

Powering Play, Redefining Self-Service Lottery



Retail is changing at lightning speed. Shoppers expect convenience, speed and control — and self-service has become the standard. A recent [PYMNTS](#) study found that **84% of U.S. consumers enjoy using self-service kiosks, with two-thirds preferring them over staffed checkouts.**

For lotteries, this shift isn't just a trend — it's an opportunity to reinvent how games are bought, sold and experienced. And with the award-winning *PlayCentral* family of lottery self-service kiosks, Scientific Games is leading the way.

Players Want It. Retailers Need It.

Industry data showed a near **30% increase in U.S. lottery self-service terminals** from 2018–2023. More recently, global forecasts project the self-service lottery terminal market will grow from **\$1.2 billion in 2024 to \$2.5 billion by 2033 — a nearly 9% annual growth rate.** North America alone represents about **35% of worldwide revenue for self-service terminals**, underscoring its leadership in adoption ([Verified Market Reports](#)).

The takeaway? The trajectory of self-service is only accelerating — and lotteries can capture significant growth.

Scientific Games' *PlayCentral* models deliver exactly that. Already deployed in tens of thousands of locations, *PlayCentral* adapts to any retailer format — from big box chains to mom-and-pop stores — offering:

- A full suite of instant, draw, and Fast Play games
- Cashless and mobile payment options
- Built-in ticket checking and validation
- Smart, data-driven game recommendations with *GameChoice*



What Sets PlayCentral Apart?

Sleek, state-of-the-art *PlayCentral* models now all feature *GameChoice*, a ground-breaking industry innovation that uses AI and advanced SG Analytics to deliver dynamic product recommendations — making it easier for players to discover new games and navigate their self-service journey. In its first month for one U.S. state lottery, 10,000 self-service kiosks with *GameChoice* resulted in:

- Game recommendations in 9 million+ shopping baskets
- Generating ~\$9.8 million in retail sales
- Revenue impact to the lottery is estimated at \$280,000 per day or \$105 million per year

According to [Bizrate](#), 41% of U.S. consumers ages 18-29 who use online product recommendations actively seek them when making any purchase — and 79% said they had purchased a product based on product recommendations.



What also sets *PlayCentral* apart is the option to integrate *SCiQ*, Scientific Games' retail ecosystem system that tracks every instant scratch game sold in real time. For lotteries and retailers, *SCiQ* means:

- One-button reporting and reconciliation — seconds instead of 30 minutes
- Automated restocking alerts to avoid game out-of-stocks
- Pack activation at the bin for faster turnaround, less staff time
- Market basket insights to see games players are buying together

The impact is clear. Retailers using *PlayCentral Powered by SCiQ* have reported **double-digit** sales lifts, with one top-performing lottery seeing a **19% increase in SCiQ-enabled stores**. Convenience leaders like 7-Eleven have credited *SCiQ* with **boosting lottery sales by as much 20%**.

Future-Proofing Lottery Retail with Digital

The next generation of players expect digital-first convenience everywhere. Digital lottery experiences aren't limited to full-line iLottery programs. Scientific Games' new *PlayCentral* self-service kiosks support a wide array of digital experiences, including:

- Seamless loyalty integrations connecting lottery to broader retail ecosystems
- Second-chance play and hybrid games
- Personalized recommendations powered by AI
- Transformative cashless payment options

By owning digital integration, lotteries can actually strengthen their retail presence and use digital channels to capture new retail players. With the right digital retail strategy and technology solutions, this can seamlessly accelerate retail growth and the future of lottery sustainability.

Game Changer for the Future

Self-service isn't tomorrow's trend — it's today's reality. Players are demanding it. Retailers are embracing it. And lotteries are already seeing measurable sales growth.

With *PlayCentral*, Scientific Games is delivering proven, data-driven solutions that redefine self-service lottery — creating convenience for players, efficiency for retailers and growth for lotteries.

Best of all, with the *PlayCentral* family of kiosks, one size does not fit all. With a broad range of form factors, feature sets and configurations, models meet the diverse needs of retailers.

That's the future of lottery.



PLAYCentral®

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American Business Awards**

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International Business Awards**

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Supplier of the Year for Product**

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