

## **Europe Casino Gambling - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029**

Market Report | 2024-02-17 | 150 pages | Mordor Intelligence

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### **Report description:**

The European casino gambling market generated a revenue of USD 115.39 billion in the current year and is poised to register a CAGR greater than 5% during the forecast period.

The European Gaming and Betting Association (EGBA) was formed to keep the casino industry under control. Their main objective was to promote a sustainable iGaming sector in Europe to help players enjoy a safe and fun experience inside a well-regulated market. Countries like the United Kingdom, Italy, and Germany are registering higher revenues compared to other countries across Europe in Casino Gambling.

The European Casino Association (ECA) represents national associations and individual operators of licensed land-based casinos in Europe. Currently, ECA represents the interests of around 900 casinos with over 70,000 employees in 28 countries across Europe. Germany is known to have some of the most complex gambling regulations in Europe. The nation has also made numerous changes in the last few years.

The COVID-19 outbreak has had a negative impact on the gambling/casino business. Government-imposed stay-at-home prohibitions in many nations resulted in the shutdown of casinos, lottery outlets, and other gambling facilities. Closures left casinos without revenue for weeks or months, and even when they reopened, limits were imposed to limit the number of guests, preventing them from operating at full capacity. Post-COVID the gambling market across Europe registered significant growth due to a shift in people's interest and growth of internet penetration. However, online gambling industry has seen a surge in growth. The pandemic and the lockdown that followed led to a sudden surge in visitors to casino and gambling websites.

Europe Casino Gambling Market Trends

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## Online Casino Gambling is Driving the Market

The migration from offline to online gambling was inevitably accompanied by increased revenue associated with online gambling in Europe. Growing hardware and software innovations, the rising popularity of casino and sports betting gambling, and enhanced internet penetration are driving the European casino gambling market.

The dominating players have focused on mergers over the past few years to increase their market stake and improve profit margins by inclining toward the adoption of advanced technologies. Companies of casing Gambling in Europe are developing innovative regional offerings to gain a competitive advantage and compete with established players. Blockchain, IoT, and VR are changing the field of casino gambling. Virtual reality and VR headsets have gained much popularity recently and have been a revolutionary addition to online gambling in Europe over the years. For instance, in May 2023, MGM Resorts International announced the acquisition of the majority of game developer Push Gaming Holding Limited and its subsidiaries. Sweden-based Push Gaming's proprietary technologies, intellectual property, and development expertise are expected to bolster the content production capabilities of LeoVegas for further growth in the market.

## United Kingdom is Dominating the Market

The United Kingdom is a major European Country where casino gambling is highly popular and has registered positive growth over the years. The major casino gambling games such as roulette, blackjack and poker, dice games, and slot machines are popular over others in the United Kingdom. Compared to other countries in Europe, the United Kingdom has higher disposable income, and positive regulations by the government towards gambling games have propelled the market. The UK Gambling Commission regulates gambling activity in the region, offering some of Europe's most stringent gambling regulations. The UKGC revokes gambling licenses if the Commission feels that the online gaming company is not abiding by the rules or is mistreating customers.

## Europe Casino Gambling Industry Overview

The European casino gambling market is highly fragmented and comprises regional and global players such as Flutter Entertainment, Bet365, Kindred Group, Entain, and 888 Holdings, among others. Major players are focusing on mergers and acquisitions to expand their presence in the regional market and to enhance their brand portfolio to cater to the various preferences of consumers. Merger and acquisition is the most preferred strategy in the Europe casino gambling market.

### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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