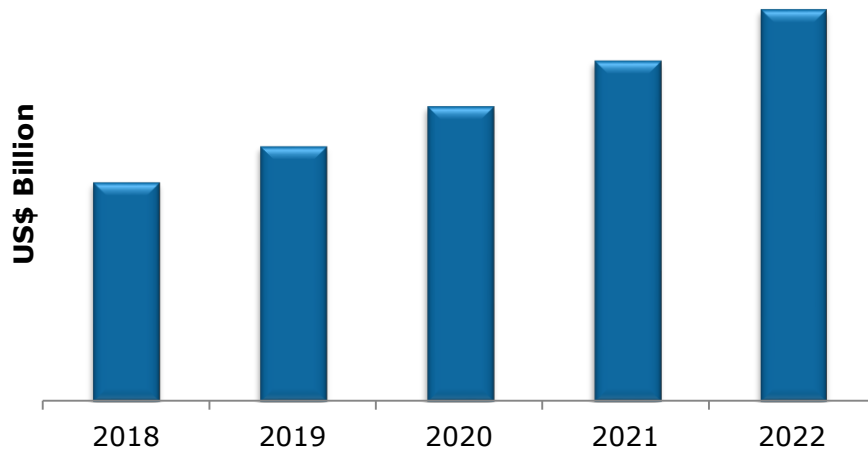
## Global Social Casino Market by Segments; 2016



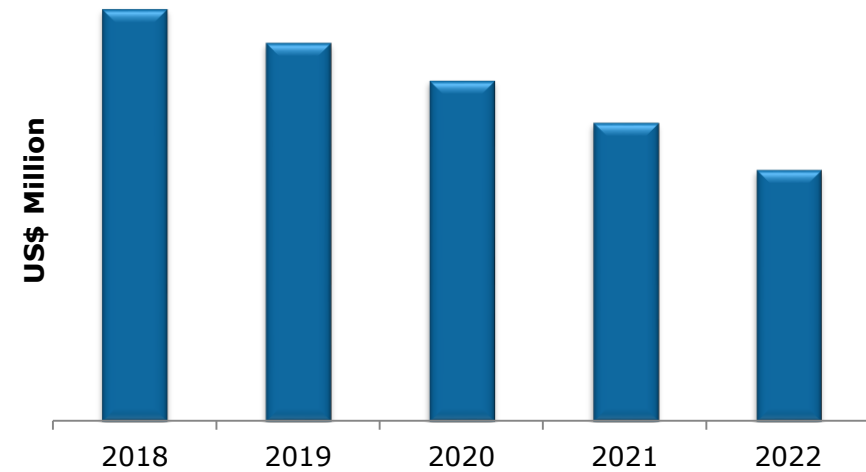
Segments	Share
Slots	xx%
Poker	xx%
Bingo	xx%
Other	xx%

# Social Casino Market: Platform Analysis

## Mobile Social Casino Market by Value



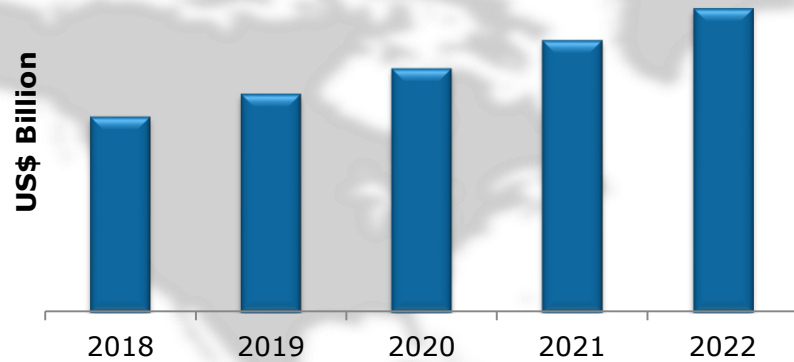
## Desktop Social Casino Market by Value



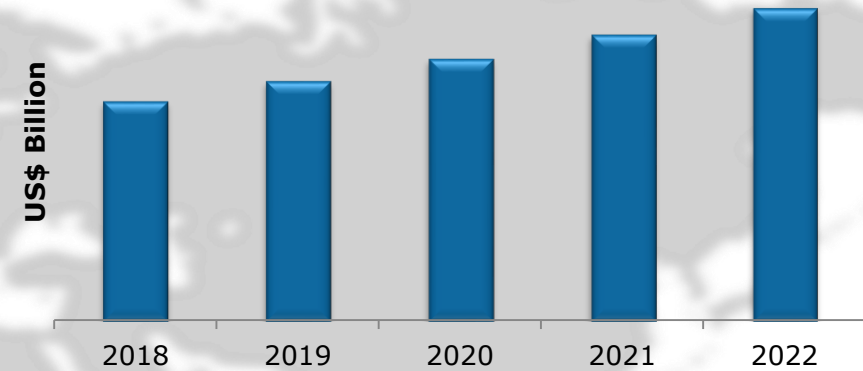
Platform	CAGR
	2018-2022
Mobile	xx%
Desktop	xx%

# Social Casino Market: Regional Analysis

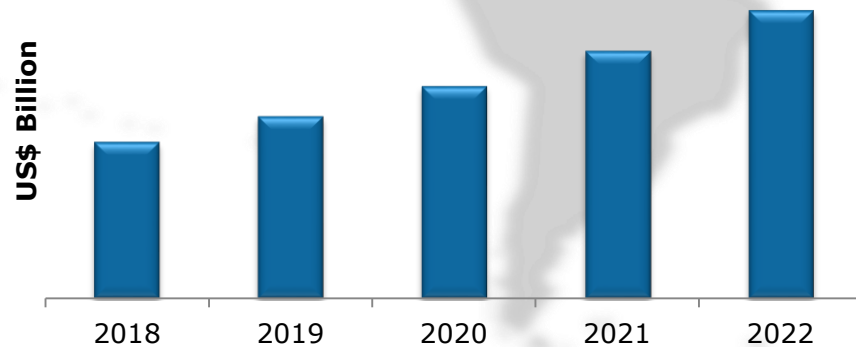
North America Social Casino Market by Value



Europe Social Casino Market by Value

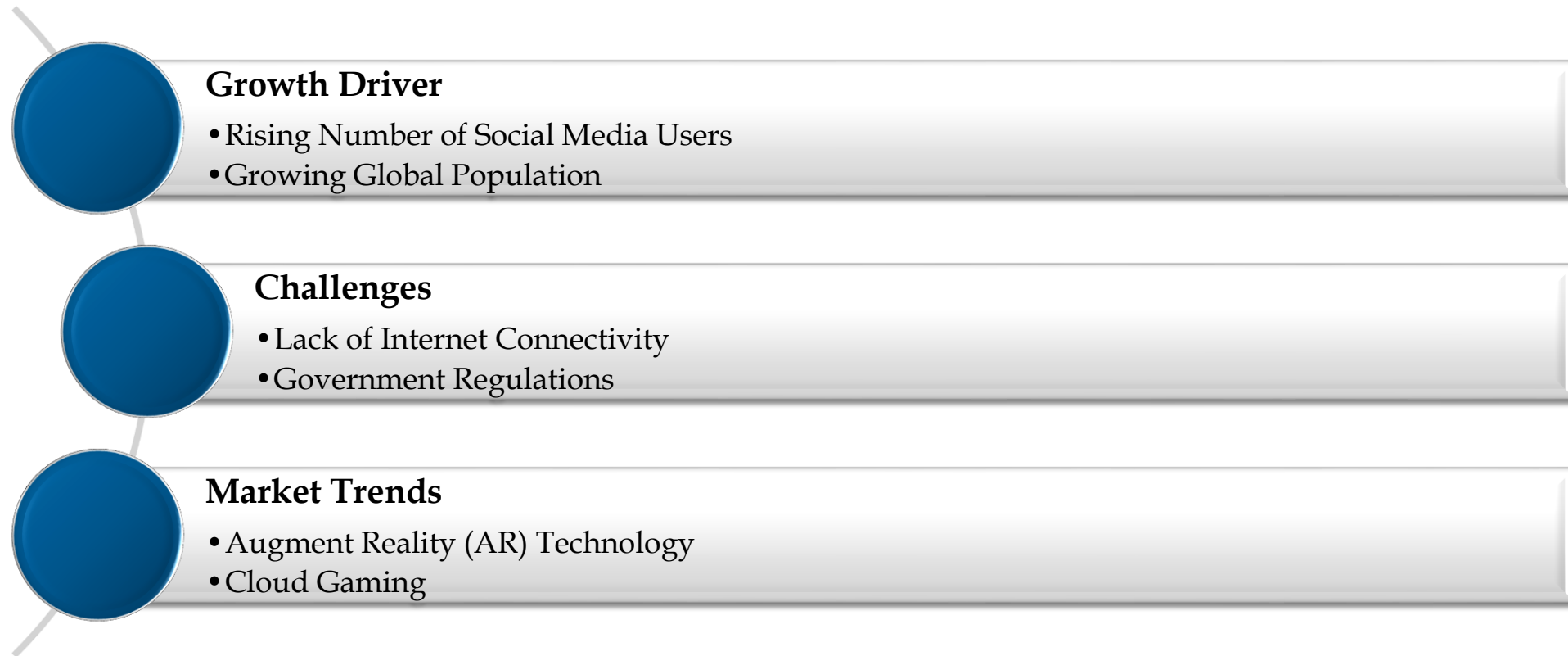


Asia Social Casino Market by Value



Region	CAGR
	2018-2022
North America	xx%
Asia	xx%
Europe	xx%
Latin America	xx%
Rest of The World	xx%

# Social Casino Market: Dynamics



# Social Casino Market: Competitive Landscape

## Players Profiled

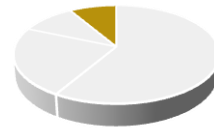
- Zynga Inc.



- International Game Technology Plc. (IGT)



- Scientific Games Corporation



- Caesars Entertainment Corporation



Note: The graphs on this slide are only for sample representation.