

## Gambling Review - UK - June 2017

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“The UK’s retail gambling market faces some potential headwinds to sustained spending growth but can limit that impact by tapping into younger demographics’ growing interest in particular modes of play.”

– David Walmsley, Senior Leisure Analyst

This report looks at the following areas:

- Quick wins for younger gamblers
- Putting the game in gaming machines

The UK’s retail gambling market enjoyed a year of accelerating value growth during 2016/17 on the back of continuing expansion in the lotteries and gaming machines segments.

Continuation of that trend is threatened, however, by potential changes to machine regulation, any sustained pressure on household finances and an apparent slowdown in the pace at which multichannel strategies have been converting online players into venue customers.

More positively, though, younger people are showing an increasing appetite for gambling participation, with operators who can offer games that are quick, easy and fun to play and share looking best placed to cash in.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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