

# Player Behaviour: One Thing That's Shifting



Emma Cross | July 2025 | Free

This month, one clear change has emerged in player behaviour: spend is becoming more concentrated. Rather than expanding through large volumes of new players, operators are seeing greater depth of activity among existing users. That means longer sessions, larger bet sizes, or more frequent visits from the same accounts, without corresponding growth in customer numbers.

## Maturing Market

This shift reflects a maturing market environment, particularly in regulated jurisdictions where acquisition costs are high and promotional levers are restricted.

## Player Value

Players who are already engaged are proving more valuable, while casual or occasional participation appears to be tapering.

## New Challenges

This creates new pressure for product and marketing teams. The challenge is not how to reach more players, but how to hold the attention and value of those already on the platform

It also places greater emphasis on experience. Generic content or flat personalisation will struggle to retain these higher-value users. Instead, operators must think more precisely about how product formats, game mechanics, and reward structures serve different tiers of engagement.

- Understanding this behavioural adjustment is critical for anyone planning roadmaps, budgets, or retention strategies into Q3.

Pro and Elite members receive a full breakdown of behavioural signals and commercial implications every month.