

Global Online Bingo Games Market Size study, by Game Mode (90 Ball Bingo, 75 Ball Bingo, 80 Ball Bingo), Platform (Web-based, App-based), Business Model, Age Group, and Regional Forecasts 2022-2032

<https://marketpublishers.com/r/G0F07FF5B9E7EN.html>

Date: May 2025

Pages: 285

Price: US\$ 3,218.00 (Single User License)

ID: G0F07FF5B9E7EN

Abstracts

Global Online Bingo Games Market is valued at approximately USD 1.71 billion in 2023 and is anticipated to grow with a steady growth rate of more than 6.60% over the forecast period 2024-2032. Online bingo games have evolved beyond their traditional perception of casual entertainment into a dynamic, gamified digital experience attracting a diverse global user base. These platforms, enabled by immersive user interfaces and real-time multiplayer functionalities, are driving a surge in online participation, especially among millennials and Gen Xers. The appeal lies in the low entry barrier, easy-to-understand gameplay, and social features that replicate the community feel of offline bingo halls in a virtual setting.

The increasing penetration of smartphones and high-speed internet, coupled with the rise in digital payments and mobile wallets, has significantly accelerated the adoption of online bingo platforms. Additionally, the strategic shift of operators from land-based establishments to cloud-based platforms—especially post-pandemic—has strengthened market presence and reach. A key trend fueling the sector's momentum is the expansion of 90-ball and 75-ball bingo variants, catering to both traditionalists and modern-day gamers. Platforms are leveraging gamification mechanics, rewards-based play, and freemium business models to retain users and boost monetization.

Despite the positive outlook, regulatory scrutiny and concerns around problem gambling present notable hurdles. In many regions, especially across parts of Asia and North America, stringent compliance requirements and advertising restrictions pose barriers to new entrants. Furthermore, growing competition from other online gaming genres can

divert attention from bingo-focused platforms unless continuous innovation and player engagement are prioritized. To stay relevant, companies are investing in loyalty programs, AI-powered personalization, and cross-platform interoperability to meet shifting consumer expectations.

Meanwhile, the evolution of bingo apps into holistic entertainment ecosystems is a notable development. These apps now incorporate features such as real-time chatrooms, customizable avatars, themed rooms, and community tournaments, blurring the lines between social media and online gaming. Moreover, the move toward ad-supported revenue models and subscription offerings is allowing operators to diversify revenue streams beyond ticket sales alone. This shift not only improves profitability but also enhances user retention through value-added services and exclusive content.

Regionally, North America dominates the online bingo games market owing to robust digital infrastructure, high disposable income, and strong demand for interactive gaming. Europe follows with widespread regulatory support for online gambling and a large base of recreational players. The Asia Pacific region is poised for the fastest growth, driven by rapid digitalization, expanding youth population, and rising smartphone adoption in countries such as India, China, and the Philippines. Latin America and the Middle East & Africa are also emerging markets, benefiting from relaxed regulations and growing mobile penetration.

Major market player included in this report are:

888 Holdings Plc

Gamesys Group

Playtech PLC

Rank Group Plc

Kindred Group

Betsson AB

Scientific Games Corporation

Aspire Global

GVC Holdings PLC

Tombola Ltd

NetEnt AB

Microgaming

Dragonfish (a division of 888 Holdings)

Cozy Games

Foxy Bingo

The detailed segments and sub-segment of the market are explained below:

By Game Mode

90 Ball Bingo

75 Ball Bingo

80 Ball Bingo

By Platform

Web-based

App-based

By Business Model

Freemium

Pay-to-Play

Subscription-Based

Ad-Supported

By Age Group

Below 25

25–34

35–44

45–54

55 and above

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Rest of Latin America

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

Companies Mentioned

888 Holdings Plc

Gamesys Group

Playtech PLC

Rank Group Plc

Kindred Group

Betsson AB

Scientific Games Corporation

Aspire Global

GVC Holdings PLC

Tombola Ltd

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