The gambling market in 2017

The Swedish gambling market in figures

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1 Introduction

One of the assignments given to the Swedish Gambling Authority is to monitor the development of the Swedish gambling market. This is carried out continually throughout the year through the collection of statistics, among other activities. This report presents the statistics for 2017. The report includes statistics for all operators with permits in Sweden as well as estimates for operators that do not have Swedish permits. The report also presents market shares and the division between land-based and online gambling.

All statistics for gross gaming revenue are presented at current prices.

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2 Gambling market in 2017

2.1 Key figures

Key figures: operators with permits in Sweden

Stakes	SEK 48 066 million (47 023 in 2016)
Gross gaming revenue (GGR)	SEK 17 221 million (17 157 in 2016)
Total per inhabitant (turnover)	SEK 4 757 (4 705 in 2016)
Total per inhabitant (GGR)	SEK 1 704 (1 717 in 2016)
Per inhabitant over age 18 (turnover)	SEK 6 005 (5 938 in 2016)
Per inhabitant over age 18 (GGR)	SEK 2 151 (2 167 in 2016)
Percentage of disposable income (turnover)	2.18% (2.21 in 2016)
Percentage of disposable income (GGR)	0.78% (0.81 in 2016)

Key figures: operators without permits in Sweden

Gross gaming revenue	SEK 5 534 million (4 826 in 2016)
Total per inhabitant (GGR)	SEK 548 (484 in 2016)
Per inhabitant over age 18 (GGR)	SEK 691 (611 in 2016)
Percentage of disposable income (GGR)	0.25% (0.23 2016)

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2.2 Comments on the statistics

In addition to gambling with regulated operators, there is extensive gambling on websites that do not have permits in Sweden. An estimate is presented for the overall gross gaming revenue for these companies.

Gross gaming revenue indicates how much money operators retain after winnings have been paid out. This can also be viewed as a measurement of how much gamblers lose while gambling. Turnover is the accumulated amount that gamblers stake, and thus is the sum of gross gaming revenue and winnings. Due to differences in, for example, repayment percentages and gambling frequency, the variation between different forms of gambling is greater in comparisons of turnover than comparisons of gross gaming revenue.

All data is based on gross gaming revenue, unless otherwise stated. Figures for ATG, Svenska Spel and the largest national lotteries (based on gross gaming revenue) are obtained from quarterly reports in 2017. Gross gaming revenues for operators without Swedish permits are estimated figures based on information supplied by H2 Gambling Capital.

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Table 2.1. Gross gaming revenue before payment of winnings, SEK million

	2017	**2016**	**2015**	**2014**	**2013**
Gambling companies					
ATG	13 651	13 277	12 535	12 231	12 155
Svenska Spel[1)]	21 350	20 352	19 789	19 820	21 559
Casino Cosmopol[2)]	5 585	5 801	5 829	5 738	5 777
Total	**40 586**	**39 431**	**38 153**	**37 789**	**39 491**
Non-governmental organizations' games and lotteries					
Bingo	1 134[4)]	1 134	934	972	1 133
National lotteries	5 717	5 829	5 646	5 611	5 683
Local & Regional lotteries[3)]	175[4)]	175	169	58	67
Total	**7 026**	**7 138**	**6 749**	**6 642**	**6 882**
Private operators					
Restaurant casinos[5)]	454[4)]	454	482	450	455
Total	**454**	**454**	**482**	**450**	**455**
Regulated market	**48 066**	**47 023**	**45 384**	**44 880**	**46 830**

Notes: Figures for operators without Swedish permits are reported after payment of winnings and are therefore not included in the table.
1) Includes the poker rake from Svenska Spel's online poker.
2) The statistics are based on a calculation method that allows turnover to be reported in a way that makes the figure comparable to, for example, Vegas. It should be noted that the repayment percentage will not be accurate using this calculation because it does not take replays into consideration.
3) A new calculation method in 2015 means that figures cannot be compared with previous years.
4) 2016.
5) Based on a survey, not adjusted for non-respondents.

Table 2.1 shows turnover before payment of winnings. Forecast turnover for regulated operators indicates an increase compared with the previous year. This increase is 2.2% compared with figures for 2016. Turnover for the entire gambling market is difficult to assess. The Swedish Gambling Authority does not have information about turnover before payment of winnings for operators that do not have permits in Sweden.

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Table 2.2. Gross gaming revenue after payment of winnings, SEK million

	2017	2016	2015	2014	2013
Gambling companies					
ATG	4 145	4 021	3 750	3 660	3 625
Svenska Spel[1)]	7 852	7 821	7 781	7 782	8 562
Casino Cosmopol	1 128	1 172	1 178	1 159	1 167
Total	**13 125**	**13 046**	**12 708**	**12 602**	**13 354**
Non-governmental organizations' games and lotteries					
Bingo	366[2)]	366	275	282	303
National lotteries	3 445	3 460	3 335	3 336	3 362
Local & Regional lotteries	88[2)]	88	83	32	34
Total	**3 899**	**3 914**	**3 693**	**3 650**	**3 699**
Private operators					
Operators without Swedish permits[)]	5 534	4 826	4 341	4 123	3 593
Restaurant casinos[5)]	197[2)]	197	210	195	196
Total	**5 731**	**5 023**	**4 551**	**4 318**	**3 789**
Regulated market	**17 221**	**17 157**	**16 611**	**16 446**	**17 248**
Total	**22 755**	**21 983**	**20 952**	**20 570**	**20 842**

1) Includes the poker rake from Svenska Spel's online poker.
2) 2016.
2) The statistics are based on a calculation method that allows turnover to be reported in a way that makes the figure comparable to, for example, Vegas. It should be noted that the repayment percentage will not be accurate using this calculation because it does not take replays into consideration.
3) A new calculation method in 2015 means that figures cannot be compared with previous years.
4) Source: H2
5 Based on a survey, not adjusted for non-respondents.

Table 2.2. shows gross gaming revenue on the Swedish gambling market after payment of winnings. The entire market amounted to SEK 22.8 billion in 2017, corresponding to growth of 3.5% in 2017 compared with 2016.

Gross gaming revenue for regulated operators was SEK 17.2 billion in 2017. This is an increase of 0.4% compared with the previous year.

Gross gaming revenue for operators without Swedish permits is estimated at around SEK 5.5 billion in 2017. This is an increase of 14.7% compared with the previous year.

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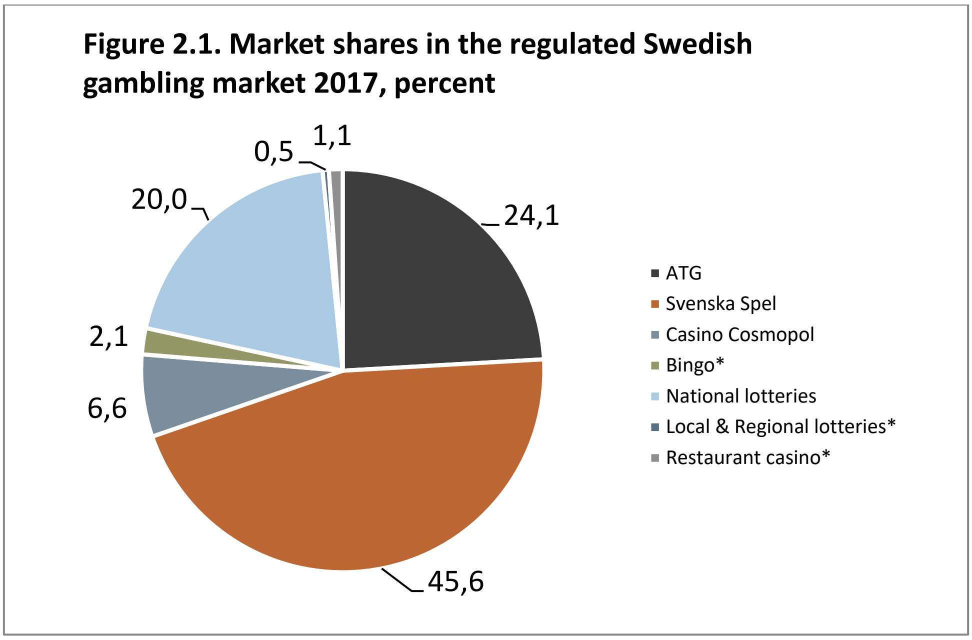
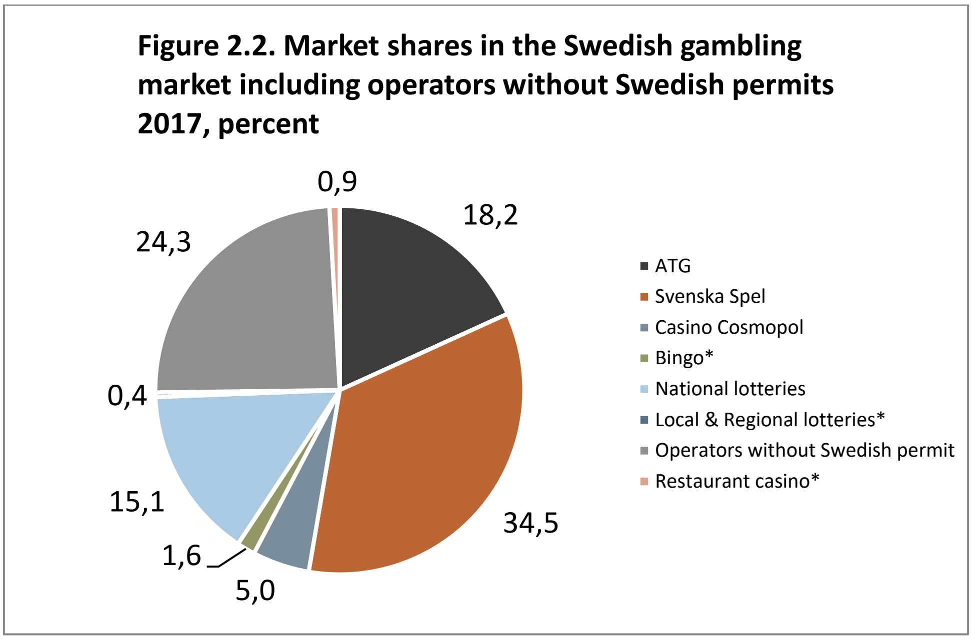
2.3 Market shares



Note: *2016

Figure 2.1 shows how Sweden's regulated gambling market was divided among the various operators in 2017. The changes in market shares have been relatively minor in recent years.



Note: *2016

Figure 2.2 shows market shares for the various operators based on the entire Swedish gambling market in 2017. This includes operators without Swedish permits. In recent years, operators without Swedish permits have increased

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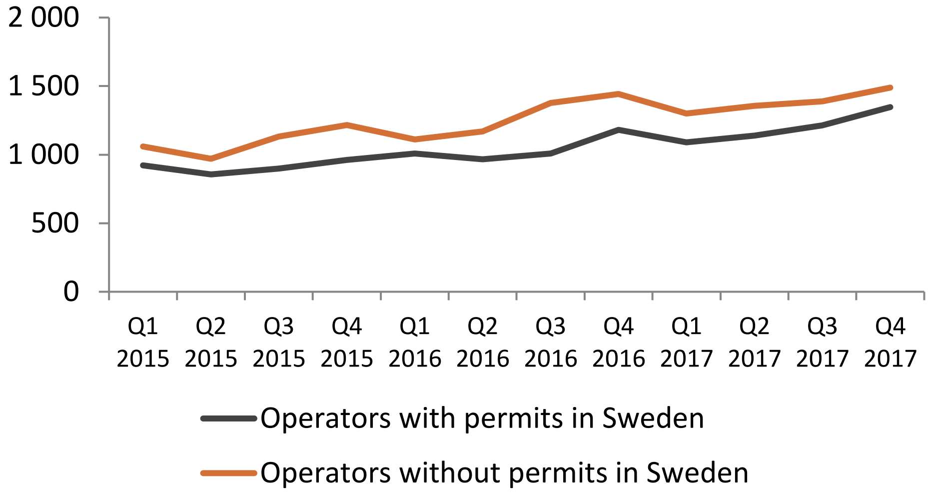
their market shares every year. In 2012, operators without Swedish permits accounted for 16.5% of the Swedish gambling market, compared with 24.3% in 2017.

2.4 Online gambling

Online gambling accounts for most of the growth in the gambling industry. This applies for operators with and without permits in Sweden.

2.3. Online gambling Q1 2015 to Q4 2017, gross gaming revenue in SEK million



Accumulated gross gaming revenue from online gambling amounted to SEK 10.3 billion in 2017. This was an increase of 11.4% compared with 2016. Operators with Swedish permits reported gross gaming revenue of SEK 4.8 billion from online gambling, an increase of 14.9%. Gross gaming revenue for operators without Swedish permits was higher, at SEK 5.5 billion, up 14.7% on the previous year.

2.5 Svenska Spel

Svenska Spel, including Casino Cosmopol, reported gross gaming revenue of almost SEK 9 billion after payment of winnings in 2017. That was a small drop of 0.1% compared with the previous year.

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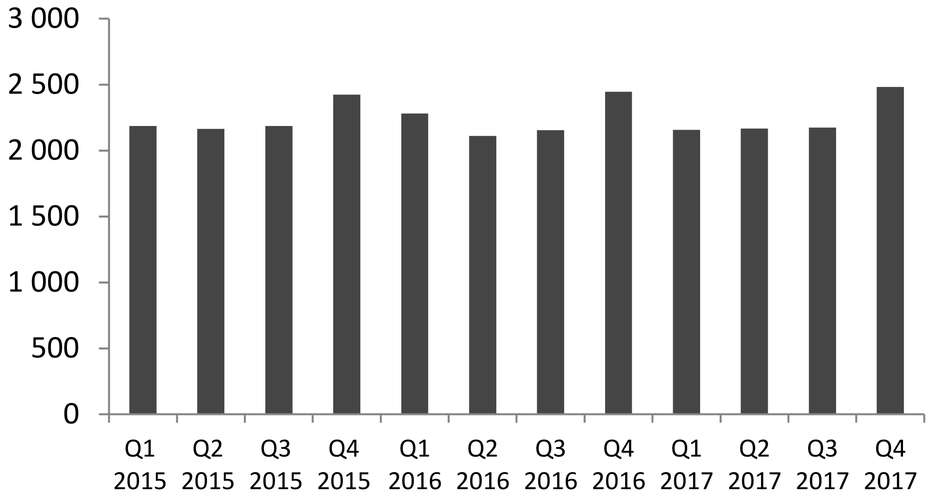
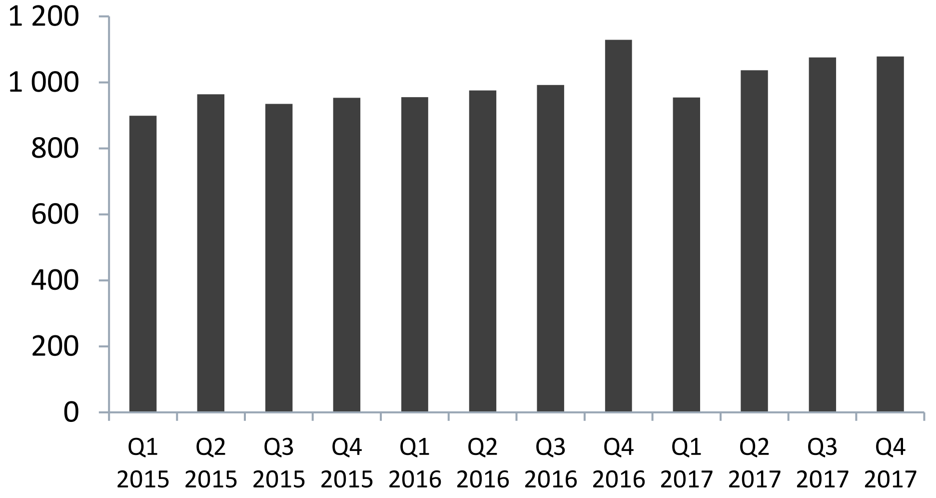
Figure 2.4. Svenska Spel, gross gaming revenue, Q1 2015 to Q4 2017, in SEK million



2.6 ATG

2.5. ATG, gross gaming revenue, Q1 2015 to Q4 2017, in SEK million



ATG reported gross gaming revenue of SEK 4.1 billion in 2017, an increase of 3.1% compared with the previous year. Online gambling increased by 13.9%, while gambling with physical gambling agents increased by 0.1% and track gambling decreased by 12%.

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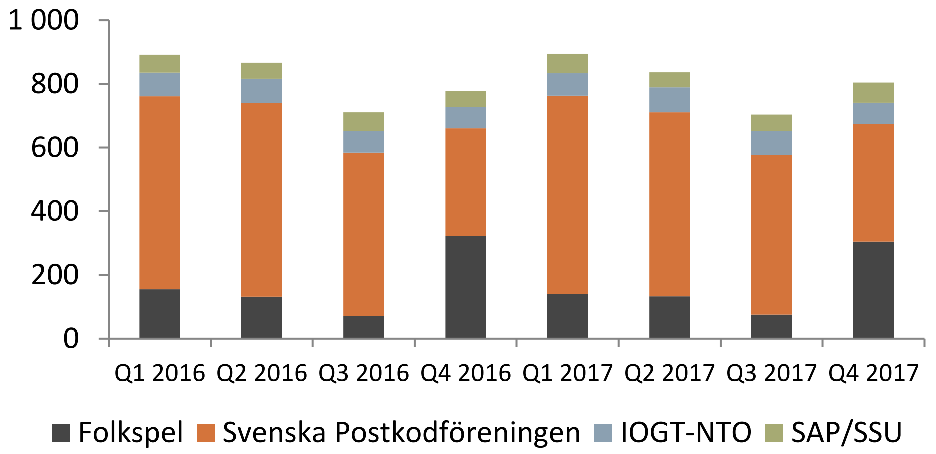
2.7 Non-governmental organizations' games and lotteries

Gross gaming revenue for non-governmental organizations from games and lotteries amounted to SEK 3.9 billion in 2017, an increase of around 0.8% compared with the previous year. National lotteries accounted for around SEK 3.4 billion.

Figure 2.6. Gross gaming revenue for operators of the four largest national lotteries, Q1 2015 to Q4 2017, in SEK million



The four largest permit holders for national lotteries (in terms of gross gaming revenue) were Svenska Postkodföreningen, Folkspel, IOGT-NTO and SAP/SSU. The largest national lottery operator was Svenska Postkodföreningen which reported gross gaming revenue of SEK 2 066 million, which was largely unchanged on the previous year.

2.8 Operators without Swedish permits

Gross gaming revenue for operators without Swedish permits is calculated at SEK 5.5 billion in 2017. This was an increase of around 14.7% compared with 2016. Betting is the largest product category for operators without Swedish permits, accounting for 42% of revenue.

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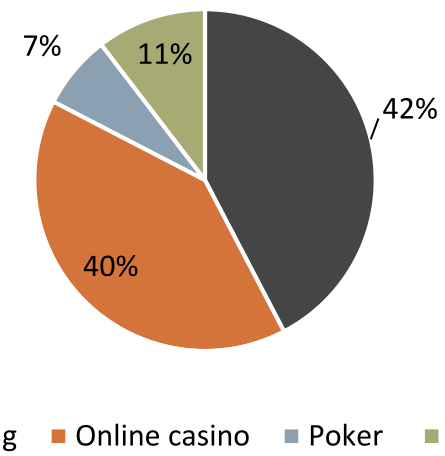
Figure 2.7. Distribution of types of gambling for operators without Swedish permits, 2017



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3 Largest gambling products

Table 3.1 shows the largest (in terms of turnover) gambling products for operators with Swedish permits. Turnover figures are shown before and after payment of winnings.

Table 3.1 – The largest products on the regulated market in 2017 (in terms of turnover *before* payment of winnings)

	2017	2016	2015	2014	2013
Postkodlotteriet	2 072	2 029	2 015	2 048	2 038
V75	1 772	1 800	1 698	1 616	1 595
Triss	1 634	1 702	1 753	1 643	1 682
Lotto	1 445	1 481	1 521	1 608	1 740
Casino Cosmopol	1 128	1 172	1 178	1 159	1 167
Vegas	1 115	1 206	1 227	1 302	1 796
Oddset	894	830	826	773	870
Keno	557	549	534	536	553
Joker	479	487	498	521	550
Eurojackpot	457				
Bingolotto	447	471	437	385	377
Stryktipset	419	401	368	359	358
V86	382	326	324	314	291
Bingo1)	i.u.	366	275	282	312
Dagens dubbel	365	369	364	382	375
V64	311	374	366	314	306
Miljonlotteriet	292	285	293	273	313
Topptipset	243	242	235	189	159
Vinnare	237	229	222	361	225
Europatipset	227	217	197	182	186

1) Based on survey data, not adjusted for non-respondents.

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Table 3.2 - The largest products on the regulated market in 2017 (in terms of turnover *after* payment of winnings)

	2017	2016	2015	2014	2013
Casino Cosmopol[1)]	5 585	5 831	5 777	5 738	5 777
V75	5 063	5 143	4 851	4 617	4 556
Vegas	4 339	4 731	4 691	4 950	6 820
Oddset	3 734	3 641	3 308	3 244	2 824
Postkodlotteriet	3 465	3 466	3 359	3 431	3 404
Triss	3 203	3 338	3 437	3 221	3 299
Lotto	2 628	2 692	2 765	2 924	3 163
Dagens dubbel	1 461	1 475	1 457	1 444	1 501
Keno	1 239	1 221	1 187	1 192	1 228
Stryktipset	1 197	1 146	1 052	1 025	1 022
Vinnare	1 185	1 161	1 029	1 117	1 127
Bingo[2)]	i.u.	1 134	934	972	1 133
V86	1 090	930	927	896	831
Eurojackpot	913				
V64	887	1 069	1 157	1 090	875
Tvilling	885	825	897	884	906
Joker	862	876	896	937	989
Topptipset	811	806	782	630	531
Bingolotto	720	759	705	621	627
V4	690	639	603	597	554

1) The statistics are based on a calculation method that allows turnover to be reported in a way that makes the figure comparable to, for example, Vegas. It should be noted that the repayment percentage will not be accurate using this calculation because it does not take replays into consideration.

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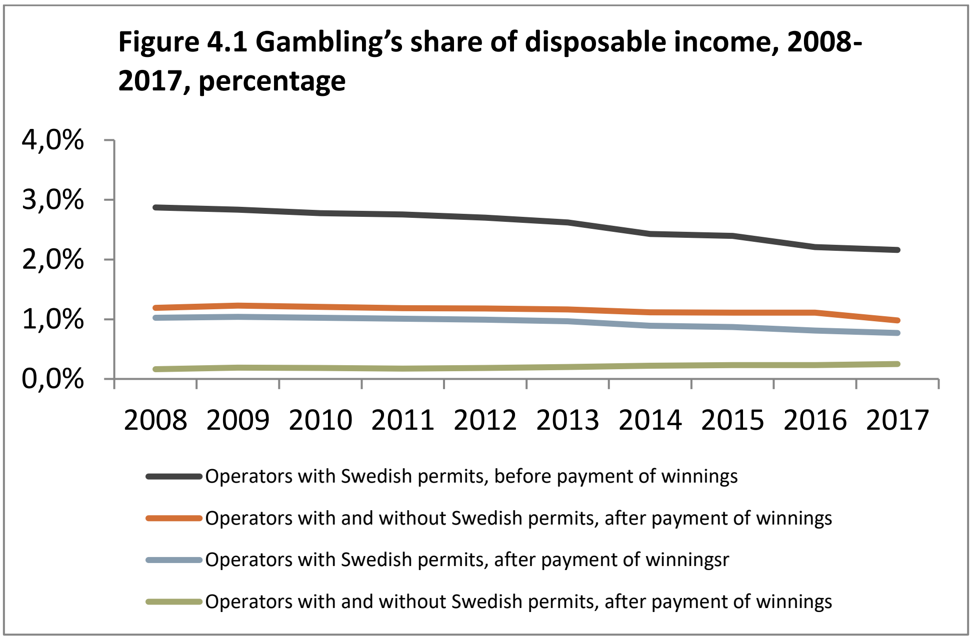
4 Gambling's share of disposable income



By studying the relationship between turnover on the gambling market and disposable income, we can obtain a picture of gambling consumption. In 2017, Swedes spent around 2.18% of their disposable income on the regulated gambling market, corresponding to SEK 6,005 for adults aged over 18.

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