

Online Poker Market: Global Industry Analysis, Trends, Market Size, and Forecasts up to 2030

Market Report | 2023-08-29 | 350 pages | Infinium Global Research and Consulting Solutions

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Report description:

The report on the global online poker market provides qualitative and quantitative analysis for the period from 2021-2030. The revenue generated by the market was USD 59.35 billion in 2022 and is expected to reach 155.36 billion in 2030, with a CAGR of 11.14% till 2030 during the projected period 2023-2030. The study on online poker market covers the analysis of the leading geographies such as North America, Europe, Asia Pacific, and RoW for the period of 2021-2030.

Online poker is a game that is played over the internet, offering a digital version of the traditional card game. Players from around the world participate on online platforms, competing against each other for monetary winnings. These platforms provide a wide range of poker games and formats, catering to different player preferences. The growth of the online poker market is driven by several factors such as the increasing use of smartphones and tablets has made online poker more accessible and convenient. Players can now enjoy poker games on their mobile devices anytime, anywhere, boosting engagement and participation. Additionally, the popularity of online poker tournaments contributes to market growth. Tournaments offer players the opportunity to compete for a share of the prize pool, adding excitement and attracting a competitive player base. Furthermore, the online poker market benefits from technological advancements, such as improved graphics, user-friendly interfaces, and seamless gameplay experiences.

Texas Hold'em is expected to capture a significant share of the global online poker market due to its widespread popularity and preference among players. The game's simplicity and ease of learning have made it accessible to a broad range of players, including beginners. Additionally, Hold'em offers a variety of different variations, such as, No Limit Hold'em, Pot Limit Hold'em, and Fixed Limit Hold'em, which cater to different playing styles and preferences. This variety ensures that there are options available to suit the diverse player base. As a result, Texas Hold'em has become the dominant game in online poker, with a high level of participation and engagement worldwide. Its popularity is expected to continue driving its significant share in the global online poker market.

Europe is expected to have the largest share of the online poker market, primarily driven by the legalization of online gambling in several countries within the region. Countries such as the UK, Germany, Italy, Poland, Malta, and Spain have implemented regulations that support the growth of the online gambling industry. Additionally, the region benefits from a population with high disposable income and a preference for leisure activities, contributing to the increasing popularity of online gambling, including

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online poker. The rapid growth of the mobile gaming market in Europe is another factor expected to have a positive impact on the online poker sector. As more players engage in online poker through their mobile devices, it further expands the market's reach and enhances accessibility.

Report Findings

1) Drivers

- The global reach and accessibility of the online poker are the key drivers fueling the growth of the market.
- Online poker sites leverage attractive bonuses, promotions, and loyalty programs to retain players. Welcome bonuses, deposit match offers, and free roll tournaments attract new players, while loyalty programs reward regular players, fostering customer retention and engagement.

2) Restraints

- The legal restrictions in various jurisdictions some countries and regions have strict gambling laws that either ban online poker outright or impose heavy operational restrictions.

3) Opportunities

- The adoption of blockchain technology may create an opportunity in the market. Blockchain technology offers various advantages in online poker such as security, speed, and accessibility.

Research Methodology

A) Primary Research

Our primary research involves extensive interviews and analysis of the opinions provided by the primary respondents. The primary research starts with identifying and approaching the primary respondents, the primary respondents are approached include

1. Key Opinion Leaders associated with Infinium Global Research
2. Internal and External subject matter experts
3. Professionals and participants from the industry

Our primary research respondents typically include

1. Executives working with leading companies in the market under review
2. Product/brand/marketing managers
3. CXO level executives
4. Regional/zonal/ country managers
5. Vice President level executives.

B) Secondary Research

Secondary research involves extensive exploring through the secondary sources of information available in both the public domain and paid sources. At Infinium Global Research, each research study is based on over 500 hours of secondary research accompanied by primary research. The information obtained through the secondary sources is validated through the crosscheck on various data sources.

The secondary sources of the data typically include

1. Company reports and publications
2. Government/institutional publications
3. Trade and associations journals
4. Databases such as WTO, OECD, World Bank, and among others.
5. Websites and publications by research agencies

Segment Covered

The global online poker market is segmented on the basis of type, application, platform, payment mode, and end user.

The Global Online Poker Market by Type

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- Texas Hold'em Poker
- Omaha
- 7-Card Stud
- 5-Card Draw
- Follow the Queen

The Global Online Poker Market by Application

- Gambling
- Entertainment

The Global Online Poker Market by Platform

- PC
- Tablet
- Smartphone
- Gaming Console
- Arcade Games

The Global Online Poker Market by Payment Mode

- Credit Cards
- Debit Cards
- Net Banking

The Global Online Poker Market by End User

- Gambling Enthusiasts
- Young, and Adults

Company Profiles

The companies covered in the report include

- PokerStars
- GGPoker
- 888poker
- Online Poker/Partypoker
- Bovada
- Unibet
- Zaubra Corp.
- ACRpoker.eu
- Zynga Inc.
- Bet365 Group Ltd

What does this Report Deliver?

1. Comprehensive analysis of the global as well as regional markets of the online poker market.
2. Complete coverage of all the segments in the online poker market to analyze the trends, developments in the global market and forecast of market size up to 2030.
3. Comprehensive analysis of the companies operating in the global online poker market. The company profile includes analysis of product portfolio, revenue, SWOT analysis and latest developments of the company.
4. IGR- Growth Matrix presents an analysis of the product segments and geographies that market players should focus to invest, consolidate, expand and/or diversify.

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