

LOTTERIES – UK – 2024

Greater multichannel participation and expanded game repertoires can support lottery spending at a time when the player base is no longer in growth.



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Lotteries - UK - 2024

This report looks at the following areas:

- The impact of the cost-of-living crisis on lottery play
- How and where people play lottery games
- Opportunities and threats emerging from regulatory reform
- How players can be persuaded to take part in a wider range of games
- The potential of technology to make retail lottery play more attractive



Greater multichannel participation and expanded game repertoires can support lottery spending at a time when the player base is no longer in growth.

Overview

With people's willingness to spend on lotteries seen as linked to the health of the wider economy, value growth has slowed to a halt during the cost-of-living crisis, while new National Lottery operator Allwyn has also warned of lower than predicted revenue increases over the short term ahead.

Beyond the cost-of-living crisis, the other major current brake on market growth is players' reluctance to play across the sector's full range of products. Cross-selling opportunities may face new restrictions as gambling regulation is updated but there is still potential for targeted promotion.

Lottery games are now played primarily online, but the market has an opportunity to reinvigorate retail participation through new technologies that can remove barriers currently discouraging multichannel play, particularly around convenience.

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Report Content

Key issues covered in this Report

- Overview

EXECUTIVE SUMMARY

Opportunities for lotteries

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- Promote multichannel play
- Get more tech in store

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