

Gambling Market Trends Such As Branded Slots Are Increasingly Drawing Customers

*The Business Research Company's
Gambling Global Market Report 2021:
COVID-19 Impact and Recovery to 2030*

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Branded slots are increasingly becoming popular in the gambling industry. Branded slots are licensed online casino games built around universally popular subjects such as movies, TV shows, music, or books. Brand loyalty draws the customers

towards trying slot games revolving around their favorite characters. Branded online slot games are major [gambling market trends](#) as they attract casual bettors, even the ones with little experience and interest in slot machines, as they create a connection with the players due to their familiarity with characters on the slots, increasing the traffic on the slot machines. Branded slots based on Game of Thrones, Westworld, Batman, and Jurassic Park are some of the most popular branded slot games.

The major players covered in the global gambling market are William Hill, MGM Resorts, Las Vegas Sands, Paddy Power, Betfair Entertainment.

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The [global gambling market size](#) is expected to grow from \$465.76 billion in 2020 to \$516.03 billion in 2021 at a compound annual growth rate (CAGR) of 10.8%. Gambling industry growth is mainly due to the companies rearranging their operations and recovering from the COVID-19 impact, which had earlier led to restrictive containment measures involving social distancing, remote working, and the closure of commercial activities that resulted in operational challenges. The market is expected to reach \$674.7 billion in 2025 at a CAGR of 7%.

Asia Pacific is the largest region in the global gambling market, accounting for 38% of the market



in 2020. North America is the second largest region accounting for 29% of the global market. Middle East was the smallest region in the global gambling market.

The global gambling market is segmented by type into casino, lotteries, sports betting, other gambling and by channel type into offline, online, virtual reality (VR).

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Europe: +44 207 1930 708

Asia: +91 88972 63534

Americas: +1 315 623 0293

Oliver Guirdham
The Business Research Company
+44 20 7193 0708
info@tbrc.info
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