

# **World Gambling Companies - World**

## **Market Analysis – 2016-2020 Trends – Corporate Strategies**

*Publication date: May 2016*

**Exclusive extracts from this 219 page-long report:**

**- What is the business?**

Gambling is a strongly regulated and diversified sub-segment of the entertainment and leisure industry. This report focuses on operations provided by regulated gaming companies such as casino operators, state lotteries, online gambling companies and other businesses that provide services involving real-money stakes in games of chance [...]

**- Who are the key players?**

The global gambling market is highly fragmented, with a wide array of market players which vary by type, size and geographical reach.

Companies analysed in the report include: **LAS VEGAS SANDS, MGM RESORTS INTERNATIONAL, GALAXY ENTERTAINMENT GROUP, SJM HOLDINGS, WYNN RESORTS, WILLIAM HILL, MARUHAN, IGT, CAESARS ENTERTAINMENT, GENTING MALAYSIA, LA FRANCAISE DES JEUX, BETFAIR, PLAYTECH and 888 HOLDINGS.**

**- How intense is competition?**

Competition is naturally intense in the casino and resort business as casino facilities and their related amenities are often geographically concentrated within local jurisdictions where they directly compete to attract customers. The main aspects of competition include the variety of operations, the size and quality of facilities, marketing strategies, and special incentives and perks to attract customers.

**- What are the main markets?**

Asia's five-year compound annual growth rate (CAGR) of 18.3% between 2011 and 2015 has created a global marketplace dominated by Asia. Asia's share of the global market surged from 29.2% in 2010 to 43.4% in 2015, representing a geographic shift in revenue origin from the US to Asian countries, particularly Macau, the new centre of gravity of the global casino industry.

To find out more on the sector and its leading corporations, please find enclosed the order form to obtain this exclusive report by Xerfi Global.

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