

How do Irish and British online casinos compare?

The online casino industry in Ireland and the UK is worth more than £5bn, with players able to enjoy a broad selection of high-quality slots and table games. There is a strong gaming culture that ties both countries, but how does that translate to the online casino experience?

In this blog, we'll explore how Irish and British casinos compare and what makes them unique, taking a closer look at regulations, game selection, bonuses and more.



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Irish online casinos vs British online casinos: regulation

One major difference between online casinos in Ireland and the UK has traditionally been regulation, though this is changing. Ireland is now closing the gap. The UK has had a single regulatory body – the Gambling Commission – enforcing strict

rules, regulating operators and providing oversight since 2005. This meant online casinos in Britain had to meet higher standards to get a licence and implement stronger player protections.

In contrast, Ireland's casino laws were built around the much older Gaming and Lotteries Act of 1956, which couldn't cater for the demands of online gaming. However, the arrival of the Gambling Regulation Bill, which passed into law in 2024, should finally bridge the gap and bring Ireland more in line with the UK and other countries. Online casinos are likely to operate on an equal footing in the coming years.

Irish online casinos vs British online casinos: game selection

In terms of game selection, both Irish and British online casinos offer an excellent range of titles and game types. One common theme is the popularity of slots; both countries have a soft spot for multiple paylines, reels and bonus rounds.

However, there are subtle, localised differences in player preferences. British consumers like slots with the Megaways mechanism. They seem to prefer gameplay that constantly evolves, and in many cases, offers the potential for big jackpots. On the other hand, Irish players prefer classic slot games with lower volatility, often themed around [Irish culture, folklore and imagery](#).

This continues with table games, where Irish players gravitate towards roulette and other game types that require a healthy slice of luck and less strategizing. British players like these too, but they generally look for a broader range of table games, especially those centred around poker and the Texas Hold'em variant.

It's important to note that not every gamer shares these national characteristics. Both Irish and British casinos offer a wide choice of games from top-tier developers to ensure the

preferences of all players are met.

Irish online casinos vs British online casinos: bonuses and promotions

Bonuses and promotions are a big draw for players on both sides of the Irish Sea. Online casinos regularly look to attract new players with enticing welcome bonuses and other freebies that make initial deposits go further.

If you have a look on [Irishluck](#), a trusted review platform for Irish online casinos, you'll notice that most operators are big on free spins – a feature that allows players to enjoy slots and try out games without the risk of losing money. There are also lots of cashback offers to attract and retain players who want to invest more time and money at the tables. Irish casinos are also slightly more relaxed in the requirements to trigger these bonuses.

As the UK is a bigger and more competitive market, casinos there are likely to run more seasonal and event-based promotions to appeal to new players.

Irish online casinos vs British online casinos: payment methods

You can expect a secure, top-class service at online casinos in both countries. The strict regulations in place ensure games are always fair, and payment methods are secure and transparent. However, again, there are subtle differences based on local preferences.

In the UK, casinos offer multiple payment methods. The days of only being able to transact via bank transfer are long gone. Players can now make deposits with credit and debit cards, [digital wallets](#) (PayPal, Skrill), prepaid cards and even cryptocurrencies.

Irish casinos also give players different options, but they

are more likely to include a payment service provider such as Trustly as a way to make fast deposits and withdrawals. The e-wallets might also be slightly different, with Neteller being more popular in Ireland.

Irish online casinos vs British online casinos: mobile experience

Online casinos in the UK have invested heavily in building proprietary apps and optimising sites for smartphones. Irish casinos are following suit as they cater to the shift towards mobile gaming. While Ireland's market is slightly smaller, players will have no problem accessing high-quality experiences on smartphones and tablets. Most casino sites have mobile apps, too – the absence of one is often deemed a negative for those who prefer to play on the go.

Irish casinos vs British online casinos: customer support

Finally, Irish casinos are quickly catching up when it comes to customer support. It's common for the best sites to offer round-the-clock support to customers via email, phone and live chat. As the Irish casino industry grows, customer support systems will likely develop and improve in tandem. The UK, with its well-established regulatory framework, already excels in this area.

To conclude, Irish and British casinos share many similarities. You won't suffer a shortage of excellent games and mobile experiences in either country. The main differences are due to local preferences and Ireland's faster-evolving gaming scene. The future looks bright for online casino players in both countries.