



5 Future Forward Trends

Driving Lottery Growth

A 2025 Special Report



Introduction



Sarah



Carlos

Imagine in the not-so-distant future: Sarah, a core lottery player, wakes up to her daily routine. After brewing her coffee, she checks her mobile lottery app to look at the numbers from the previous night's drawing and receives a daily bonus within the app simply from checking her numbers. As she scrolls her social media feed, she notices a livestream about to begin, in which a lottery influencer is offering information about a new lottery game with convenient buy-in options. With a single click, Sarah's ticket is purchased, and she's playing the game—all without leaving her feed.

Across town, Carlos, a casual lottery player, is walking into his local convenience store. On the retailer's digital display screen, he sees an invitation to start a group for lottery play with his friends. Inspired by the idea of pooling together for better odds, Carlos is intrigued, feeling connected to a community even before he purchases a ticket.



Both Sarah and Carlos represent the new face of lottery play—players empowered by technology, driven by social connections, and motivated by a desire for simplicity and human interaction.

IGT's 2025 Lottery Trend Report identifies five key trends that reflect these emerging behaviors:

1. **Shoppable Universe:** Embedding lottery moments seamlessly into everyday digital experiences, from streaming platforms to social media.
2. **Human Encounters:** Fostering meaningful interactions and community connections, both digitally and in-person.
3. **Pure and Simple:** Delivering clear, streamlined experiences that respect players' time and reduce complexity.
4. **Competitive Mindset:** Introducing challenges and engagement opportunities that go beyond ticket purchases.
5. **Digital-First Loyalty:** Creating personalized, data-driven rewards and experiences that value engagement as much as spending.

Each of the five trends are a window into the evolution of lottery play, where personalized moments, seamless shopping, and meaningful encounters take center stage.

All data is sourced from Foresight Factory, unless otherwise specified.

Shoppable Universe

Seamless Engagement in the Digital Age

It's 5 p.m., and Sarah is heading home, watching her favorite streaming show on her tablet. Just as the episode reaches its most exciting moment, an ad appears in the corner of the screen: "Tap here for a show-themed lottery elnstant." It's a ticket based on her favorite show. She's intrigued. With one tap, Sarah buys a ticket and spends the next commercial break playing a lottery game featuring the characters she loves. The experience feels natural and was integrated seamlessly into her evening entertainment. She didn't have to stop watching the show or open a new app— the elnstant automatically appeared on her tablet.



Meanwhile, Carlos scrolls his social media feed and sees a livestream of a popular lottery influencer, who is scratching tickets from a new instants game. As Carlos watches, a prompt appears: "Join the excitement now—tap to purchase an elnstant ticket and play!" In a matter of minutes, Carlos has downloaded a lottery app, purchased his ticket, and is part of the omnichannel game, without ever leaving his feed.

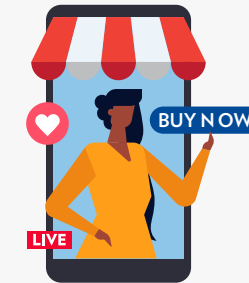


Shoppable Universe

This is the future of lottery play—the **Shoppable Universe**, where buying lottery tickets is as convenient as clicking a button, and the lines between entertainment and commerce blur. This trend has been years in the making, as earlier trend reports have highlighted growing player interest in this integration. Lotteries now have an opportunity to meet these expectations, embedding seamless experiences into players' daily digital routines, from livestreams to streaming platforms and beyond.

Why This Matters for Lotteries

Lottery players, like Sarah and Carlos, expect ease, speed, and convenience. They're already buying products in real-time through ads, social media posts, and livestreams—so why not lottery tickets? The ability to buy and play without leaving their current activity creates a frictionless experience that enhances entertainment through participation. By integrating lottery purchases into daily digital behaviors, lotteries can not only increase ticket sales but also enhance player engagement in entirely new ways.



70% of weekly lottery players participate in livestream shopping events.

Source: Foresight Factory | Base: Audience Filter among 612-3879 online respondents per country aged 16-64, March 2023



62% of weekly lottery players seek product/services advice on social media.

Source: Foresight Factory | Base: Audience Filter among 723-3761 online respondents per country aged 16-64, March 2024

Human Encounters

Building Connections in a Digital World

Carlos has always enjoyed the simplicity of buying a lottery ticket at his local store, chatting with the clerk about the newest games, and listening to stories from other players while standing in line. As he scrolls through his newly downloaded lottery app, a personalized message from the lottery team asks how his experience has been so far, offering him a chance to share feedback. He replies, and to his surprise, a customer service representative responds, providing a human element to the interaction.



Sarah, also using the lottery app, is participating in a lottery social challenge with her friends. While they're miles apart, the app provides a platform for them to chat, share their numbers, and celebrate together when they win. Sarah feels a sense of connection – an experience that she can share with others.



Human Encounters

In 2025, **Human Encounters** will continue to shape the way lotteries interact with their players. Consumers are craving personal connection in their digital experiences, even as technology advances. Lotteries that can balance high-tech offerings with human-centered interactions will stand out in this rapidly evolving landscape. From personalized customer support to social gaming experiences, this trend is about bringing the human touch back to digital channels.

Why This Matters for Lotteries

Players like Carlos and Sarah are looking for more than games; they want an experience that feels personal and social. Whether it's through a conversational customer service chat or a group play option that fosters connection, lotteries can create meaningful human encounters in both digital and physical spaces. By emphasizing social interaction, lotteries can deepen loyalty and encourage casual players to become brand advocates.



75% of weekly lottery players chat with customer service on devices like phones, tablets, or Smart TVs.

Source: Foresight Factory | Base: Audience Filter among 612-3879 online respondents per country aged 16-64, March 2024



74% of weekly lottery players write reviews about products or services on devices like phones, tablets, or Smart TVs.

Source: Foresight Factory | Base: Audience Filter among 735-3803 online respondents per country aged 16-64, March 2024

Competitive Mindset

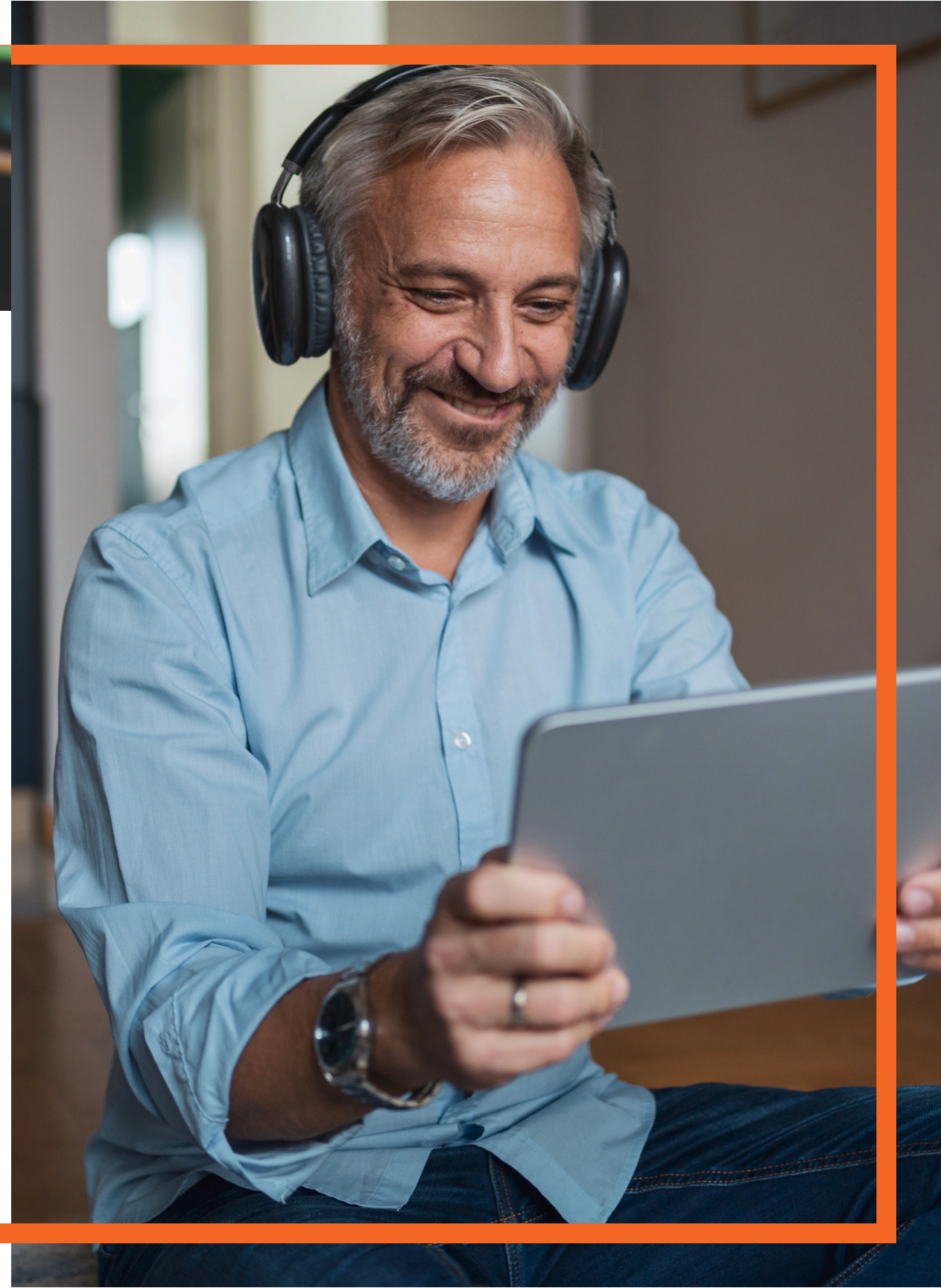


Positive Play Through Challenges

Carlos has been a casual lottery player for years, but since downloading the lottery app, he's particularly interested in a new in-app promotion. Instead of earning points for buying tickets, he's participating in daily check-ins that encourage responsible gaming practices, such as watching a short video on not overspending on lottery play. Each time Carlos completes a challenge, he earns points that can be used for second chance entries and lottery-branded merchandise.



Sarah is keeping track of her lottery spending through the app's responsible gaming features. One of her challenges this week is to check in daily and make sure she's within her self-set limits. By the end of the week, she's not only earned an extra second chance drawing entry for her responsible gaming habits, but she's also contributed to a broader community challenge that has unlocked a free entry into a second chance drawing for everyone registered.



Competitive Mindset



In 2025, lotteries can combine responsible gaming practices with the excitement of challenges, leaderboards, and community engagement. By introducing ways for players to earn points through non-purchase-related activities—like watching educational videos, checking in on their play limits, or sharing responsible gaming content on social media—lotteries can create a more balanced, sustainable experience. For the average player, this is a way to engage them in responsible gaming tools that they may not be familiar with.

Why This Matters for Lotteries

Players like Carlos and Sarah want to feel involved in more than ticket purchases. They're looking for ways to engage with lottery that are fun, rewarding, and, most importantly, sustainable. By integrating challenges that promote responsible gaming behaviors, lotteries can build trust with their players, encouraging them to stay in control of their play while enjoying the fun.



69% of weekly lottery players play online games against other people.

Source: Foresight Factory | Base: Audience Filter among 735-3803 online respondents per country aged 16-64, March 2024

Pure and Simple

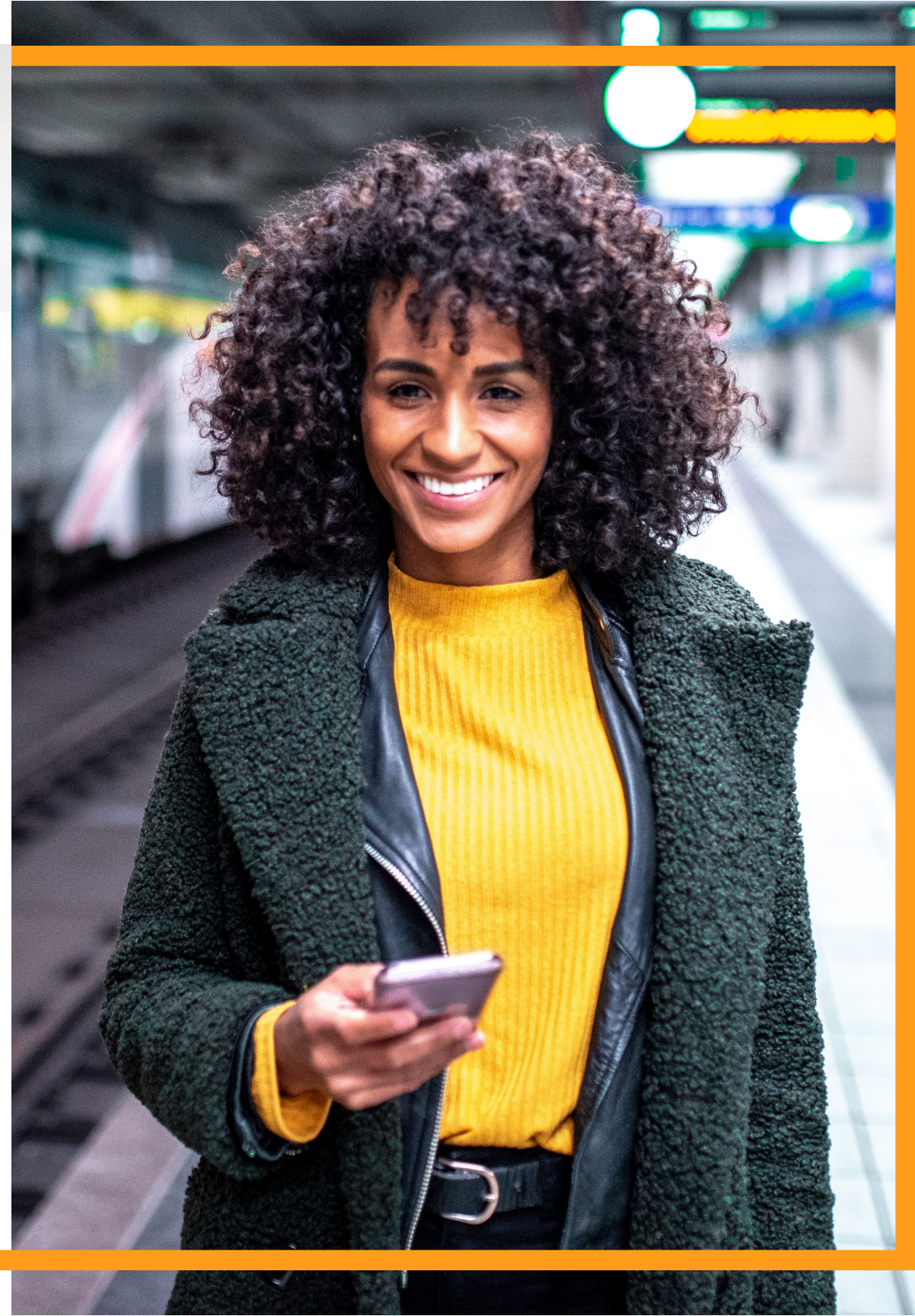


Cutting Through the Noise

It's a busy morning, and Sarah is on her way to work. She opens her lottery app, buying a ticket before her day kicks into high gear. The app's clean, minimalist design makes it easy for her to navigate. No distractions, no complicated features—just clicking a simple “Quick Play” button to select her favorite game. Without hassle, Sarah has purchased a Quick Pick ticket and is back to her busy day.



Carlos is standing in line at the grocery store, looking at a digital lottery display. He sees an ad for a new draw game: “Just Pick One Number to Play!” He scans the QR code with his eWallet and instantly buys a Cash Pop™ ticket. The game is **Pure and Simple**: pick one number for a chance to win. No need for long decisions or navigating complex instructions, instead, it's a streamlined experience that gets Carlos right to the fun part: the game.



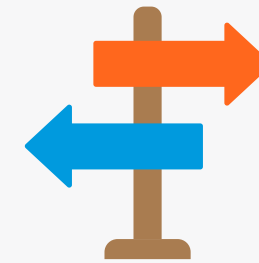
Pure and Simple



In 2025, simplicity is the key to capturing the attention of today's busy consumers. The **Pure and Simple** trend is about reducing complexity, eliminating noise, and delivering lottery experiences that are easy to understand and enjoyable to play. In a world where consumers are bombarded with information and numerous choices, lotteries that offer clear, straightforward experiences will differentiate themselves from others. Players like Sarah and Carlos want to engage with games that respect their time, offering convenience without the clutter.

Why This Matters for Lotteries

Players are juggling busy schedules and endless distractions. They don't have time to navigate complicated interfaces or figure out confusing promotions. By offering **simple, intuitive games like Cash Pop**, lotteries can tap into the growing demand for clarity and ease, and make playing the lottery a refreshing, stress-free experience. From clean app designs to fast, no-frills ticket purchasing, lotteries have an opportunity to cut through the noise and give players what they want: an easy way to play, win, and redeem.



69% of weekly lottery players feel there's too much information when making major purchase decisions.

Source: Foresight Factory | Base: Audience Filter among 603-3812 online respondents per country aged 16-64, March 2023

Digital-First Loyalty



Cultivating Personalized Experiences

Sarah updates her lottery app one afternoon and is greeted with something new: a personalized dashboard tailored to her play style. It shows her favorite games, reminds her of upcoming draws, and sends her jackpot alerts when draw games cross a certain threshold. She's thrilled—this is more than an app; it's a personalized lottery assistant that knows what she enjoys and helps her stay up to date.



Meanwhile, Carlos is participating in a new loyalty program introduced by the lottery. Every time he plays or checks in, he earns points that can be redeemed for exclusive rewards, like entries to once-in-a-lifetime experience drawings, lottery-branded swag, or discounts on future lottery tickets. It's more than playing a game; it's about being rewarded for his overall engagement, whether through social sharing, learning about positive play, or by playing his favorite games.



Digital-First Loyalty



In 2025, players expect more personalized, digital-first experiences that recognize their preferences and reward their engagement in meaningful ways. Lotteries can build **Digital-First Loyalty** by creating tailored experiences through apps, websites, and social media, focusing on player engagement beyond ticket sales. By offering personalized recommendations, loyalty points for non-monetary actions, and a sense of individual recognition, lotteries can deepen their connection with players and encourage long-term participation.

Why This Matters for Lotteries

Players like Sarah and Carlos are increasingly accustomed to digital experiences that feel tailored to them, from streaming services that recommend shows to online retailers that know their preferences. Lotteries that embrace this digital-first approach—offering personalized dashboards, tailored promotions, and loyalty rewards for a variety of actions—can create deeper, more sustained relationships with players. It's about rewarding engagement, responsibility, and loyalty.



71% of weekly lottery players want surprise recommendations based on their lifestyle habits.

Source: Foresight Factory | Base: Audience Filter among 693-3621 online respondents per country aged 16-64, March 2024

Conclusion: Leading the Future of Lottery Engagement

Entering 2025, the lottery industry faces an exciting opportunity to reshape player engagement by embracing trends that reflect evolving consumer expectations. From the seamless integration of lottery experiences in the **Shoppable Universe** to fostering deeper connections through **Human Encounters**, lotteries are poised to retain and grow their player base in innovative and meaningful ways.

By tapping into the **Competitive Mindset**, lotteries can offer challenges and goals that encourage positive play and informed participation. The trend toward **Pure and Simple** interactions highlights the importance of clarity and convenience, meeting players where they are with streamlined, enjoyable experiences. Finally, the rise of **Digital-First Loyalty** emphasizes the power of personalization, ensuring players feel valued for their engagement and loyalty.

These trends, supported by Foresight Factory data revealing the preferences and behaviors of weekly lottery players, show that lotteries have the tools to create a dynamic, player-centric future. The integration of positive play principles into these trends ensures that lotteries continue to be a source of entertainment while promoting positive, balanced play. As players seek more tailored, digital-first experiences, lotteries must evolve, providing not just games of chance, but moments of connection, joy, and community.



About IGT

IGT (NYSE:IGT) is a global leader in gaming. We deliver entertaining and responsible gaming experiences for players across all channels and regulated segments, from Lotteries and Gaming Machines to Sports Betting and Digital. Leveraging a wealth of compelling content, substantial investment in innovation, player insights, operational expertise, and leading-edge technology, our solutions deliver unrivaled gaming experiences that engage players and drive growth. We have a well-established local presence and relationships with governments and regulators in more than 100 jurisdictions around the world, and create value by adhering to the highest standards of service, integrity, and responsibility. IGT has approximately 11,000 employees. For more information, please visit www.igt.com.

About Foresight Factory

IGT is engaged in a long-term partnership with leading consumer analytics and trends agency Foresight Factory to assist lottery customers and enrich our own knowledge of consumer behavior as new trends emerge. Foresight Factory collects data, innovation-related insights, and qualitative insights, and uses them to predict future consumer needs and shifts in industry trends, assisting organizations such as IGT in developing leading strategies that are relevant both now and in the future. Foresight Factory collects data from 35,000 consumers in 27 countries (11 in Europe) in two waves each year. The findings underpin the group's futures analysis to reinforce credibility and certainty, and minimize risk in decision-making.

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