

Fantasy Sports Market by Sports Type (Football, Baseball, Basket Ball, Hockey, Cricket, and Others), Platform (Website, and Mobile Application), and Demographics (Under 25 Years, 25 to 40 Years and Above 40 Years): Global Opportunity Analysis and Industry Forecast, 2021–2027

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Abstracts

Fantasy sports are online gaming platforms where participants manages and drafts virtual teams of real professional sports players. Users compete against the fantasy teams of each other, over an entire sports league or season. Users that score maximum points win money based on the performance of the real professional sports players.

In order to promote and advertise their platforms, leading players in the industry are partnering with sports leagues aiding them in increasing their market penetration. Some of the prominent players in this segment such as MyTeam11, Dream11, DraftKings 11Wickets, Halaplay, Starpick fanduel, and Fantain, have partnered with official sports leagues as their fantasy sports game partner. Dream11, one of the leading sports fantasy platform in India, is the Official Fantasy Game Partner of the International Council of Cricket (ICC), Hero Indian Super League (ISL), VIVO Pro Kabaddi League (PKL), Hero Caribbean Premier League (CPL), National Basketball Association (NBA), Big Bash League (BBL) and International Hockey Federation (FIH). Furthermore, the company has now acquired the official title for IPL 2020 with a bid of more than \$30 million. Similarly DraftKings Inc. and Major League Baseball announced a multi-year extension of Exclusive and official Daily Fantasy Sports) Partner of the League. Such partnerships are expected to accelerate promotions and advertisements of the sports fantasy platforms at the global level.

The COVID-19 outbreak results in widespread economic crisis around the world. Widespread restrictions and absence of major sports leagues are expected to act as major challenges for the engaged stakeholders. Furthermore, ambiguous and complicated regulatory frameworks regarding the fantasy sports platforms, further challenges the market growth.

The rapid transforming online gaming industry is giving much importance on the adoption of technologies for better and efficient operations. With the incorporations of secured payment gateways, user-friendly interface, blockchain-based apps and fantasy chatbots, the fantasy sports industry has seen huge leaps in terms of revenue generation, customer satisfaction and operation efficiency. The incorporation of such technologies is expected to continue to serve as lucrative opportunities for the engaged stakeholders in the fantasy sports market to better manage users as well as key operations.

The fantasy sports market is segmented into sports type, platform, demographics and region. By sports type, the global market is classified into football, baseball, basketball, hockey, cricket, and others. By platform, it is bifurcated into website, and mobile application. By demographics, the market is divided into Under 25 Years, 25 to 40 Years and Above 40 Years. By region, the market is analyzed across North America, Europe, and Rest of World.

Some of the key players profiled in the fantasy sports market analysis are Dream Sports, DraftKings Inc., fantacalcio, Fanduel (Flutter Entertainment), Rotoworld, FantasyPros, Rotowire, Fantrax, Sportech Inc., and NFL Fantasy.

Fantasy Sports Market Segments

By Sports Type

Football

Baseball

Basket Ball

Hockey

Cricket

Others

By Platform

Website

Mobile Application

By Demographics

Under 25 Years

25 to 40 Years

Above 40 Years

By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

Russia

Rest of Europe

Rest of World

India

Australia

Brazil

Africa

Other Countries

Key Market Players

Dream Sports

DraftKings Inc.

Fantacalcio

Fanduel (Flutter Entertainment)

Rotoworld

FantasyPros

Rotowire

Fantrax

Sportech Inc.

NFL Fantasy.

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