

Gambling Review: Inc Impact of COVID-19 - UK - June 2020

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The resilience of online activity is limiting the gambling market’s overall value losses during the COVID-19 crisis, but the retail segment has been badly hit by the lockdown and remains vulnerable to a prolonged post-pandemic recession despite being well-placed to manage social distancing and offer the interaction and escapism people have missed.”

– David Walmsley, Senior Leisure Analyst

This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and market dynamics in gambling
- How to revive high street venue visiting once the pandemic is over
- Implications and opportunities arising from the growth of gambling via smartphones
- The role of advertising in growing market size and driving brand choice

Value growth in the UK gambling market had come to a halt during the period leading up to the COVID-19 (coronavirus) emergency, as its online segment matured and retail business continued its slow decline.

The crisis is expected to reduce overall market value by 16% during 2020-21, with the resilience of continuing remote operations preventing the downturn being significantly deeper as the high street segment lost all income for almost the entire first quarter (Apr-Jun).

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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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