



Market Size

- Remote gambling is a developing and growing industry that is creating high-value jobs around Europe. Although remote gambling is only a small part of the total European gambling market, it is a vibrant sector where European firms are world leaders.
- The remote gambling sector provides measurable economic benefits. A report by Deloitte found that the remote gambling sector was responsible for £800m in gross value added to the UK economy. Gross value added is a measure of the total amount of economic output that can be directly attributed to the remote gambling industry.¹
- Worldwide online gambling profits, also known as gross gaming yield, amounted to €16.39bn in 2008 and are expected to pass €21bn in 2010. Approximately, €4.7bn of this total comes from the 6.84m European consumers who participate in online gambling (compared to 4.32m consumers in Asia & Middle East and 4.21m consumers in North America). Nevertheless, in Europe the online gambling sector account for only about 7% of the total gambling market.
- In 2009, there were an estimated 2,500 non-state lottery remote gambling sites which were owned by 600 organisations. It is a testament to the desire of consumers to gamble with well-regulated, responsible operators that there is significant market concentration in the online gambling sector. Consumers have chosen to predominately patronize the large responsible operators who are licensed in Europe.
- Consumers have a choice among many products online. The breakdown among consumer choice by product is approximately: Betting 44%, Casino Games 21.5%, Poker 16.5%, Bingo 7%, State Lotteries 9%, and all others 2%.

¹ Deloitte, The Full Picture: An economic impact of the British betting industry, January 2010.