

# **Global Online Poker Market Size study & Forecast, by Game Type, Device, and Regional Forecasts 2025–2035**

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## **Abstracts**

The Global Online Poker Market is valued approximately at USD 3.86 billion in 2024 and is anticipated to expand at a robust CAGR of more than 10.20% over the forecast period 2025–2035. Online poker, once considered a niche digital pastime, has rapidly matured into a global industry—fueled by an intersection of technological innovation, pandemic-induced digitization, and rising acceptance of real-money gaming across regulatory frameworks. As traditional casinos gradually lose ground to their digital counterparts, poker platforms are leveraging gamification, data analytics, and immersive interfaces to reel in an increasingly diverse demographic of players. From casual gamers seeking leisure to seasoned strategists capitalizing on high-stakes tournaments, the online poker landscape is no longer monolithic—it is multifaceted, fiercely competitive, and growing at an unprecedented clip.

The increasing penetration of high-speed internet and smartphones, coupled with the rise of digital payment infrastructure, has underpinned this transformation. Players are no longer confined to desktops or physical card tables; mobile poker apps have democratized access, allowing engagement anytime, anywhere. Texas Hold'em continues to dominate as the flagship game variant, although Omaha and 7-Card Stud are also experiencing rising popularity. Furthermore, the evolution of AI-powered bots, real-time multiplayer rooms, and cross-border tournaments is reshaping user engagement, enticing tech-savvy millennials and Gen Zs to flock toward interactive, skill-based online gaming formats. Still, challenges such as cybersecurity risks, regulatory disparities, and addiction concerns pose hurdles to sustained growth.

From a geographic standpoint, North America remains a frontrunner, bolstered by favorable legislative changes in states like New Jersey and Michigan, along with a

mature audience well-versed in digital entertainment. Europe, with its harmonized gambling laws across key nations such as the UK, Germany, and France, provides a stable and lucrative market. Meanwhile, the Asia Pacific region is emerging as a fast-growing frontier, especially in countries like India, where legal ambiguities are being addressed and digital adoption is surging. Latin America and the Middle East & Africa are also on the radar, with Brazil and South Africa respectively leading regional enthusiasm for competitive online card gaming.

Major market player included in this report are:

GGPoker

888 Holdings PLC

PokerStars (Flutter Entertainment)

BetOnline

PartyPoker

Zynga Inc.

World Series of Poker (Caesars Entertainment)

Unibet

Tiger Gaming

Americas Cardroom

Natural8

Betfair

Bovada

CoinPoker

iPoker

## Global Online Poker Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period – 2025–2035

Report Coverage – Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope – North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope – Free report customization (equivalent up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players.

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

By Game Type:

Texas Hold'em

Omaha

7-Card Stud

### By Device:

Desktop (PC)

Smartphone

### 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

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

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.

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