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The Future Lottery Consumer: Four Trends to Watch



Today's lottery consumers are evolving alongside broader shifts reshaping retail, entertainment, and digital engagement worldwide. Global consumer research from Euromonitor International points to changing expectations around convenience, personalization, emotional well-being, and mobile-first experiences, which are influencing how consumers interact with brands and entertainment.

While lotteries have traditionally focused on gaming-specific trends, consumers increasingly bring expectations formed by their experiences with retailers, streaming services, financial apps, and digital marketplaces. Understanding these broader behavioral shifts can help lotteries anticipate changing player expectations and identify new opportunities for engagement.

Four emerging shifts stand out for lotteries to watch in 2026.

1. Consumers Increasingly Seek Simplicity and Emotional Escape

Euromonitor reports that 58% of consumers experience moderate to extreme stress daily, while many seek ways to simplify their lives.¹

Consumers are placing greater value on low-friction experiences, familiarity, and small moments of emotional uplift. In an environment where daily life can feel financially and emotionally demanding, consumers increasingly gravitate toward affordable forms of entertainment that feel intuitive, familiar, and rewarding. For

lotteries, this reinforces the appeal of convenient play experiences and the emotional resonance of “small wins matter.”

Opportunities may include:

- **Celebrating everyday wins** by highlighting how prizes help players enjoy small luxuries, create weekend freedom or treat themselves.
- **Delivering fast and frictionless purchase experiences** through intuitive retail environments, cashless payment options, and modern self-service terminals.
- **Offering second-chance promotions or wellness-oriented prizes** that support relaxation and self-care, such as fitness subscriptions, healthy meal services, spa retreats, or meditation apps.
- **Incorporating nostalgia-driven entertainment brands, familiar themes, or retro-inspired ticket artwork** that create emotional familiarity and comfort.
- **Exploring sensory-driven experiences**, such as scented tickets featuring comforting seasonal or nostalgic scents like pine, vanilla, or hot chocolate.



Takeaway: As consumers increasingly prioritize simplicity, familiarity, and emotional well-being, lotteries may benefit from creating experiences that feel intuitive, uplifting, and easy to engage with across both retail and digital channels.

2. Personalization Expectations Continue to Rise

According to Euromonitor, 50% of consumers want products and services tailored specifically to them, while 58% seek curated experiences.¹

Broad, one-size-fits-all messaging is becoming less effective across industries as consumers respond more strongly to experiences that reflect their identities, preferences, and lifestyles. This shift may influence how lotteries approach game experiences, communications, and player engagement.

Opportunities may include:

- **Deploying CRM campaigns** with personalized offers.
- **Providing personalized product suggestions** based on past play behavior.
- **Offering games that allow players to ‘play their way’** by tailoring risk/reward based on wagers made.
- **Engaging loyal players** in the product development process to create games that resonate with this audience.
- **Dynamically presenting digital content** based on player attributes.

Takeaway: Evolving demographics, changing digital behaviors, and growing demand for individualized engagement may continue shaping future lottery strategies.

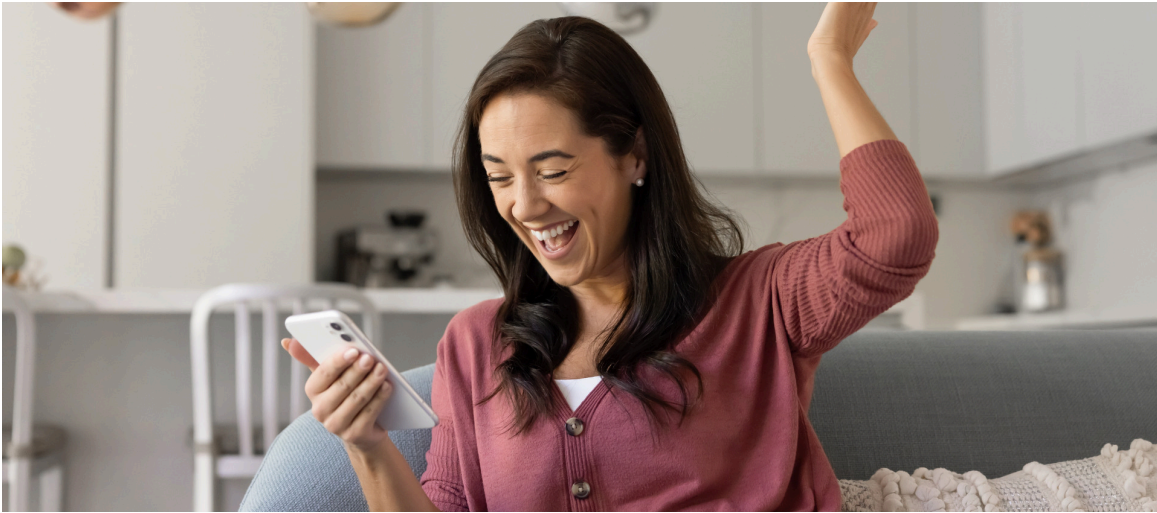
3. Digital Convenience is Becoming a Baseline Expectation

Euromonitor found that 3 in 4 consumers now track aspects of their lives through apps or digital devices, reflecting broader comfort with technology-enabled experiences.¹

Consumers increasingly expect seamless, mobile-first experiences that combine entertainment, convenience, and personalization. At the same time, social commerce and mobile ecosystems continue influencing how consumers discover and engage with brands. For lotteries, this may further accelerate expectations around mobile participation, frictionless digital journeys, and interactive engagement experiences.

Lotteries could provide:

- **Loyalty programs** with achievement-based challenges.
- **Mobile payment options and virtual payout cards** for seamless payment and payout experiences.
- **Digital promotions and game experiences** that bridge physical and digital play, bringing players into the lottery ecosystem and encouraging ongoing engagement.



Takeaway: Platforms that blend content, entertainment, and commerce are shaping expectations for speed, simplicity, and engagement.

4. Trust and Transparency Matter More Than Ever

More than 50% of consumers only buy from brands or companies they completely trust.¹

As consumers navigate growing digital complexity and economic uncertainty, trust continues to play a central role in purchasing decisions and brand loyalty. Consumers increasingly value authenticity, transparency, and experiences that feel responsible and credible. For lotteries, maintaining public trust remains foundational.

Examples may include:

- **Advertising campaigns** featuring local and regional winners.
- **Messaging that brings good cause funding to life** by showcasing its positive impact on local communities statewide.
- **Continuing to strengthen responsible gaming programs that:**
 - Make game odds, prize structures, and rules easy to find and understand.
 - Support informed play by addressing common lottery myths and misconceptions.
 - Provide tools that help players maintain control of their play, such as iLottery budget setting.

- Reinforce player well-being through responsible gaming awareness initiatives and easy access to problem gambling resources.

Takeaway: Trust will continue to extend beyond security and integrity to include how lotteries communicate, engage players responsibly, and deliver clear, transparent experiences across retail and digital channels.

Final Word

Lottery consumers are shaped by many of the same forces that are transforming retail, entertainment, and digital engagement globally. Simplicity, personalization, mobile convenience, and trust are increasingly interconnected expectations across industries. As consumer behaviors continue evolving, understanding broader lifestyle and engagement trends may become just as important as understanding traditional lottery play patterns alone.

Source: ¹Euromonitor International, *Top Global Consumer Trends 2026*, Published in Nov. 2025

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