

Betting Shops - UK - February 2013

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“Point-of-consumption tax could provide relief for those with a mix of shop versus online business, but may restrict opportunities for further advertising and exclusive offers. 2012 injected the cyclical boost expected in any year featuring a major football tournament, but will shops see the same kind of increase in 2014?”

– Paul Davies, Senior Leisure Analyst

In this report we answer the key questions:

- How can shops fight off aggressive advertising from betting exchanges?
- Will the negative press surrounding machines lead to tough legislation?
- How reliant are betting shops on major events?
- Will the point-of-consumption tax bring business back to shops?

Despite the growing popularity of online gambling, betting shops are holding their own in a challenging environment. As their mix of business gradually shifts away from over-the-counter betting and towards gaming machines, shops now offer a proposition that matches the changing habits of their core visitors. However, sports bettors do appear to be defecting to the online sector as convenience, extensive in-play markets and unique offers make online (and especially mobile betting) a more attractive alternative.

This report analyses consumers' visiting rates and time spent within UK betting shops, whilst assessing the threat from online gambling. Mintel's consumer research also investigates gamblers' current behaviour and looks at how shops can drive footfall and length of stay within premises.

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