

U.S Fantasy Sports Market - Focused Insights 2023-2028

Market Report | 2023-12-06 | 63 pages | Arizton Advisory & Intelligence

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Report description:

REPORT OVERVIEW

The US fantasy sports market will be valued at around \$3,457.76 MN in 2022. This report provides complete information regarding adopting fantasy sports in the US region. Factors such as the rising demand for augmented reality (AR) & virtual reality (VR) enabled fantasy sports to increase popularity among the Millennial & Gen Z population. These are anticipated to surge the demand for fantasy sports in the region during the forecast period. Furthermore, major players focus on strategic agreements, acquisitions, and collaboration with emerging players to enter the US fantasy sports market to gain access to commercially launched products.

KEY HIGHLIGHTS:

- Fantasy sports has witnessed considerable growth in the number of users engaged in playing the various contests offered by vendors. With the advent of the DFS model, key vendors, namely FanDuel and DraftKings, have garnered successful fan attention.

- The key strategy for their growth has remained the extensive offerings of fantasy sports categories, along with additional supportive information that enables fans to make real-time decisions regarding team selection and contests being entered. Furthermore, in the coming years, one can expect the market for fantasy sports to witness significant growth owing to the innovative business models offered and a consistent chain of users engaging with their platforms.

- Unlike the traditional fantasy sports model, where players mostly play with their co-workers or peers, the DFS model enables them to play online with thousands of other players. This, in turn, is expected to raise the demand for higher fan engagement and, subsequently, the growth of the fantasy sports business nationwide.

- Considering that millennials are the largest adult generation in the world's most powerful country (the US), the market in the

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region has become a soft target for fantasy sports vendors to expand their footprint. The digitalizing economy is a boon for fantasy sports vendors owing to the high availability of smartphones across the region.

-□The market for fantasy sports in the US has remained positive for the vendors, and this trend is expected to continue during the forecast period. With regulations easing across many states in the US, coupled with technological advancements and strategic partnerships, one can certainly look towards transformational growth for the fantasy sports business in the region.

LIST OF VENDORS

Key Vendors

- DraftKings
- FanDuel
- Yahoo
- ESPN
- Paramount

Other Prominent Vendors

- Boom Fantasy
- FantasyDraft
- Fantrax
- NFL (National Football League)
- Sleeper
- RealTime Fantasy Sports
- SportsHub Games Network
- FleaFlicker
- The Huddle
- MyFantasyLeague

REPORT HIGHLIGHTS

SEGMENTATION & FORECAST

- Sport (Revenue)
- Fantasy Football
- Fantasy Soccer
- Fantasy Basketball
- Fantasy Baseball
- Fantasy Hockey
- Fantasy Golf
- Fantasy Cricket
- Other Fantasy Sports

- Gender (Revenue)
- Male
- Female

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- Platform (Revenue)
- Application
- Website

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