

## Gambling Industry Statistics

April 2015 to March 2019

Updated to include October 2018 to September 2019

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# Executive Summary

Industry Statistics report on the size and shape of the gambling industry in Great Britain.

This report provides an overview of Gross Gambling Yield (GGY) by sector, along with the numbers of licensed operators, premises and people employed within the industry. It is based on data reported to us by the operators we licence and regulate.

An accompanying [data file](#) has more detail, including historical data back to 2009.

Total GGY for the industry was £14.3bn in the year October 2018 to September 2019. This represents a marginal decrease of £69.0m (-0.5%) on the previous reporting period.

Remote (or online) gambling is the largest combined sector by GGY. With £5.5bn GGY, it comprises 38.6% of the overall market. Remote sector GGY increased by £229.3m (4.3%). Online casino games dominate the sector, generating £3.2bn in GGY, mostly from slots games. GGY for remote betting totalled £2.1bn, led by football and horse betting. Remote bingo grew 12.5% to £198.1m.

National Lottery ticket sales increased by £281.0m to £7.5bn. This supported a GGY equivalent increase of £105.3m (3.4%), to £3.2bn, making the National Lottery the second largest sector by GGY. Over the same period, the primary contribution to good causes increased by £96.0m (6.5%) to £1.6bn.

Non-remote betting GGY was the third largest sector by GGY with £2.8bn (-13.8%). GGY for off-course and pool betting decreased, while on-course activities increased marginally. Within off-course data, machines GGY decreased by £361.2m (-19.8%) (see Machines section below). Machines represented 52.1% of total betting GGY. Total numbers of betting premises have continued to decline for the sixth consecutive reporting period to 7,315 (-12.1%).

The non-remote casino sector saw a decrease of £6.1m (-0.6%) in GGY, to £1.1bn. This was caused by a decrease in GGY from casino games of £9.5m (-1.1%). GGY from casino-based machines increased by £3.4m (1.6%).

Non-remote bingo GGY decreased slightly to £669.0m (-0.6%), continuing a steady decline.

Lotteries (excluding the National Lottery and small society lotteries), saw a GGY equivalent increase to £572.5m (5.7%), with balance to good causes at £344.7m, a £12.4m (3.7%) increase from the last reporting period. This is the highest contribution figure reported to date.

In the arcades sector, adult gaming centres showed a slight increase of £22.6m (5.8%) in GGY, reporting £409.0m. GGY for licensed family entertainment centres also increased (6.4%), reporting £52.7m. Note that this data does not include family entertainment centres which operate using a permit from a local authority.

Machines GGY over the year to September 2019 increased in all sectors except betting. This increase was across all machine categories, except B2 and C. Across all sectors, GGY from Category B2 machines decreased by £541.2m to £624.2m (-46.4%). B3 is now the highest machine category for GGY, increasing by £202.9m (18.5%) to £1.3bn.

Note that a change in regulations reducing maximum stakes from £100 to £2 for Category B2 machines took effect in April 2019. This publication includes the first six months of data submitted since the change of regulations.

The number of licensed activities has decreased to 3,641 (-0.4%). These licences are held by 2,652 operators (-1.3%).

The overall number of licensed gambling premises in Great Britain has fallen by 1,036 to 9,745 (-9.6%). The majority of these were betting premises which declined by 1,005 (-12.1%)

This publication is primarily for anyone who has an involvement or interest in the gambling industry including government, licensed operators, trade bodies, international regulators, journalists, academic researchers, financial institutions, statisticians, consumers and local authorities.

Please visit our website for an [explanation of GGY and other terms used in this summary report](#) and for [information on how we prepare our statistics](#).

## Gross gambling yield

During the period October 2018 to September 2019, the regulated gambling industry in Great Britain generated a gross gambling yield (GGY) or equivalent\* of £14.3bn, a 0.5% decrease compared with the previous reporting period.

Industry GGY by sector (£m)					
Sector	Apr 2016 - Mar 2017	Apr 2017 - Mar 2018R	Apr 2018 - Mar 2019R	Oct 2018 - Sept 2019P	% Change
Arcades (non-remote)	424.93	424.48	435.93	461.72	5.9%
Betting (non-remote)	3,310.84	3,268.21	3,261.40	2,811.67	-13.8%
Betting (remote)	1,952.99	2,254.59	2,033.78	2,121.00	4.3%
Bingo (non-remote)	684.28	680.12	673.31	668.95	-0.6%
Bingo (remote)	161.15	163.93	176.09	198.09	12.5%
Casino (non-remote)	1,163.54	1,180.72	1,058.82	1,052.74	-0.6%
Casino (remote)	2,661.04	2,936.98	3,069.97	3,190.09	3.9%
Lotteries* (non-remote and remote)	442.43	507.93	541.81	572.51	5.7%
The National Lottery* (non-remote and remote)	2,978.60	3,007.80	3,079.30	3,184.60	3.4%
<b>Total</b>	<b>13,779.80</b>	<b>14,424.77</b>	<b>14,330.41</b>	<b>14,261.37</b>	<b>-0.5%</b>

### Notes:

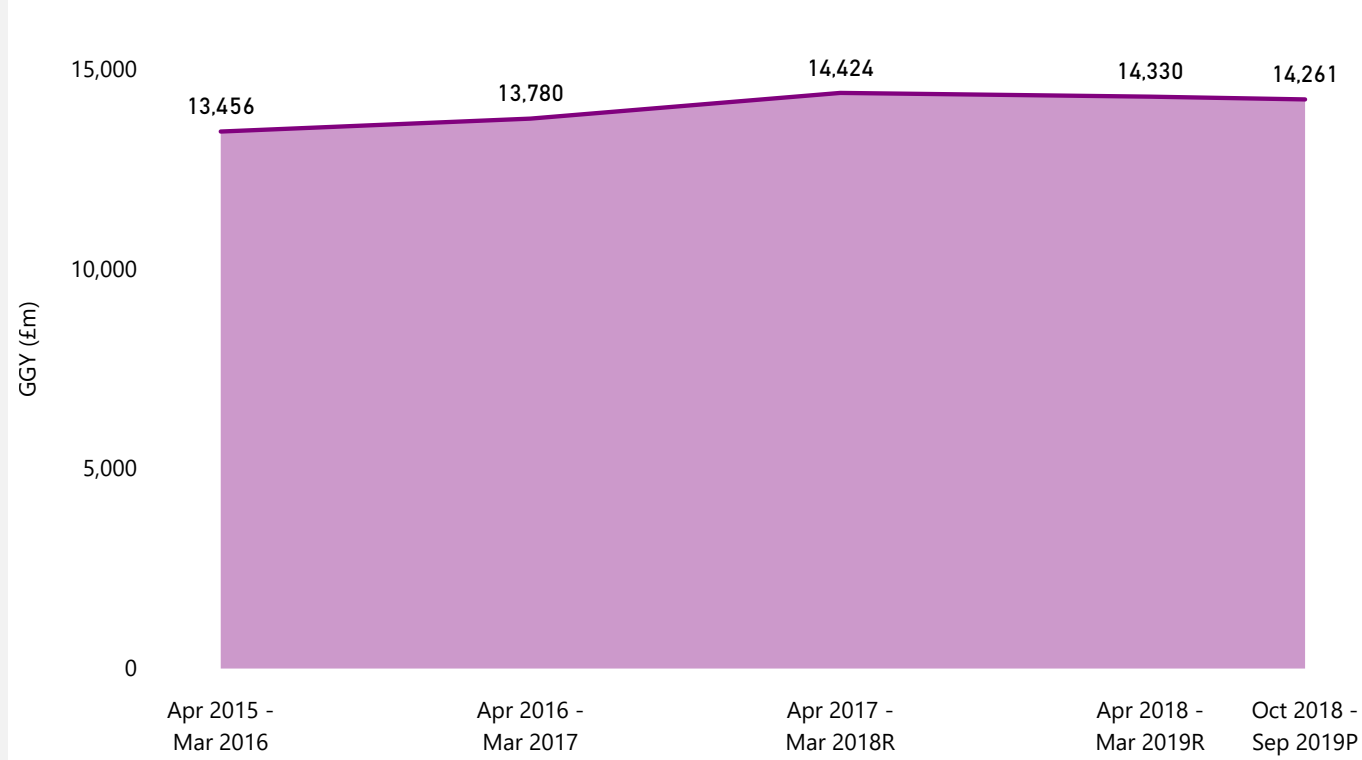
\* GGY equivalent for the National Lottery and large society lotteries is total proceeds minus total prizes. This data includes both non-remote and remote GGY.

R - Previously published data revised.

P - Provisional new data.

# Gambling Industry Overview (continued)

Gambling industry GGY (£m)



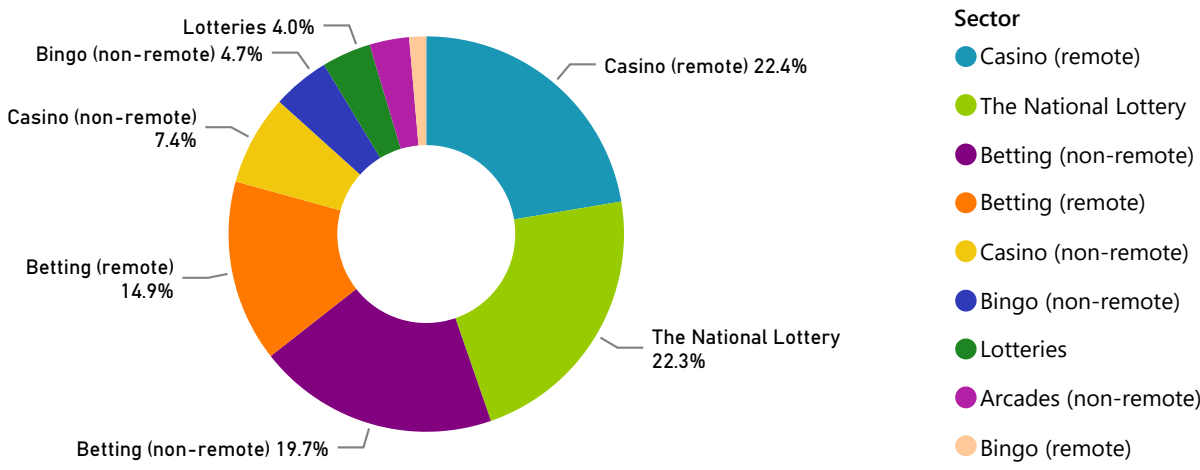
£14,261M

Industry GGY

-0.5%

Change from previous period

Gambling industry GGY by sector for latest period

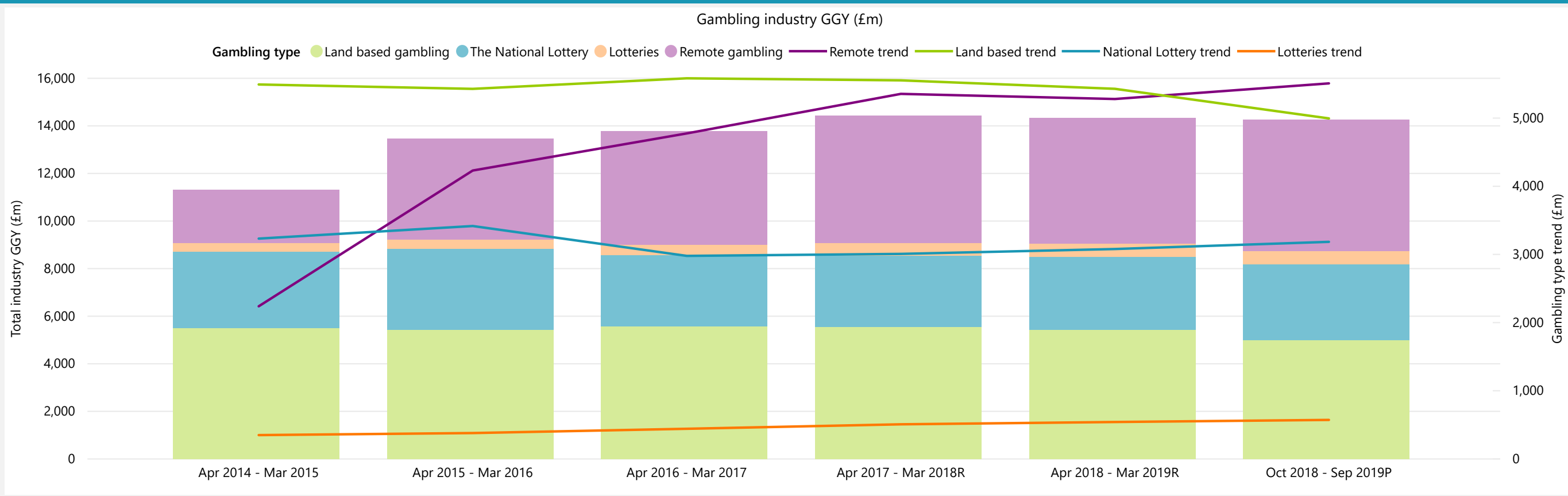


## Key Points:

Overall industry GGY decreased by £69.0m (-0.5%) from £14,330.4m to £14,261.4m between periods April 2018 - March 2019 and October 2018 - September 2019. The reduction was driven by a decline in betting (non-remote) (£449.7m, -13.8%), casino (non-remote) (£6.1m, -0.6%) and bingo (non-remote) (£4.4m, -0.6%) GGY compared to the previous period. This was offset by a rise in casino (remote) (£120.1m, 3.9%), National Lottery (non-remote and remote) (£105.3m, 3.4%), betting (remote) (£87.2m, 4.3%), lotteries (non-remote and remote) (£30.7m, 5.7%), bingo (remote) (£22.0m, 12.5%) and arcades (non-remote) (£25.8m, 5.9%) GGY in comparison to the previous period. Industry GGY increased by £805.3m (6.0%) from £13,456.1m to £14,261.4m between periods April 2015 - March 2016 and October 2018 - September 2019.

## Notes:

For The National Lottery and lotteries, figures are a GGY equivalent. For lotteries, this includes any GGY equivalent raised through external lottery managers. Sales from operators with gaming machine technical, trading rooms only and gambling software licensed activities are not included in these charts.



Key Points:

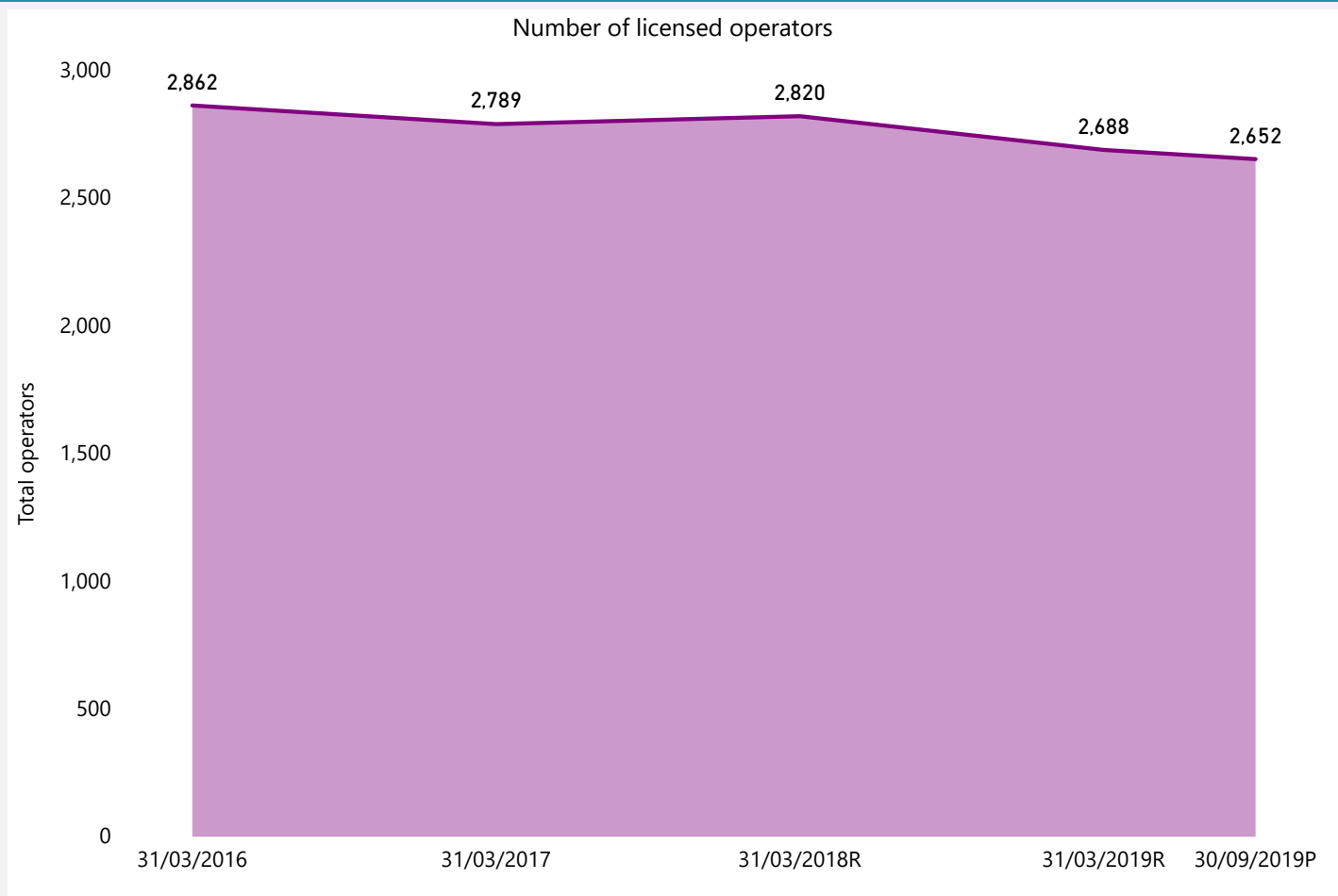
Between October 2018 and September 2019, gambling industry GGY comprised of £5,509.2m (38.6%) remote gambling, £4,995.1m (35.0%) land based gambling, £3,184.6m (22.3%) National Lottery and £572.5m (4.0%) lotteries.

Remote gambling increased by £3,270.2m (146.1%) from £2,239.0m to £5,509.2m between periods April 2014 - March 2015 and October 2018 - September 2019, and overtook land based gambling for the first time in the latest period.

Land based gambling decreased by £497.1m (-9.1%) from £5,492.9m to £4,995.1m between periods April 2014 - March 2015 and October 2018 - September 2019.

The National Lottery GGY equivalent decreased by £47.5m (-1.5%) from £3,232.1m to £3,184.6m between periods April 2014 - March 2015 and October 2018 - September 2019.

Lotteries GGY equivalent increased by £222.8m (63.7%) from £349.7m to £572.5m between periods April 2014 - March 2015 and October 2018 - September 2019.

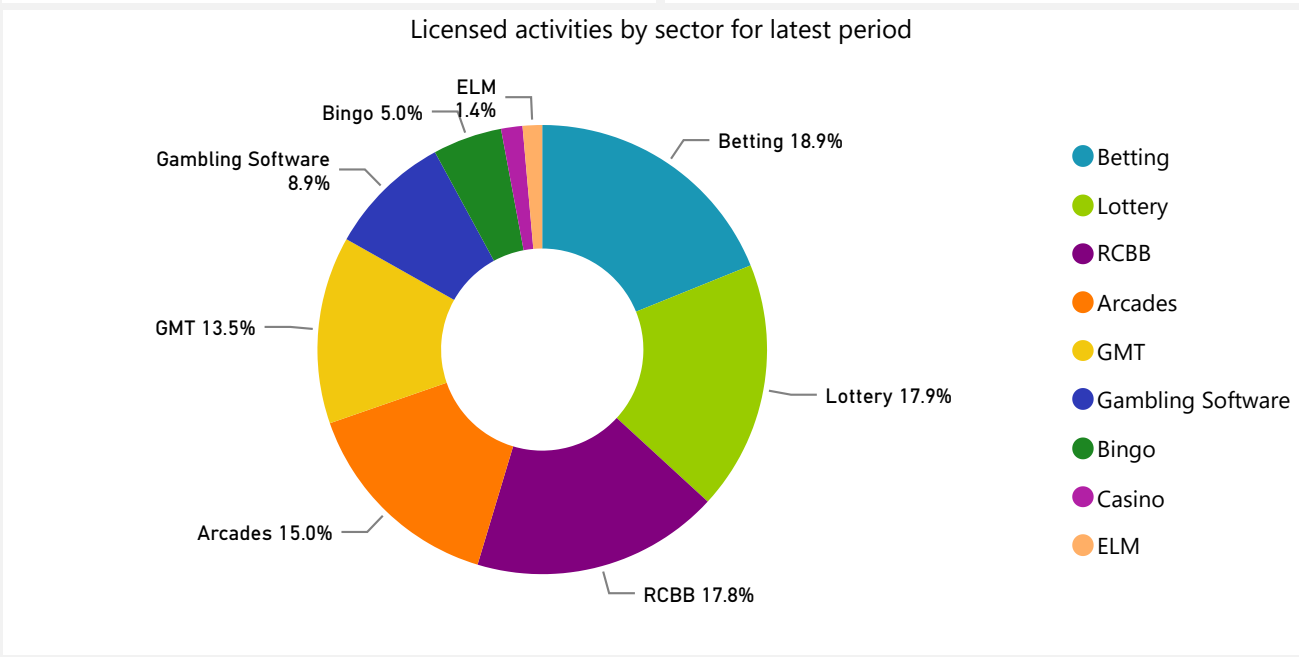


2,652

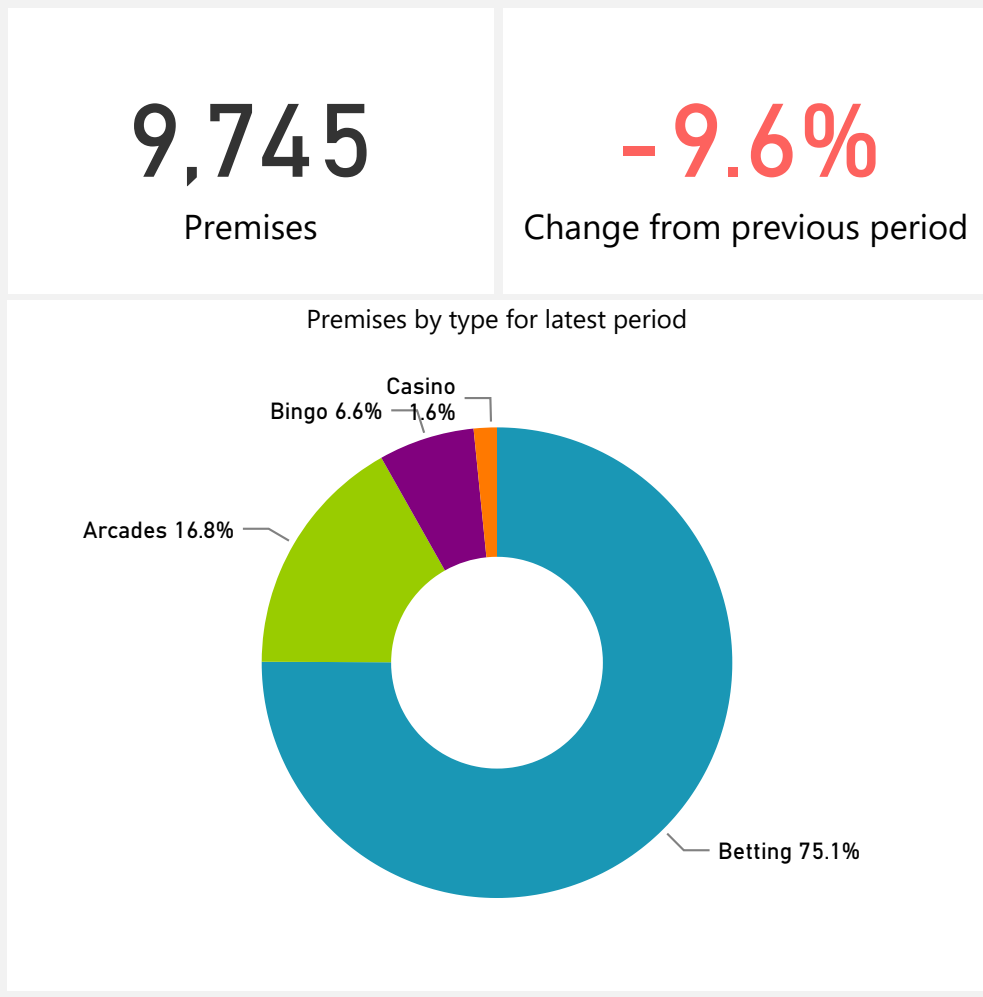
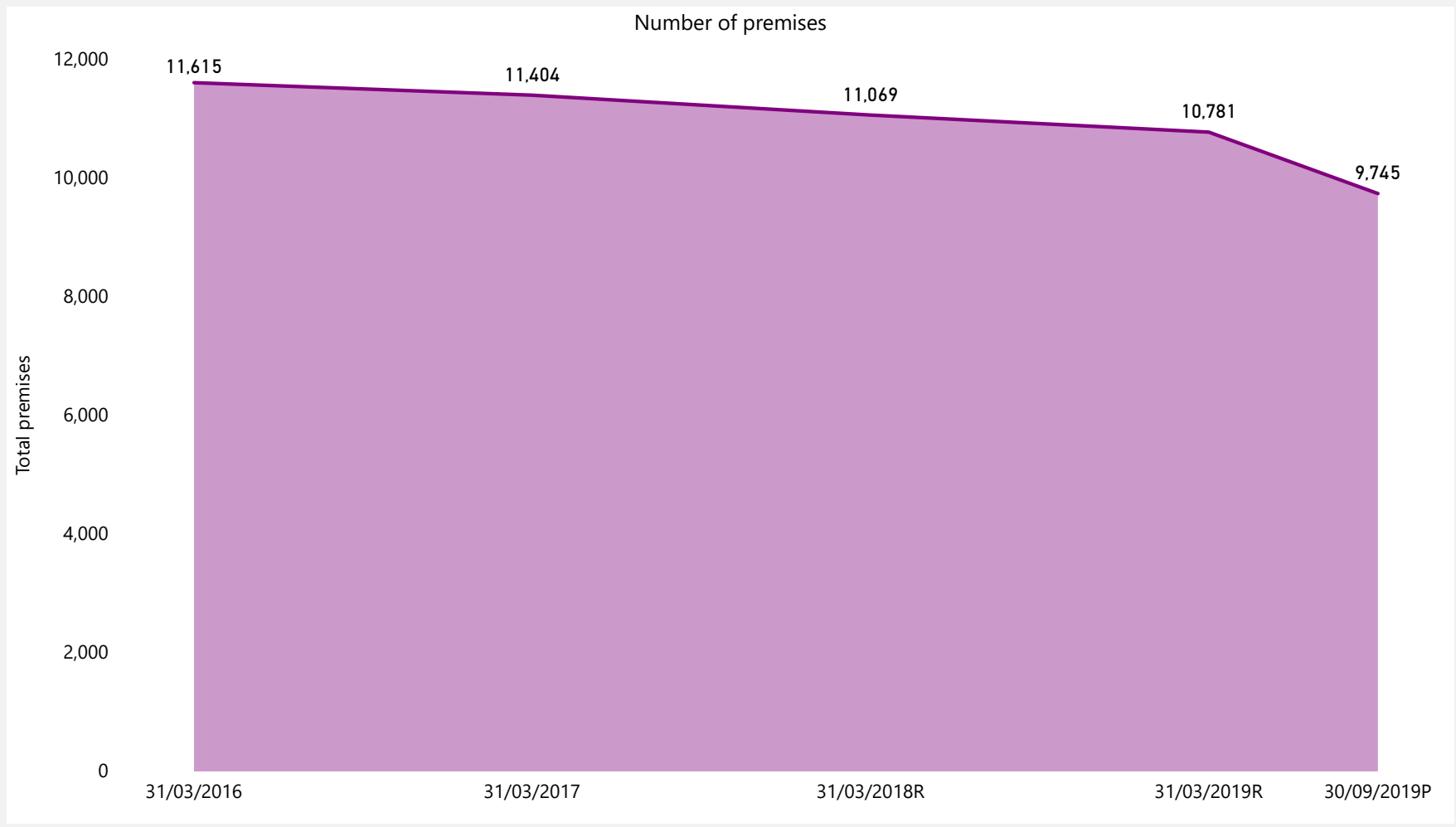
Licensed operators

-1.3%

Change from previous period



**Key Points:**  
The total number of licensed operators decreased by 36 (-1.3%) from 2,688 to 2,652 between March 2019 and September 2019.  
There was a decrease in non-remote betting (33, -4.6%), gaming machine technical (GMT) (14, -2.8%), arcades (9, -1.6%), external lottery manager (ELM) (2, -3.8%) and casino 1968 (1, -2.1%) licensed activities compared to the previous period. This was offset by an increase in remote casino, betting and bingo (RCBB) (19, 3.0%), lotteries (13, 2.0%), gambling software (10, 3.2%) and non-remote bingo (2, 1.1%) licensed activities compared to the previous period.  
The total number of licensed operators decreased by 210 (-7.3%) from 2,862 to 2,652 between March 2016 and September 2019.



**Key Points:**

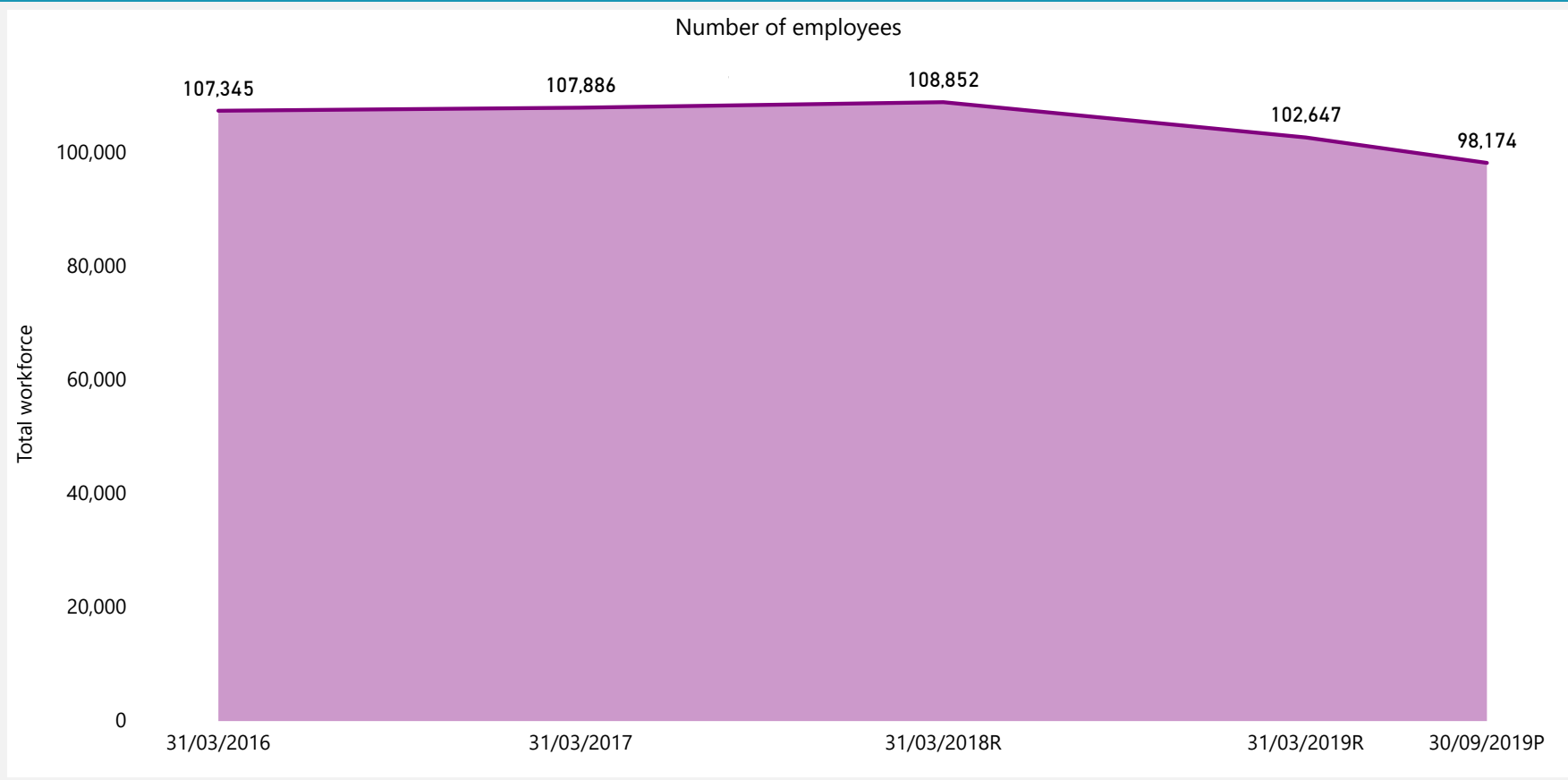
The overall number of premises decreased by 1,036 (-9.6%) from 10,781 to 9,745 between March 2019 and September 2019.

The fall was driven by a decline in non-remote betting (1,005, -12.1%), arcade (23, -1.4%) and bingo (9, -1.4%) premises compared to the previous period.

There was an increase in non-remote casino premises (1, 0.6%) compared to the previous period.

The overall number of premises declined by 1,870 (-16.1%) from 11,615 to 9,745 between March 2016 and September 2019.



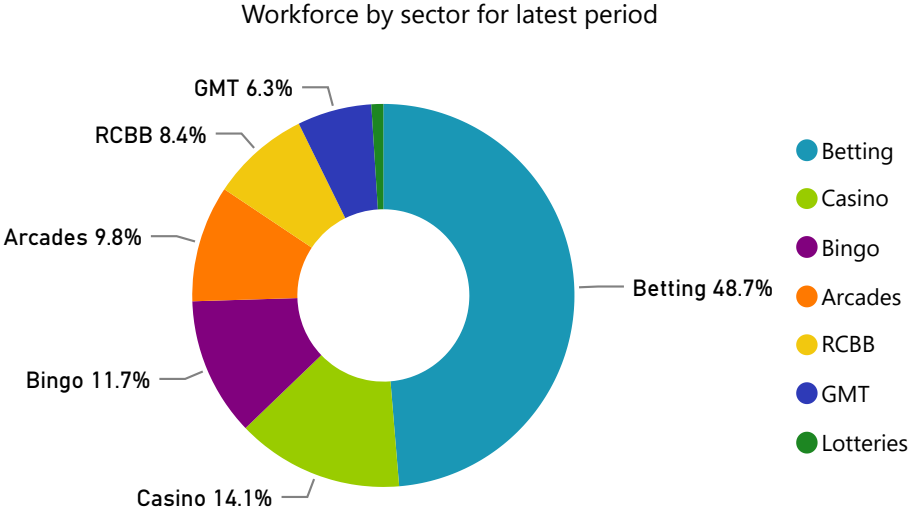


98,174

Workforce

-4.4%

Change from previous period



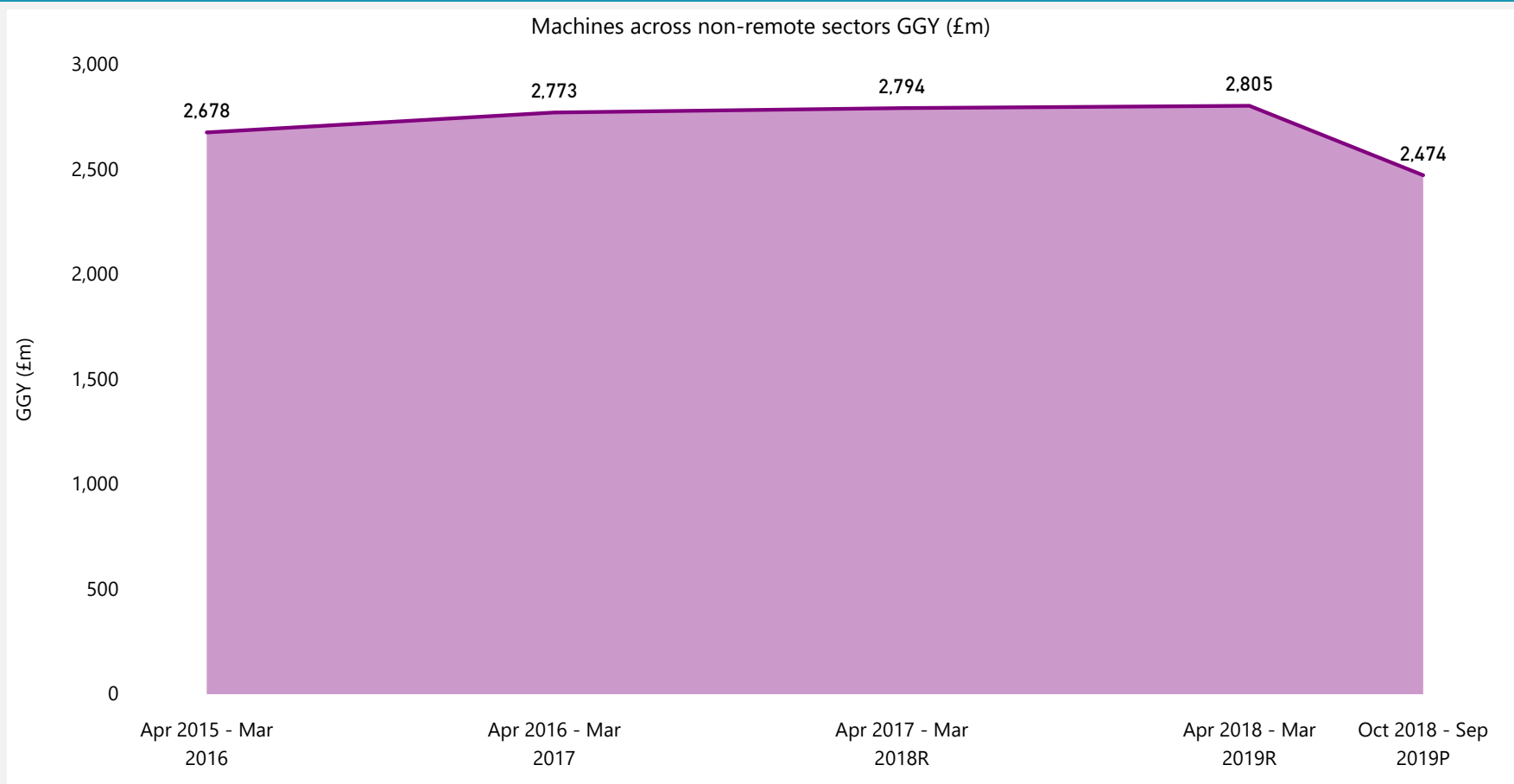
Key Points:

The overall workforce decreased by 4,473 (-4.4%) from 102,647 to 98,174 between March 2019 and September 2019. The reduction was driven by a decrease in non-remote betting (3,942, -7.9%), bingo (267, -2.3%), arcades (183, -1.8%), casino (146, -1.1%) and remote casino, betting and bingo (RCBB) (108, -1.1%) workforce in comparison to the previous period. This was offset by a rise in GMT (115, 1.8%) and lotteries (ELM) (58, 5.6%) workforce compared to the previous period. The overall workforce decreased by 9,171 (-8.5%) from 107,345 to 98,174 between March 2016 and September 2019.

Notes:

Workforce figures exclude gambling software, The National Lottery and trading rooms.

# Machines across non-remote sectors



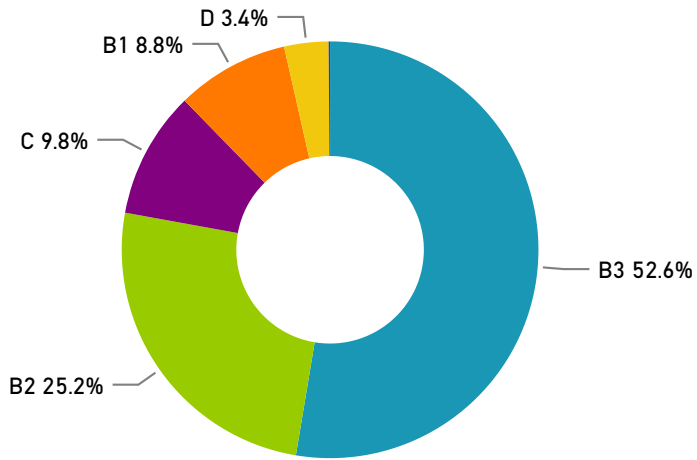
£2,474M

Machines GGY

-11.8%

Change from previous period

Machines across non-remote sectors GGY by sector latest period

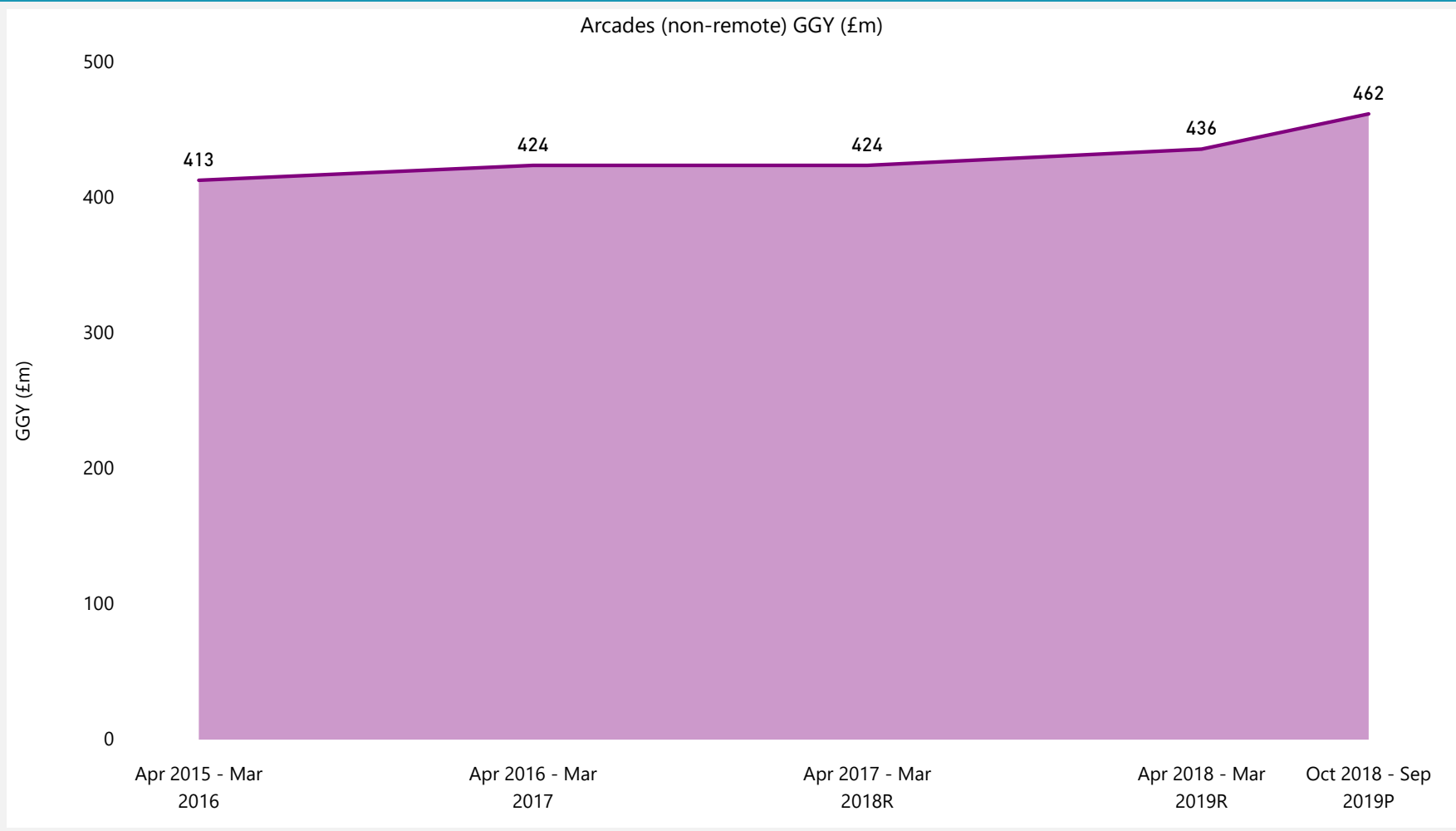


Key Points:

Machines across non-remote sectors GGY decreased by £331.0m (-11.8%) from £2,805.4m to £2,474.4m between periods April 2018 - March 2019 and October 2018 - September 2019. The decrease was driven by a fall in B2 (£541.2m, -46.4%), C (£3.4m, -1.4%) and B4 (£2.4m, -46.4%) machines GGY compared to the previous period. This was offset by an increase in B3 (£202.9m, 18.5%), B1 (£9.6m, 4.6%) and D (£3.5m, 4.3%) machines GGY in comparison to the previous period. Machines across non-remote sectors GGY decreased by £203.3m (-7.6%) from £2,677.7m to £2,474.4m between periods April 2015 - March 2016 and October 2018 - September 2019.

Notes:

A change in regulations reducing maximum stakes from £100 to £2 for Category B2 machines took effect in April 2019.



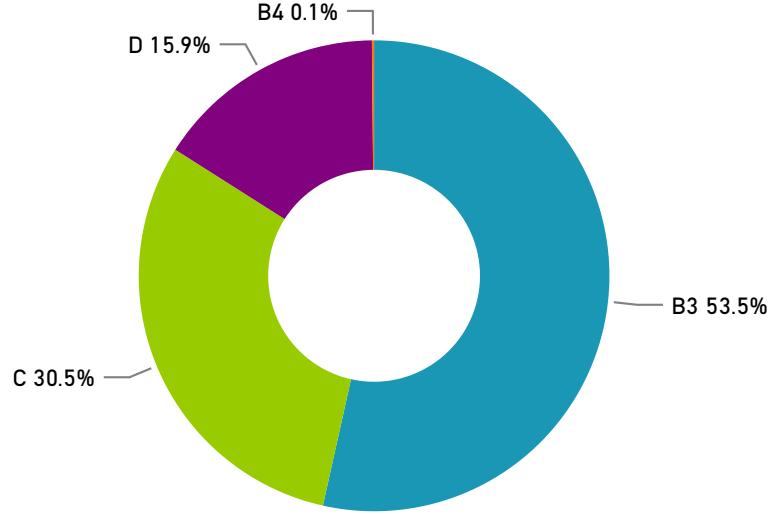
£462M

Arcades (non-remote) GGY

5.9%

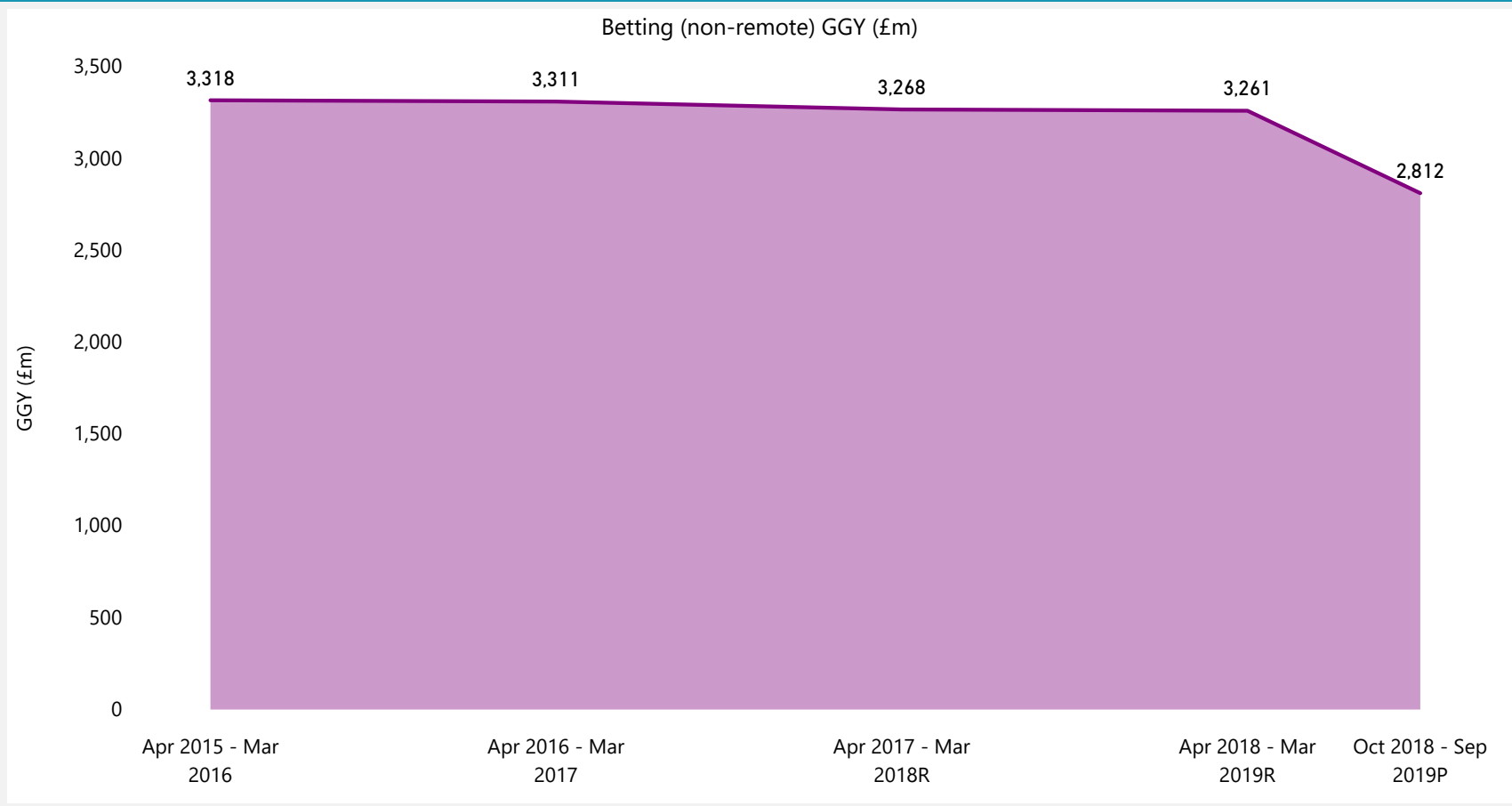
Change from previous period

Arcades (non-remote) GGY by machine category for latest period



Key Points:

Arcades (non-remote) GGY increased by £25.8m (5.9%) from £435.9m to £461.7m between periods April 2018 - March 2019 and October 2018 - September 2019. The growth was driven by an increase in B3 (£16.9m, 7.4%), C (£5.0m, 3.7%) and D (£4.0m, 5.7%) machines GGY compared to the previous period. There was a decrease in B4 machines GGY (£0.1m, -8.1%) compared to the previous period. Arcades (non-remote) GGY increased by £49.2m (11.9%) from £412.5m to £461.7m between periods April 2015 - March 2016 and October 2018 - September 2019.

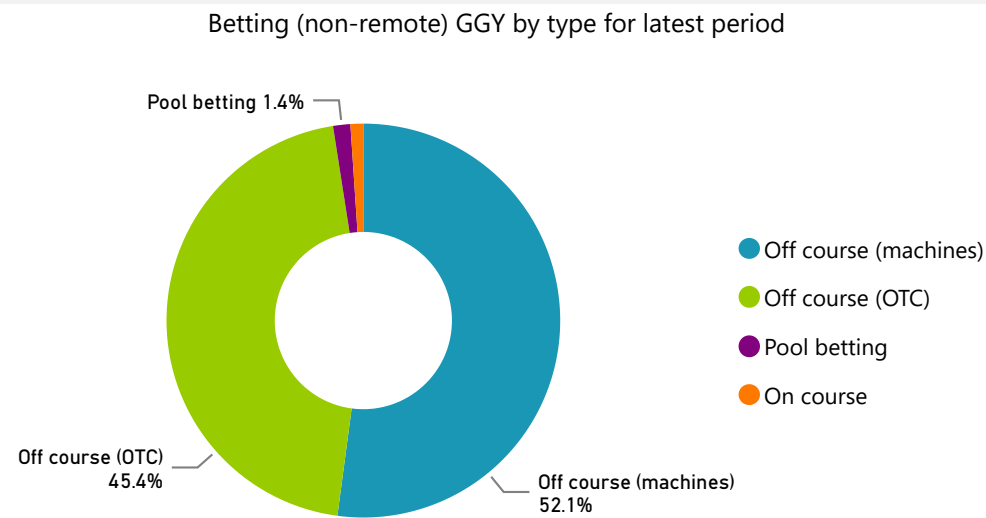


£2,812M

Betting (non-remote) GGY

-13.8%

Change from previous period

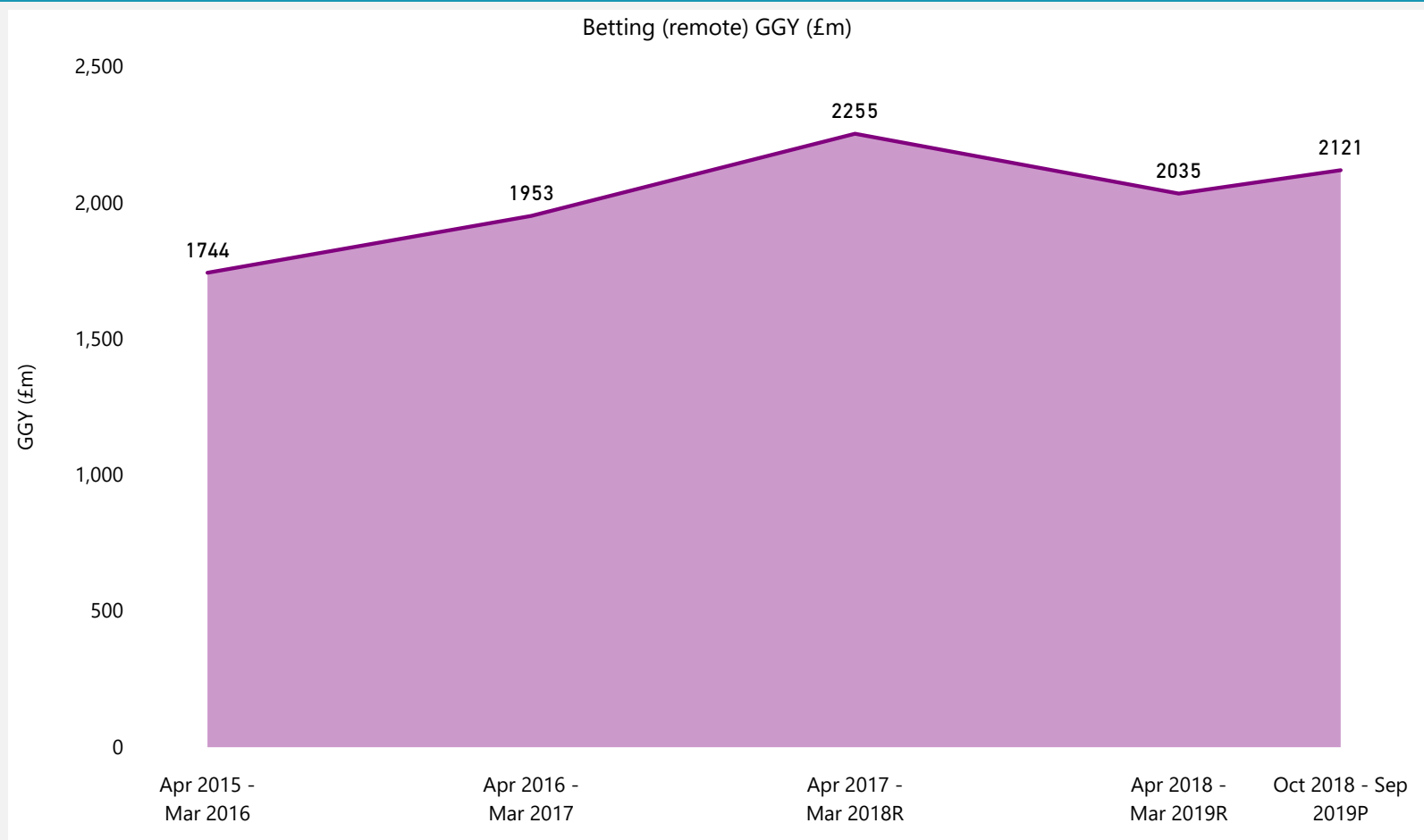


Key Points:

Betting (non-remote) GGY decreased by £449.7m (-13.8%) from £3,261.4m to £2,811.7m between periods April 2018 - March 2019 and October 2018 - September 2019. The decline was driven by a decrease in off course (gaming machines) (£361.2m, -19.8%), off course (over the counter) (£74.7m, -5.5%) and pool betting (£15.0m, -27.5%) GGY compared to the previous period. There was an increase in on course betting GGY (£1.2m, 4.3%) compared to the previous period. Betting (non-remote) GGY declined by £506.5m (-15.3%) from £3,318.2m to £2,811.7m between periods April 2015 - March 2016 and October 2018 - September 2019.

Notes:

A change in regulations reducing maximum stakes from £100 to £2 for Category B2 machines took effect in April 2019.

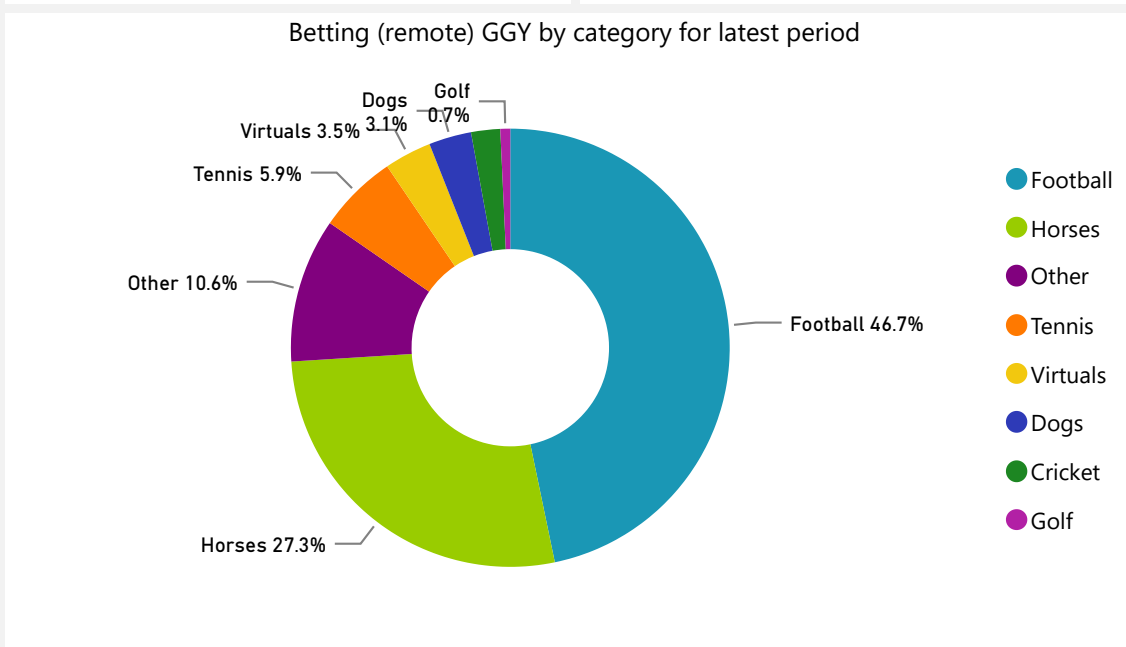


£2,121M

Betting (remote) GGY

4.3%

Change from previous period

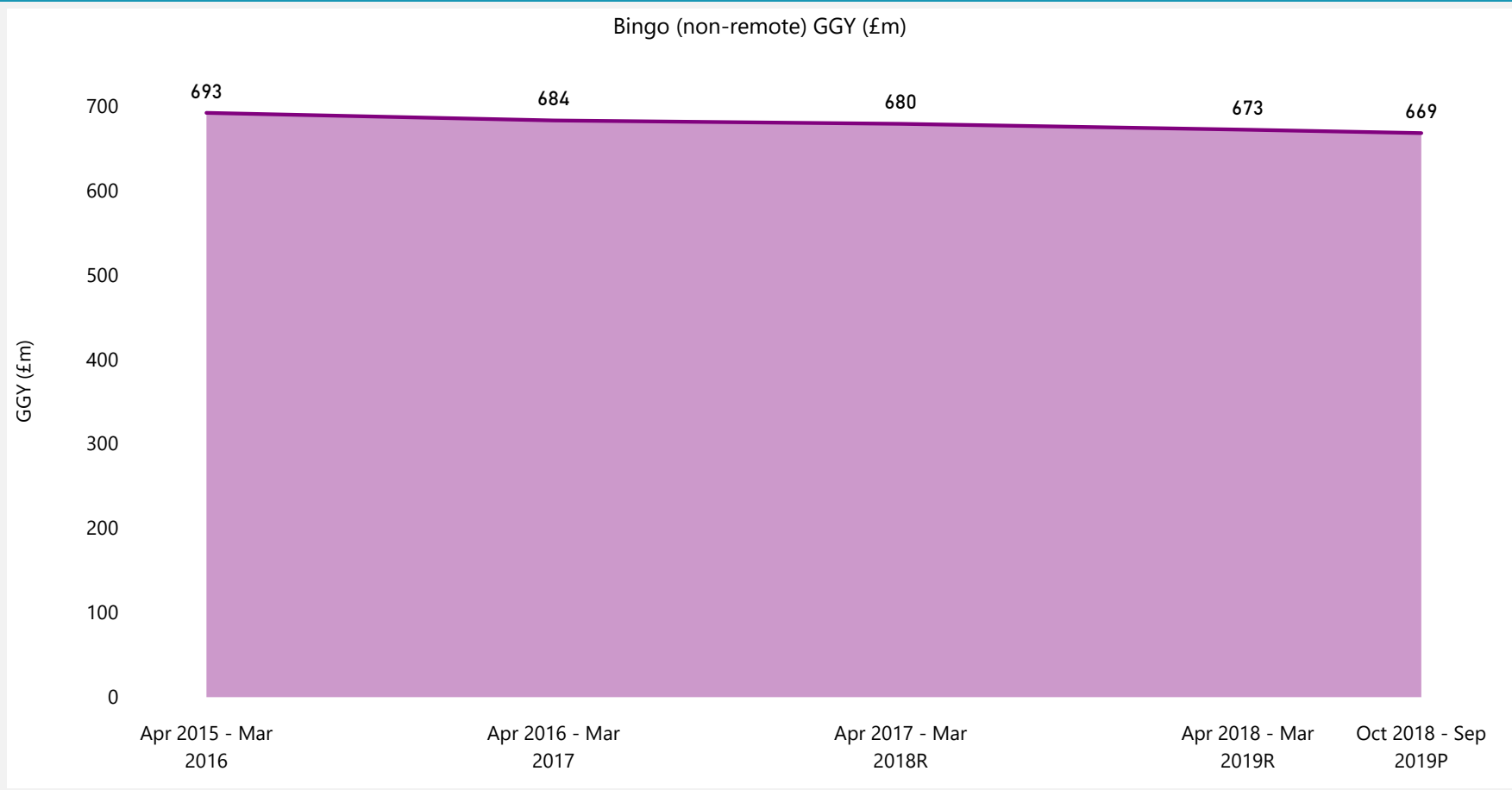


Key Points:

Betting (remote) GGY increased by £87.2m (4.3%) from £2,033.8m to £2,121.0m between periods April 2018 - March 2019 and October 2018 - September 2019. The increase was driven by a rise in horses (£55.3m, 10.6%), dogs (£9.7m, 17.2%), cricket (£8.4m, 22.6%), virtuals (£5.2m, 7.6%), other (£4.3m, 1.9%), tennis (£4.0m, 3.3%) and golf (£1.4m, 9.6%) GGY compared to the previous period.

There was a decrease in football GGY (£1.0m, -0.1%) compared to the previous period.

Betting (remote) GGY increased by £377.1m (21.6%) from £1,743.9m to £2121.0m between periods April 2015 - March 2016 and October 2018 - September 2019.

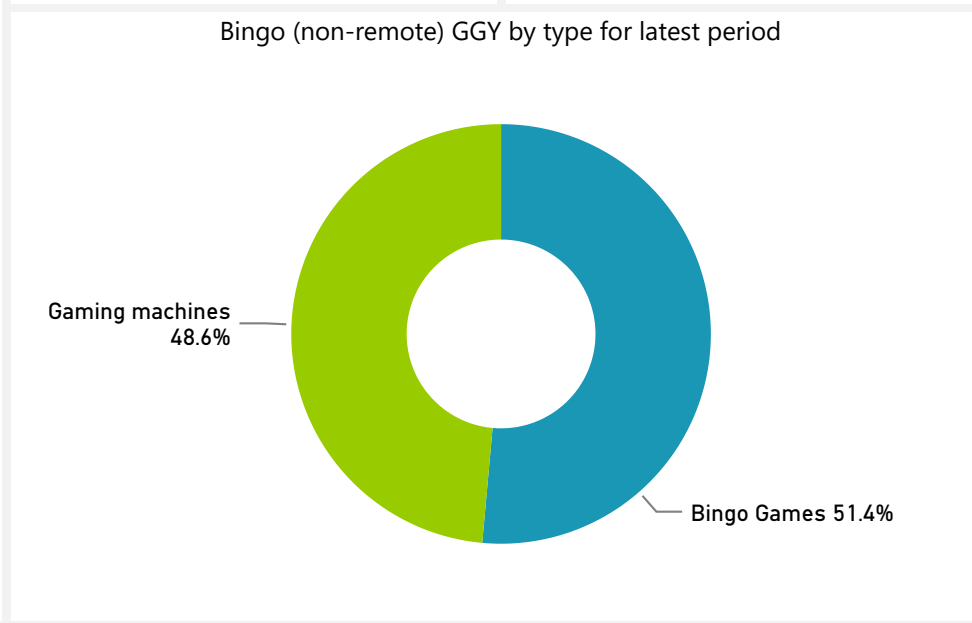


£669M

Bingo (non-remote) GGY

-0.6%

Change from previous period

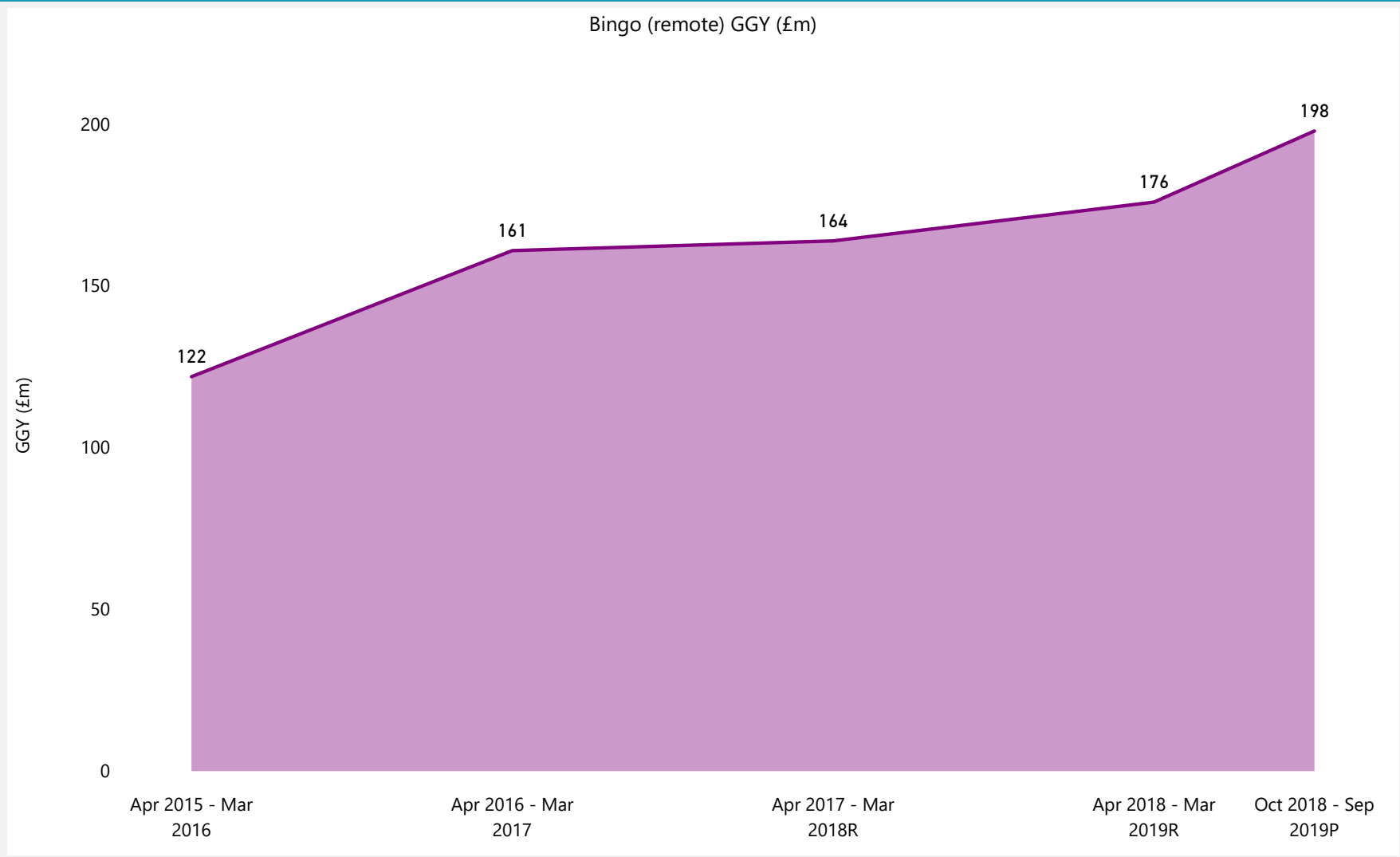


Key Points:

Bingo (non-remote) GGY decreased by £4.4m (-0.6%) from £673.3m to £669.0m between periods April 2018 - March 2019 and October 2018 - September 2019. The reduction was driven by a decline in bingo games GGY (£5.3m, -1.5%) compared to the previous period. This was offset by a rise in gaming machines GGY (£1.0m, 0.3%) in comparison to the previous period. Bingo (non-remote) GGY decreased by £24.1m (-3.5%) from £693.1m to £669.0m between periods April 2015 - March 2016 and October 2018 - September 2019.

Notes:

Data from electronic bingo terminals (EBTs) is included within bingo games and gaming machines GGY figures.

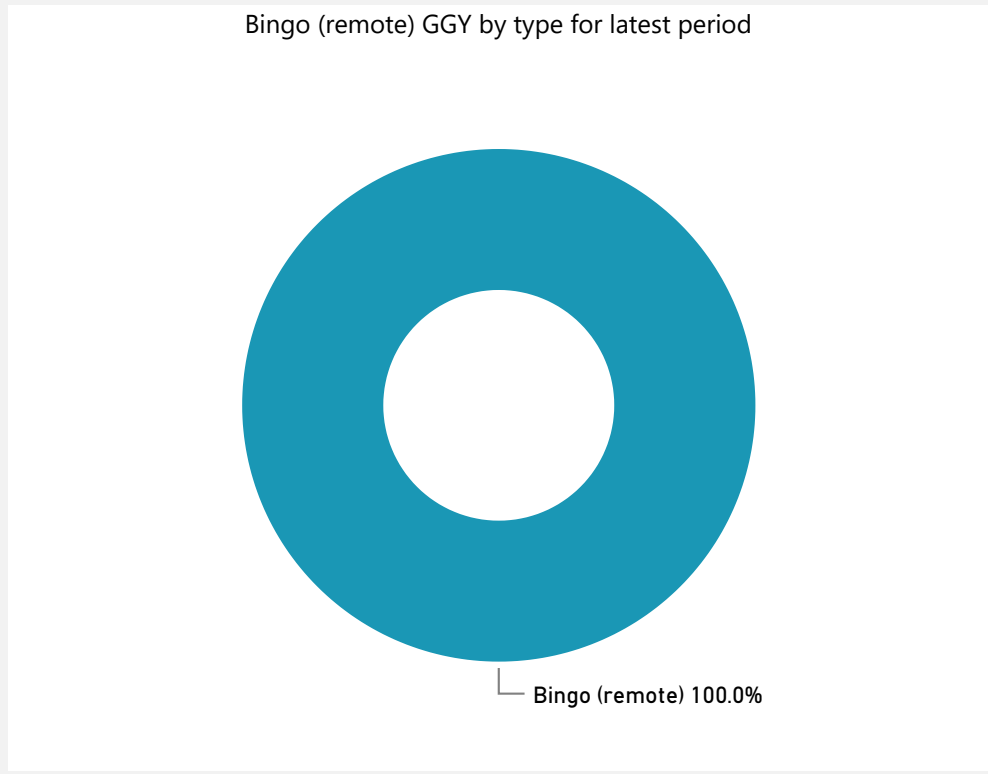


£198M

Bingo (remote) GGY

12.5%

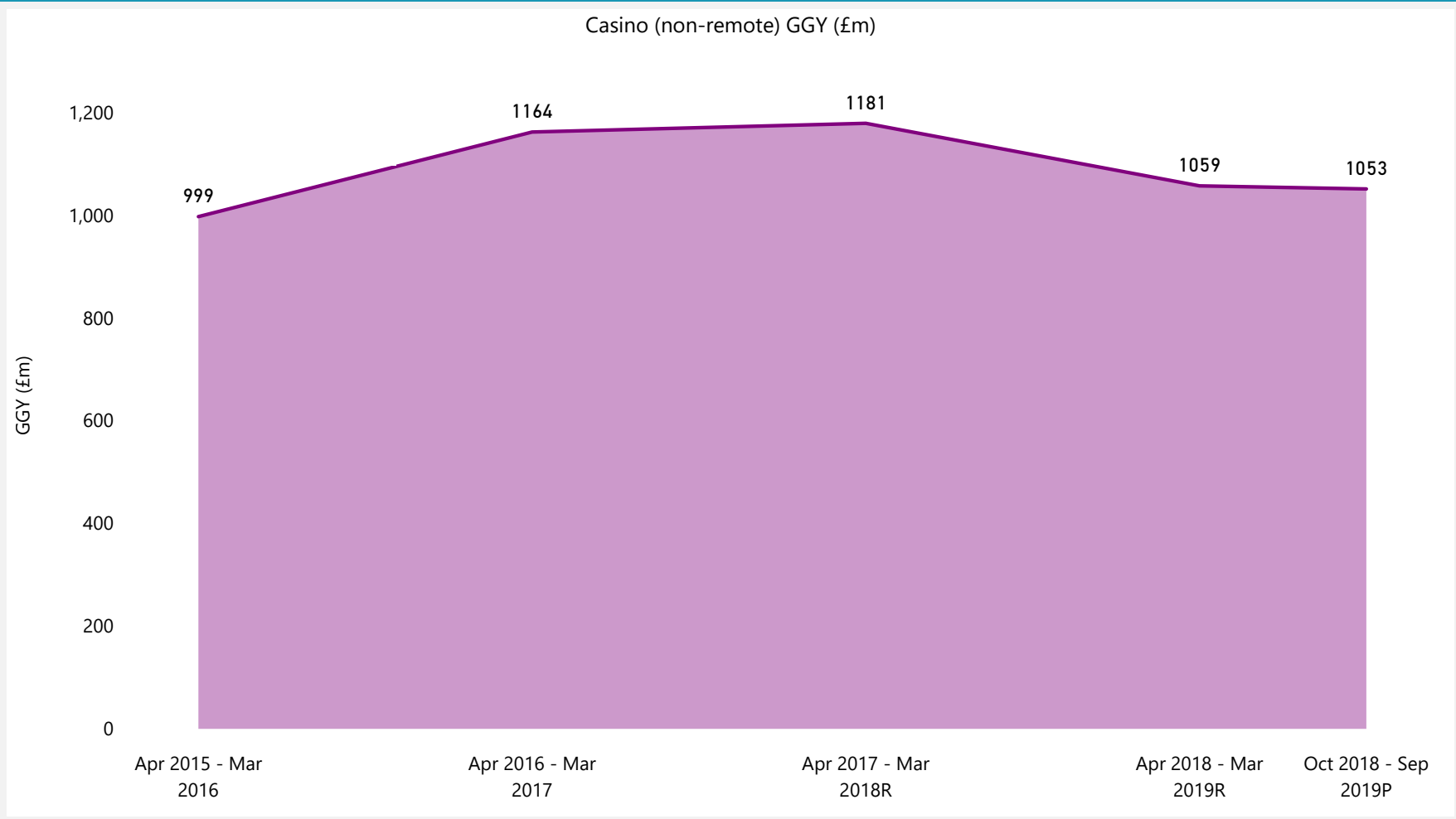
Change from previous period



Key Points:

Bingo (remote) GGY increased by £22.0m (12.5%) from £176.1m to £198.1m between periods April 2018 - March 2019 and October 2018 - September 2019.  
Bingo (remote) GGY increased by £75.7m (61.8%) from £122.4m to £198.1m between periods April 2015 - March 2016 and October 2018 - September 2019.

# Casino (non-remote)

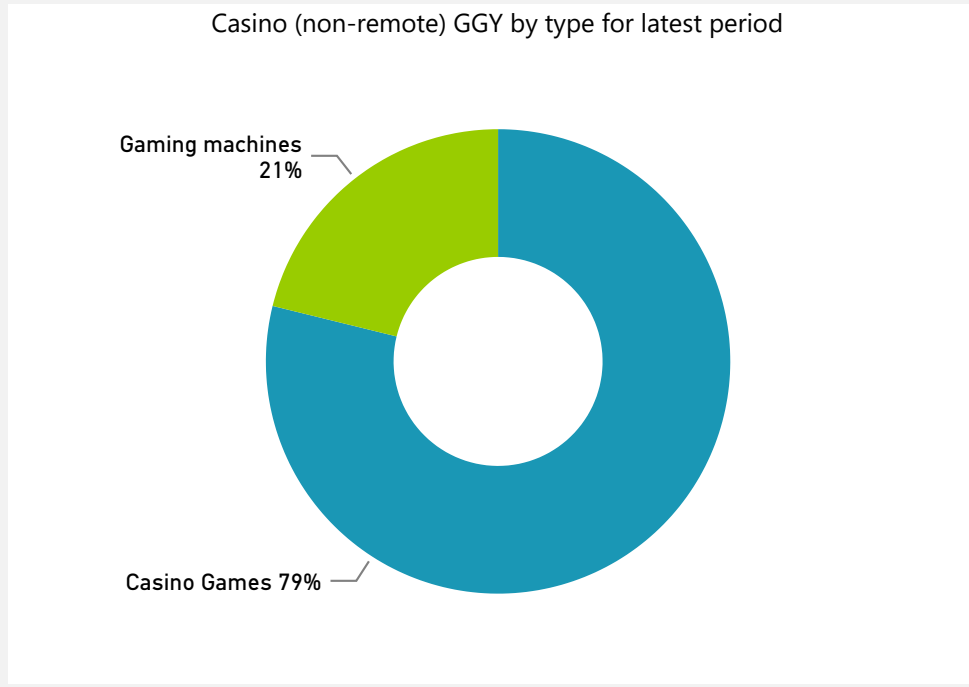


£1,053M

Casino (non-remote) GGY

-0.6%

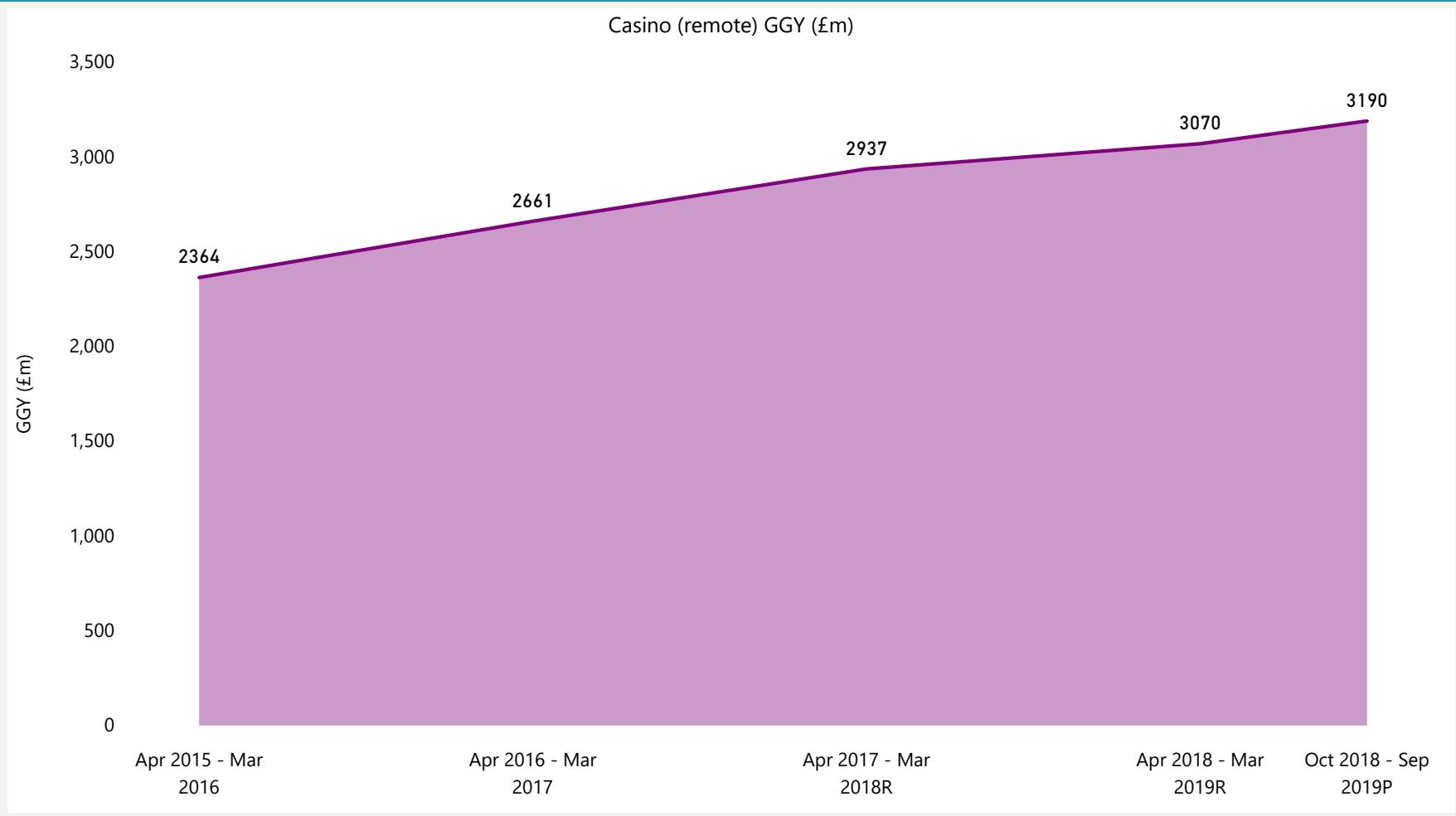
Change from previous period



Key Points:

Casino (non-remote) GGY decreased by £6.1m (-0.6%) from £1,058.8m to £1,052.7m between periods April 2018 - March 2019 and October 2018 - September 2019. The reduction was driven by a decline in casino games GGY (£9.5m, -1.1%) in comparison to the previous period. This was offset by a rise in gaming machines GGY (£3.4m, 1.6%) in comparison to the previous period. Casino (non-remote) GGY increased by £53.3m (5.3%) from £999.4m to £1,052.7m between periods April 2015 - March 2016 and October 2018 - September 2019.



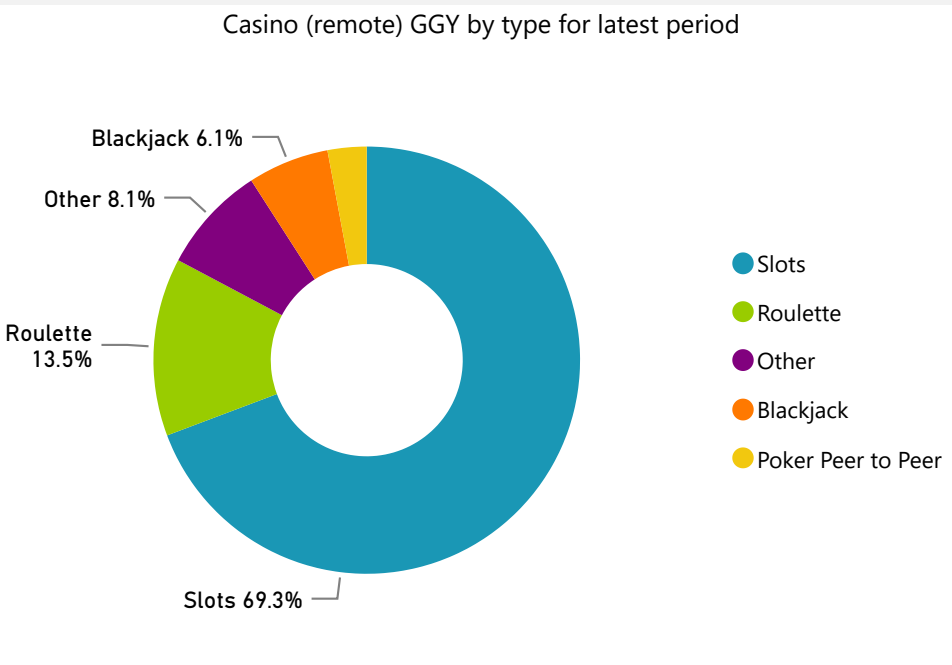


£3,190M

Casino (remote) GGY

3.9%

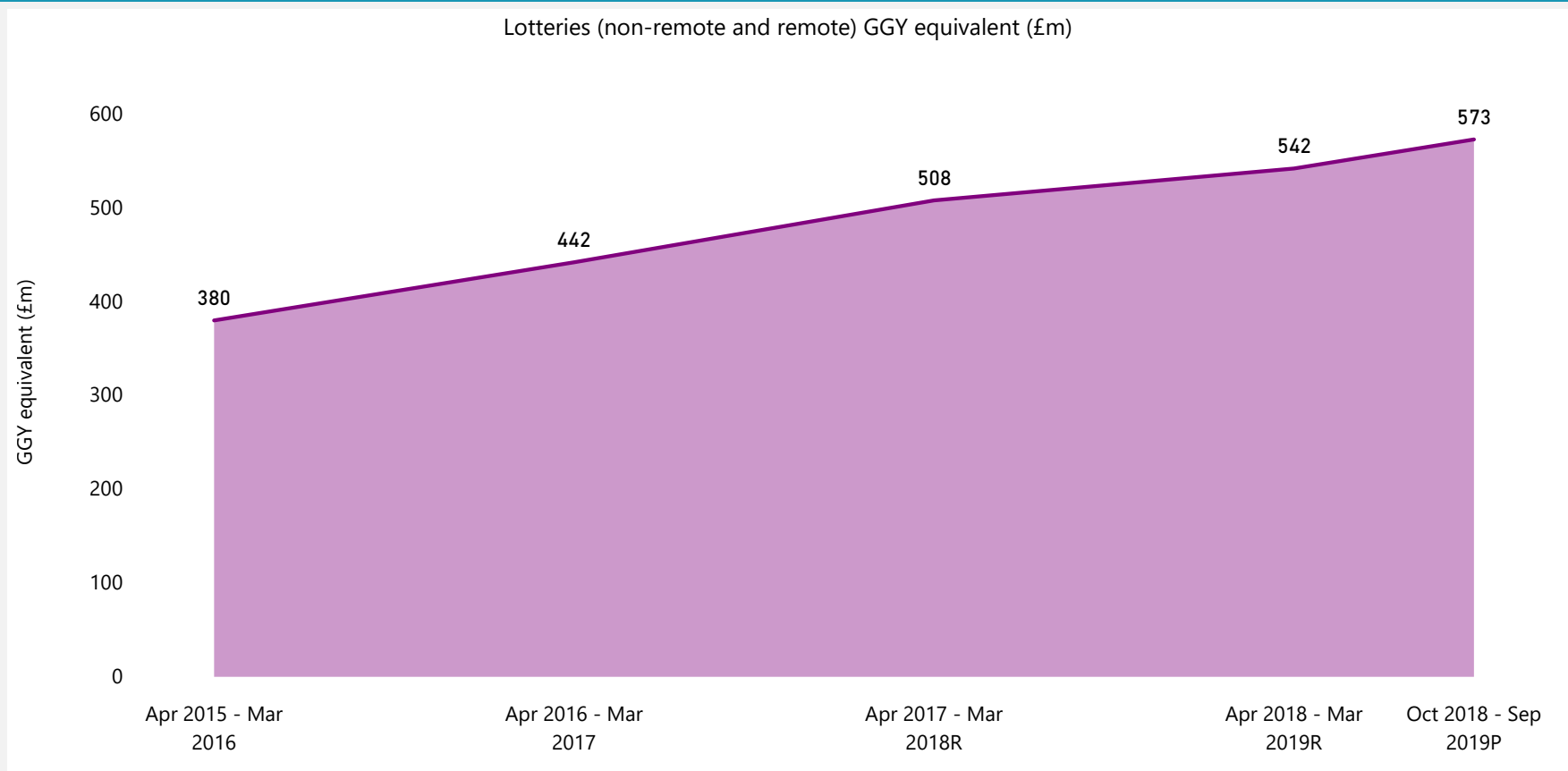
Change from previous period



Key Points:

Casino (remote) GGY increased by £120.1m (3.9%) from £3,070.0m to £3,190.1m between periods April 2018 - March 2019 and October 2018 - September 2019. The increase was driven by a rise in slots (£100.4m, 4.8%), other (£25.1m, 10.7%) and roulette (£10.2m, 2.4%) GGY compared to the previous period. This was offset by a fall in blackjack (£14.2m, -6.7%) and poker peer to peer (£1.4m, -1.5%) GGY compared to the previous period. Casino (remote) GGY increased by £825.7m (34.9%) from £2,364.4m to £3,190.1m between periods April 2015 - March 2016 and October 2018 - September 2019.

# Lotteries (non-remote and remote)



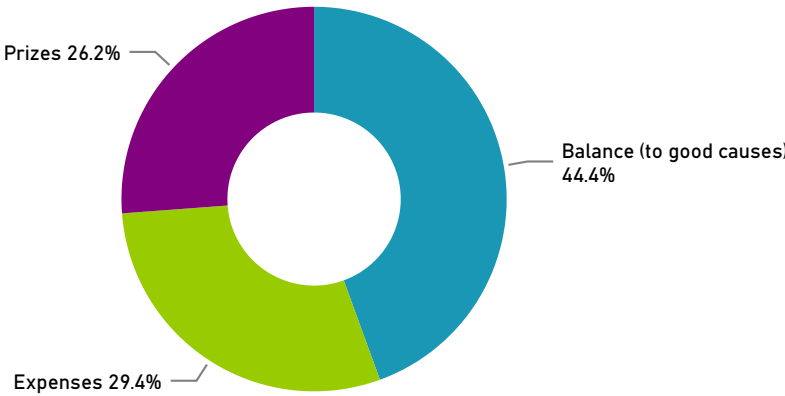
£573M

Lotteries GGY equivalent

5.7%

Change from previous period

Lotteries (non-remote and remote) sales breakdown for latest period



Key Points:

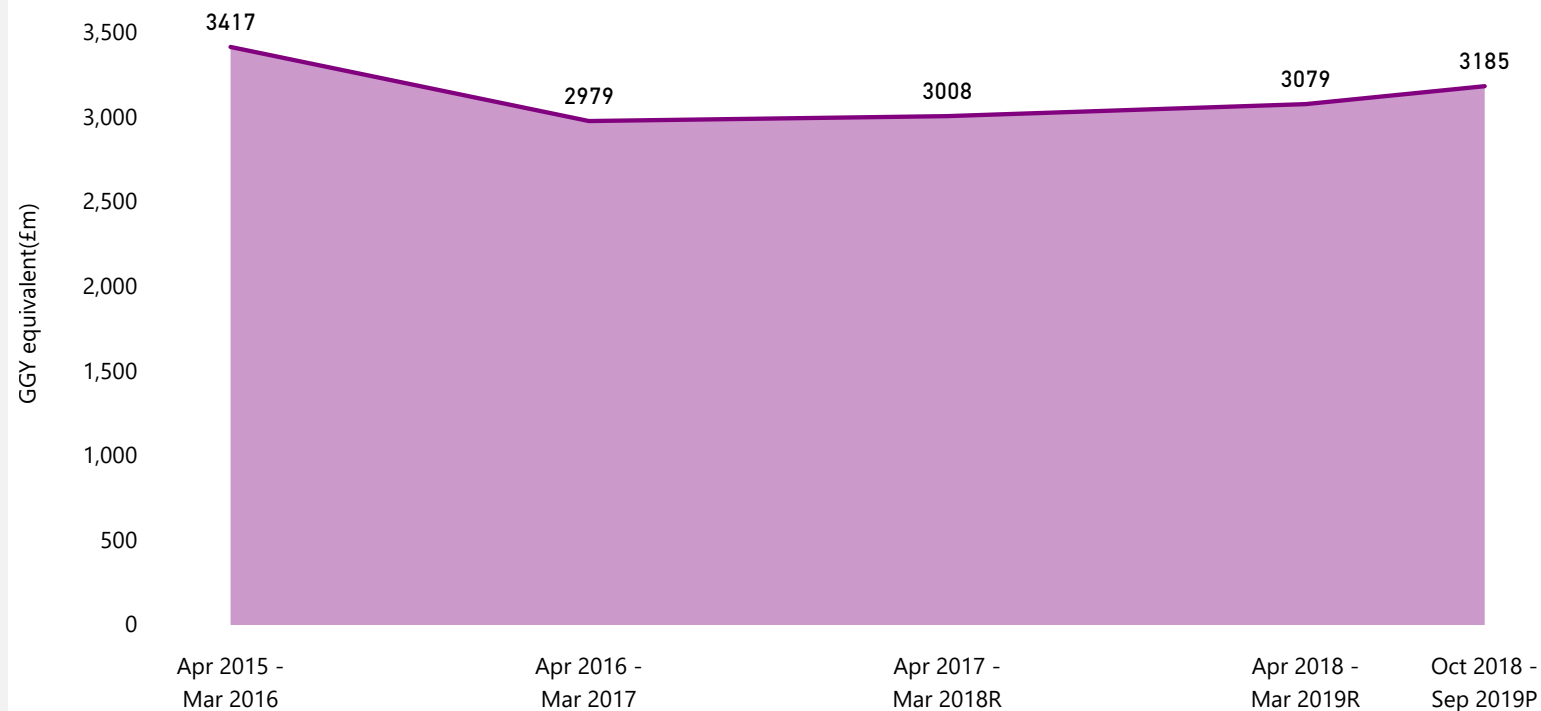
Lotteries (non-remote and remote) GGY equivalent increased by £30.7m (5.7%) from £541.8m to £572.5m between periods April 2018 - March 2019 and October 2018 - September 2019. In the same period lotteries sales increased by £39.1m (5.3%) from £736.5m to £775.6m, prizes increased by £8.4m (4.3%) from £194.7m to £203.1m, balance (to good causes) increased by £12.3m (3.7%) from £332.4m to £344.7m and expenses increased by £18.4m (8.8%) from £209.4m to £227.8m when compared to the previous period. Lotteries (non-remote and remote) GGY equivalent increased by £192.7m (50.8%) from £379.8m to £572.5m between periods April 2015 - March 2016 and October 2018 - September 2019.

Notes:

GGY equivalent for lotteries is total proceeds minus prizes and includes any GGY equivalent raised through external lottery managers. These charts include data from large society lotteries and local authority lotteries. They do not include figures from small society lotteries or The National Lottery.

# The National Lottery (non-remote and remote)

National Lottery (non-remote and remote) GGY equivalent (£m)



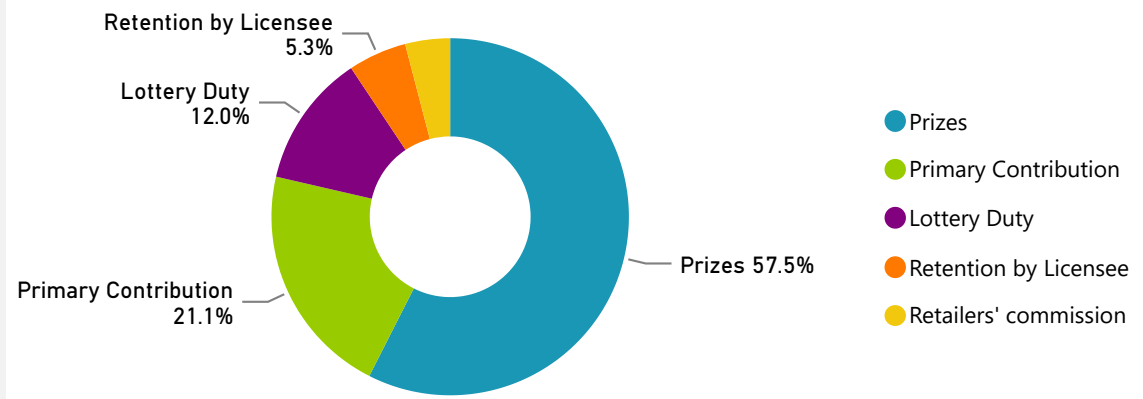
£3,185M

National Lottery GGY equivalent

3.4%

Change from previous period

National Lottery (non-remote and remote) total sales breakdown for latest period



**Key Points:**  
National Lottery (non-remote and remote) GGY equivalent increased by £105.3m (3.4%) from £3,079.3m to £3,184.6m between periods April 2018 - March 2019 and October 2018 - September 2019.  
In the same period total sales increased by £281.0m (3.9%) from £7,207.8m to £7,488.8m, prizes (including unclaimed prizes) increased by £175.7m (4.3%) from £4,128.5m to £4,304.2m and primary contribution (to good causes) increased by £96.0m (6.5%) from £1,486.7m to £1,582.7m when compared to the previous period.  
National Lottery (non-remote and remote) GGY equivalent declined by £232.2m (-6.8%) from £3,416.8m to £3,184.6m between periods April 2015 - March 2016 and October 2018 - September 2019.

**Notes:**  
GGY equivalent for the National Lottery is total proceeds minus total prizes. This National Lottery data includes data from Great Britain and Northern Ireland.

## Making gambling fairer and safer

Responsible statisticians:

Andrew Dixon  
Senior Data Analyst

Tom Smith  
Data Analyst

Matthew Webster  
Head of Profession for Statistics

For further data and information on the gambling industry, please visit our website at: [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

Gambling Commission  
Victoria Square House  
Victoria Square  
Birmingham B2 4BP

T : 0121 230 6666

E : [info@gamblingcommission.gov.uk](mailto:info@gamblingcommission.gov.uk)

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Gambling Commission  
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