

Global Online Sports Betting Market Report and Forecast 2024-2032

Market Report | 2024-04-16 | 190 pages | EMR Inc.

AVAILABLE LICENSES:

- Single User License \$2999.00
- Five User License \$3999.00
- Corporate License \$4999.00

Report description:

Global Online Sports Betting Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global online sports betting market size reached a value of USD 66.91 billion in 2023. Aided by the increasing digital penetration and the liberalisation of betting laws in numerous countries, the market is projected to further grow at a CAGR of 10.2% between 2024 and 2032 to reach a value of USD 163.42 billion by 2032. Online sports betting involves wagering on the outcomes of sports events via internet-based platforms. This market segment has seen a rapid expansion with the advent of mobile technology and the growing availability of high-speed internet. Participants in online sports betting can place bets on a variety of sports, including football, basketball, baseball, horse racing, and more, from the comfort of their homes or on the go through mobile devices.

The global online sports betting market growth is chiefly driven by the increasing adoption of smartphones and the widespread availability of cost-effective internet services. These factors have made online betting more accessible to a broader audience worldwide. Additionally, the shift in consumer behaviour towards online entertainment options and the growing acceptance of betting as a form of leisure are also significant contributors to the market's growth.

Another crucial driver propelling the global online sports betting market expansion is the legislative changes across various countries that have legalised online betting, opening up new markets for operators. The regulatory landscape continues to evolve, with more regions recognising the economic benefits of regulated online sports betting, such as tax revenue and job creation. Operators are increasingly leveraging technologies like artificial intelligence (AI) and machine learning (ML) in the global online sports betting market to enhance user experience and operational efficiency. AI is used for personalising betting experiences and providing customized recommendations, while ML algorithms are employed to manage risks and detect fraudulent activities. The availability of live betting options, where bets are placed on events as they occur, has significantly increased the attractiveness of online sports betting. Many platforms also offer live streaming of sports events, enhancing user engagement and satisfaction by allowing bettors to watch the events they wager on in real time.

As per the global online sports betting market analysis, operators are expanding the range of betting products available to include not only traditional sports but also esports, virtual sports, and entertainment events. This diversification helps attract a younger demographic and caters to a broader audience. As the market grows, so does the focus on responsible gambling. Online betting

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

sites are implementing more robust measures to prevent gambling addiction, including setting betting limits, self-exclusion tools, and mechanisms to spot problem gambling behaviours early.

As per the global online sports betting market outlook, in recent years, the online sports betting sector has seen considerable innovation, with new platforms emerging and existing ones expanding their service offerings. Strategic partnerships between betting companies and sports leagues or teams have become more common, enhancing brand visibility and market reach. Furthermore, technological advancements in secure payment methods have also facilitated market growth, with blockchain and cryptocurrency providing new ways to handle transactions securely and efficiently.

Looking ahead, the global online sports betting market share is set for substantial growth, with technological innovations and regulatory advancements playing key roles. As the market matures, operators will likely focus more on user safety and ethical betting practices, which will be crucial for sustainable growth. The continued legalisation of online betting in new markets and the increasing prevalence of internet-based devices will further drive the expansion of this dynamic market.

Market Segmentation □

The market can be divided based on betting type, sports type, device, and region.

Market Breakup by Betting Type

- Fixed Odds Wagering
- Live/In-Play Betting

Market Breakup by Sports Type

- Football
- Cricket
- Basketball
- Baseball
- Horse Racing
- E-Sports
- Others

Market Breakup by Device

- Desktop
- Mobile

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global online sports betting market. Some of the major players explored in the report by Expert Market Research are as follows:

- 888 Holdings Plc
- Tabcorp Group
- Wynn Resorts, Limited
- Entain PLC
- MGM Resorts International
- Boyd Resorts International
- Light & Wonder, Inc.
- Penn Entertainment, Inc.
- Kindred Group PLC

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- The Stars Group

- Others

About Us

Acquire unparalleled access to critical industry insights with our comprehensive market research reports, meticulously prepared by a team of seasoned experts. These reports are designed to equip decision-makers with an in-depth understanding of prevailing market trends, competitive landscapes, and growth opportunities.

Our high-quality, data-driven analysis provides the essential framework for organisations seeking to make informed and strategic decisions in an increasingly complex and rapidly evolving business environment. By investing in our market research reports, you can ensure your organisation remains agile, proactive, and poised for success in today's competitive market.

Don't miss the opportunity to elevate your business intelligence and strengthen your strategic planning. Secure your organisation's future success by acquiring one of our Expert Market Research reports today.

*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

Table of Contents:

- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
 - 3.1 Market Definition and Outlook
 - 3.2 Properties and Applications
 - 3.3 Market Analysis
 - 3.4 Key Players
- 4 Key Assumptions
- 5 Executive Summary
 - 5.1 Overview
 - 5.2 Key Drivers
 - 5.3 Key Developments
 - 5.4 Competitive Structure
 - 5.5 Key Industrial Trends
- 6 Market Snapshot
 - 6.1 Global
 - 6.2 Regional
- 7 Opportunities and Challenges in the Market
- 8 Global Online Sports Betting Market Analysis
 - 8.1 Key Industry Highlights
 - 8.2 Global Online Sports Betting Historical Market (2018-2023)
 - 8.3 Global Online Sports Betting Market Forecast (2024-2032)
 - 8.4 Global Online Sports Betting Market by Betting Type
 - 8.4.1 Fixed Odds Wagering
 - 8.4.1.1 Historical Trend (2018-2023)
 - 8.4.1.2 Forecast Trend (2024-2032)
 - 8.4.2 Live/In-Play Betting
 - 8.4.2.1 Historical Trend (2018-2023)
 - 8.4.2.2 Forecast Trend (2024-2032)
 - 8.5 Global Online Sports Betting Market by Sports Type
 - 8.5.1 Football
 - 8.5.1.1 Historical Trend (2018-2023)

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 8.5.1.2 Forecast Trend (2024-2032)
- 8.5.2 Cricket
 - 8.5.2.1 Historical Trend (2018-2023)
 - 8.5.2.2 Forecast Trend (2024-2032)
- 8.5.3 Basketball
 - 8.5.3.1 Historical Trend (2018-2023)
 - 8.5.3.2 Forecast Trend (2024-2032)
- 8.5.4 Baseball
 - 8.5.4.1 Historical Trend (2018-2023)
 - 8.5.4.2 Forecast Trend (2024-2032)
- 8.5.5 Horse Racing
 - 8.5.5.1 Historical Trend (2018-2023)
 - 8.5.5.2 Forecast Trend (2024-2032)
- 8.5.6 E-Sports
 - 8.5.6.1 Historical Trend (2018-2023)
 - 8.5.6.2 Forecast Trend (2024-2032)
- 8.5.7 Others
- 8.6 Global Online Sports Betting Market by Device
 - 8.6.1 Desktop
 - 8.6.1.1 Historical Trend (2018-2023)
 - 8.6.1.2 Forecast Trend (2024-2032)
 - 8.6.2 Mobile
 - 8.6.2.1 Historical Trend (2018-2023)
 - 8.6.2.2 Forecast Trend (2024-2032)
- 8.7 Global Online Sports Betting Market by Region
 - 8.7.1 North America
 - 8.7.1.1 Historical Trend (2018-2023)
 - 8.7.1.2 Forecast Trend (2024-2032)
 - 8.7.2 Europe
 - 8.7.2.1 Historical Trend (2018-2023)
 - 8.7.2.2 Forecast Trend (2024-2032)
 - 8.7.3 Asia Pacific
 - 8.7.3.1 Historical Trend (2018-2023)
 - 8.7.3.2 Forecast Trend (2024-2032)
 - 8.7.4 Latin America
 - 8.7.4.1 Historical Trend (2018-2023)
 - 8.7.4.2 Forecast Trend (2024-2032)
 - 8.7.5 Middle East and Africa
 - 8.7.5.1 Historical Trend (2018-2023)
 - 8.7.5.2 Forecast Trend (2024-2032)
- 9 North America Online Sports Betting Market Analysis
 - 9.1 United States of America
 - 9.1.1 Historical Trend (2018-2023)
 - 9.1.2 Forecast Trend (2024-2032)
 - 9.2 Canada
 - 9.2.1 Historical Trend (2018-2023)
 - 9.2.2 Forecast Trend (2024-2032)

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 10 Europe Online Sports Betting Market Analysis
 - 10.1 United Kingdom
 - 10.1.1 Historical Trend (2018-2023)
 - 10.1.2 Forecast Trend (2024-2032)
 - 10.2 Germany
 - 10.2.1 Historical Trend (2018-2023)
 - 10.2.2 Forecast Trend (2024-2032)
 - 10.3 France
 - 10.3.1 Historical Trend (2018-2023)
 - 10.3.2 Forecast Trend (2024-2032)
 - 10.4 Italy
 - 10.4.1 Historical Trend (2018-2023)
 - 10.4.2 Forecast Trend (2024-2032)
 - 10.5 Others
- 11 Asia Pacific Online Sports Betting Market Analysis
 - 11.1 China
 - 11.1.1 Historical Trend (2018-2023)
 - 11.1.2 Forecast Trend (2024-2032)
 - 11.2 India
 - 11.2.1 Historical Trend (2018-2023)
 - 11.2.2 Forecast Trend (2024-2032)
 - 11.3 ASEAN
 - 11.3.1 Historical Trend (2018-2023)
 - 11.3.2 Forecast Trend (2024-2032)
 - 11.4 Australia
 - 11.4.1 Historical Trend (2018-2023)
 - 11.4.2 Forecast Trend (2024-2032)
 - 11.5 South Korea
 - 11.5.1 Historical Trend (2018-2023)
 - 11.5.2 Forecast Trend (2024-2032)
 - 11.6 Others
- 12 Latin America Online Sports Betting Market Analysis
 - 12.1 Brazil
 - 12.1.1 Historical Trend (2018-2023)
 - 12.1.2 Forecast Trend (2024-2032)
 - 12.2 Argentina
 - 12.2.1 Historical Trend (2018-2023)
 - 12.2.2 Forecast Trend (2024-2032)
 - 12.3 Mexico
 - 12.3.1 Historical Trend (2018-2023)
 - 12.3.2 Forecast Trend (2024-2032)
 - 12.4 Others
- 13 Middle East and Africa Online Sports Betting Market Analysis
 - 13.1 Nigeria
 - 13.1.1 Historical Trend (2018-2023)
 - 13.1.2 Forecast Trend (2024-2032)
 - 13.2 South Africa

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 13.2.1 Historical Trend (2018-2023)
- 13.2.2 Forecast Trend (2024-2032)
- 13.3 Egypt
 - 13.3.1 Historical Trend (2018-2023)
 - 13.3.2 Forecast Trend (2024-2032)
- 13.4 United Arab Emirates
 - 13.4.1 Historical Trend (2018-2023)
 - 13.4.2 Forecast Trend (2024-2032)
- 13.5 Others
- 14 Market Dynamics
 - 14.1 SWOT Analysis
 - 14.1.1 Strengths
 - 14.1.2 Weaknesses
 - 14.1.3 Opportunities
 - 14.1.4 Threats
 - 14.2 Porter's Five Forces Analysis
 - 14.2.1 Supplier's Power
 - 14.2.2 Buyer's Power
 - 14.2.3 Threat of New Entrants
 - 14.2.4 Degree of Rivalry
 - 14.2.5 Threat of Substitutes
 - 14.3 Key Indicators for Demand
 - 14.4 Key Indicators for Price
- 15 Competitive Landscape
 - 15.1 Market Structure
 - 15.2 Company Profiles
 - 15.2.1 888 Holdings Plc
 - 15.2.1.1 Company Overview
 - 15.2.1.2 Product Portfolio
 - 15.2.1.3 Demographic Reach and Achievements
 - 15.2.1.4 Certifications
 - 15.2.2 Tabcorp Group
 - 15.2.2.1 Company Overview
 - 15.2.2.2 Product Portfolio
 - 15.2.2.3 Demographic Reach and Achievements
 - 15.2.2.4 Certifications
 - 15.2.3 Wynn Resorts, Limited
 - 15.2.3.1 Company Overview
 - 15.2.3.2 Product Portfolio
 - 15.2.3.3 Demographic Reach and Achievements
 - 15.2.3.4 Certifications
 - 15.2.4 Entain PLC
 - 15.2.4.1 Company Overview
 - 15.2.4.2 Product Portfolio
 - 15.2.4.3 Demographic Reach and Achievements
 - 15.2.4.4 Certifications
 - 15.2.5 MGM Resorts International

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 15.2.5.1 Company Overview
- 15.2.5.2 Product Portfolio
- 15.2.5.3 Demographic Reach and Achievements
- 15.2.5.4 Certifications
- 15.2.6 Boyd Gaming Corporation
 - 15.2.6.1 Company Overview
 - 15.2.6.2 Product Portfolio
 - 15.2.6.3 Demographic Reach and Achievements
 - 15.2.6.4 Certifications
- 15.2.7 Light & Wonder, Inc.
 - 15.2.7.1 Company Overview
 - 15.2.7.2 Product Portfolio
 - 15.2.7.3 Demographic Reach and Achievements
 - 15.2.7.4 Certifications
- 15.2.8 Penn Entertainment, Inc.
 - 15.2.8.1 Company Overview
 - 15.2.8.2 Product Portfolio
 - 15.2.8.3 Demographic Reach and Achievements
 - 15.2.8.4 Certifications
- 15.2.9 Kindred Group PLC
 - 15.2.9.1 Company Overview
 - 15.2.9.2 Product Portfolio
 - 15.2.9.3 Demographic Reach and Achievements
 - 15.2.9.4 Certifications
- 15.2.10 The Stars Group
 - 15.2.10.1 Company Overview
 - 15.2.10.2 Product Portfolio
 - 15.2.10.3 Demographic Reach and Achievements
 - 15.2.10.4 Certifications
- 15.2.11 Others
- 16 Key Trends and Developments in the Market

List of Key Figures and Tables

1. Global Online Sports Betting Market: Key Industry Highlights, 2018 and 2032
2. Global Online Sports Betting Historical Market: Breakup by Betting Type (USD Billion), 2018-2023
3. Global Online Sports Betting Market Forecast: Breakup by Betting Type (USD Billion), 2024-2032
4. Global Online Sports Betting Historical Market: Breakup by Sports Type (USD Billion), 2018-2023
5. Global Online Sports Betting Market Forecast: Breakup by Sports Type (USD Billion), 2024-2032
6. Global Online Sports Betting Historical Market: Breakup by Device (USD Billion), 2018-2023
7. Global Online Sports Betting Market Forecast: Breakup by Device (USD Billion), 2024-2032
8. Global Online Sports Betting Historical Market: Breakup by Region (USD Billion), 2018-2023
9. Global Online Sports Betting Market Forecast: Breakup by Region (USD Billion), 2024-2032
10. North America Online Sports Betting Historical Market: Breakup by Country (USD Billion), 2018-2023
11. North America Online Sports Betting Market Forecast: Breakup by Country (USD Billion), 2024-2032
12. Europe Online Sports Betting Historical Market: Breakup by Country (USD Billion), 2018-2023
13. Europe Online Sports Betting Market Forecast: Breakup by Country (USD Billion), 2024-2032
14. Asia Pacific Online Sports Betting Historical Market: Breakup by Country (USD Billion), 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

15. Asia Pacific Online Sports Betting Market Forecast: Breakup by Country (USD Billion), 2024-2032
16. Latin America Online Sports Betting Historical Market: Breakup by Country (USD Billion), 2018-2023
17. Latin America Online Sports Betting Market Forecast: Breakup by Country (USD Billion), 2024-2032
18. Middle East and Africa Online Sports Betting Historical Market: Breakup by Country (USD Billion), 2018-2023
19. Middle East and Africa Online Sports Betting Market Forecast: Breakup by Country (USD Billion), 2024-2032
20. Global Online Sports Betting Market Structure

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Global Online Sports Betting Market Report and Forecast 2024-2032

Market Report | 2024-04-16 | 190 pages | EMR Inc.

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$2999.00
	Five User License	\$3999.00
	Corporate License	\$4999.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-09"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com