

## **Casino Management Systems - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

The Casino Management Systems Market is expected to register a CAGR of 15.28% during the forecast period.

#### Key Highlights

- Systems for managing casinos may comprise hardware and software to monitor players, analyze player activity, handle money and accounting, manage security and surveillance, or a mix of these. Casinos need sophisticated software and hardware infrastructure to keep track of operations as well as to maintain a smooth flow throughout the entire working method. The main goals are tracking players, analyzing activity, and ongoing security and surveillance. These are some of the duties that casinos perform that are of the utmost importance, driving the market's growth opportunities significantly.
- Moreover, in developing countries, the reliance on tourism for a significant chunk of the economy has boosted the emergence of casinos. This is because governments now permit casinos to set up shops to attract a large crowd from across borders, which can result in an optimistic scenario for both the casinos and the government as they reap the benefits of mutual acceptance. In accordance with the Blockchain Maturity Model (BMM), the Government Blockchain Association (GBA) independently examined and classified AXES.ai's land-based casino management platform as a Level One Trusted Blockchain Solution in April 2023, making it the first blockchain solution.
- Casino management systems monitor financial activities, assure adherence to gambling rules, and offer precise reporting to regulatory organizations. Hence, to help operators stop fraud, theft, and cheating on the gaming club floor, these systems integrate numerous technologies, including facial recognition, license plate readers, and other analytics. Companies that provide casino management systems always look for ways to improve and incorporate new technology. This is expected to bring various lucrative opportunities for the market to grow further.
- However, the rise of online casinos as well as the rise in the stringent regulatory environment could be a matter of concern that could limit the market's overall growth throughout the forecast period.

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- The COVID-19 pandemic has negatively impacted the casino industry. It had harmed the land-based casino industry; the stay-at-home restrictions imposed by governments across many countries led to closing of casinos, lottery, and other gambling venues. However, in the post-COVID-19 market scenario, the market is expected to witness significant growth opportunities due to the rising developments in technologies like artificial intelligence (AI), machine learning, and biometrics.

## Casino Management Systems Market Trends

### Growth of Gaming Industry drives the market growth

- The demand for casino management systems is anticipated to increase as the gambling industry's need for various advanced technologies soars. Shortly, it is expected that growing legality and an increase in gaming establishments will be significant drivers of industry growth. Additionally, the market for casino management systems is expanding because of the rise in gaming clubs worldwide.
- The development of wireless technology and online gambling has also given the casino sector additional prospects. In essence, a casino resort needs a variety of retailers to supply the required software for the management and operation of the facilities.
- Therefore, a single central management system is necessary to interface with and gather vital data from the best operational systems often found in contemporary casino units. Internet gaming, advertising kiosks, sports and racebooks, RFID table monitoring, slot ticketing, cashless gaming, and bingo are just a few applications that are likely to be integrated with casino administration software.
- For Instance, in October 2022, International Game Technology PLC announced its subsidiary, IGT Global Solutions Corporation, signed a seven-year contract extension agreement with the Georgia Lottery Corporation mainly to deploy its world-class lottery and iLottery products and technology. As part of the contract extension, IGT would install cashless functionality on more than 10,000 point-of-sale retail terminals, allowing players to purchase lottery with a debit card.
- Moreover, with the growth of the gaming industry and casino resorts, casino, and game developers are achieving more opportunities and thus expanding the prevailing channels domestically and internationally.

### North America to Witness the Dominant Market Growth

- In North America, the industry of online gambling has been expanding rapidly. A significant amount of gamers have been attracted to online casinos by their accessibility and ease. To take advantage of this expanding industry, many conventional casinos have also launched online platforms. Numerous gambling options were historically permitted in North America, and there was a fair amount of tolerance for illegal gaming.
- All U.S.-licensed and controlled casinos, both offline and online, must have systems and procedures that can and will aid players and gamblers in receiving treatment and support if they have gambling-related difficulties. There are a lot of offline or land-based casinos in the United States, but only those will be allowed to provide their consumers with legal online gambling services since they are licensed and run in specific states.
- Casinos are putting a significant emphasis on analytics to compete with one another and make sure they attract more customers in light of the increased competition and more housing than previously. Most customer transactions are recorded owing to growing investments in database warehousing technologies and the mass usage of loyalty cards. Numerous U.S. citizens frequently purchase lottery tickets and go to casinos to play slot machines and table games.
- In April 2023, International Game Technology PLC declared that it recently had completed an installment of the IGT ADVANTAGE casino management system (CMS) at Potawatomi Casino Hotel Carter in Wabeno, Wisc. The CMS would allow Potawatomi Casino Hotel Carter guests to enjoy future-forward gaming experiences and reap the benefits of a loyalty rewards program linked with

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the sister property Potawatomi Casino Hotel.

## Casino Management Systems Industry Overview

Players from around the world and regional markets compete for customer's attention in the casino management systems market. The industry is moderately fragmented, and the development of local CMS players and the use of flexible pricing models have increased market rivalry. The major players in the market are International Game Technology PLC, Novomatic AG, Bally Technologies Inc., and Konami Gaming Inc., among others.

- November 2022 - International Game Technology PLC has declared subsidiary, IGT Canada Solutions ULC, has signed a five-year contract extension with Loto-Quebec mainly to deliver an enhanced version of its INTELLIGENT video lottery central system software and related components, which includes improved network diagnostics and data analytics. It also supports the Gaming Standards Association's Game to System (G2S) standard protocol, which allows an enhanced player user interface, exciting multi-level mystery jackpots (Vault Breaker), improved responsible gaming features, cashless and additional player-centric functionality.
- October 2022 - International Game Technology PLC has declared the Wheel of Fortune Slots Zone launch at the OYO Hotel & Casino Las Vegas, where Standout game titles include the animated Wheel of Fortune 4D Collector's Edition and Wheel of Fortune Cash Link 2 video slots. The zone also features the IGT's largest cabinet, the Wheel of Fortune Megatower.

### Additional Benefits:

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

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