

Global Internet Gambling and Sports Betting Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Internet Gambling and Sports Betting market size is expected to reach \$ 203174 million by 2032, rising at a market growth of 6.6% CAGR during the forecast period (2026-2032).

Internet Gambling and Sports Betting refer to all real-money wagering activities conducted over the internet via websites, mobile apps, or other digital platforms, rather than in a physical venue like a casino or betting shop.

In industry practice, online gambling and betting typically includes products such as sports betting, online casino games (slots, roulette, blackjack, etc.), poker, bingo, and sometimes online lotteries. Players register an account, deposit funds using electronic payment methods, place bets or play games remotely, and can withdraw any winnings through the same or similar channels.

The sector is usually regulated on a country- or state-by-state basis, with licensed operators required to follow rules on consumer protection, responsible gambling, anti-money-laundering, and data security. Companies in this space may operate direct-to-consumer platforms (online sportsbooks and casinos) or provide B2B technology and content (platforms, odds feeds, and games) to licensed operators.

After a period of very strong double-digit expansion in 2020-2024 (CAGR 12.42%), we view the sector as transitioning into a more mature yet still robust growth phase.

Incremental growth is increasingly driven by product-mix optimisation, ongoing regulatory development, and deeper penetration among younger, digital-native customer segments.

From a competitive landscape perspective, we characterise the sector as structurally fragmented, combining a small number of large global groups with a long tail of regional and niche operators. In 2024, the 'Global Other' category still represents about 66.37% of total market revenues, underscoring the breadth of smaller players. Among disclosed companies, Flutter Entertainment stands out as the clear market leader, rising

from US\$ 5,662 million in 2020 to US\$ 14,048 million in 2024 and increasing its global share from 7.85% to 12.19%; it is projected to reach US\$ 15,940 million in 2025, with share edging up to 12.85%, reflecting a highly diversified, multi-brand and multi-region portfolio.

This report studies the global Internet Gambling and Sports Betting demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Internet Gambling and Sports Betting, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Internet Gambling and Sports Betting that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Internet Gambling and Sports Betting total market, 2021-2032, (USD Million)

Global Internet Gambling and Sports Betting total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Internet Gambling and Sports Betting total market, key domestic companies, and share, (USD Million)

Global Internet Gambling and Sports Betting revenue by player, revenue and market share 2021-2026, (USD Million)

Global Internet Gambling and Sports Betting total market by Type, CAGR, 2021-2032, (USD Million)

Global Internet Gambling and Sports Betting total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Internet Gambling and Sports Betting market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Flutter Entertainment, Bet365, Entain plc, DraftKings, Kindred Group, Evoke plc, Gamesys, Betsson AB, Betway, Pinnacle, etc. This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Internet Gambling and Sports Betting market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Internet Gambling and Sports Betting Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Internet Gambling and Sports Betting Market, Segmentation by Type:

Casino

Sports Betting

Poker

Bingo

Lottery

Others

Global Internet Gambling and Sports Betting Market, Segmentation by Operating Platform:

Desktop

Mobile Devices

Global Internet Gambling and Sports Betting Market, Segmentation by Application:

18-29 Years Old

30-39 Years Old

40-49 Years Old

Others

Companies Profiled:

Flutter Entertainment

Bet365

Entain plc

DraftKings

Kindred Group

Evoke plc

Gamesys

Betsson AB

Betway

Pinnacle

SBOBET

Betfred

BetVictor

EveryGame

Interwetten

Bet-at-home.com

BetWinner

Sportech

BetOnline

EGB

Sports Interaction

Key Questions Answered

1. How big is the global Internet Gambling and Sports Betting market?
2. What is the demand of the global Internet Gambling and Sports Betting market?
3. What is the year over year growth of the global Internet Gambling and Sports Betting market?
4. What is the total value of the global Internet Gambling and Sports Betting market?
5. Who are the Major Players in the global Internet Gambling and Sports Betting market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Internet Gambling and Sports Betting Introduction
- 1.2 World Internet Gambling and Sports Betting Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World Internet Gambling and Sports Betting Total Market by Region (by Headquarter Location)
 - 1.3.1 World Internet Gambling and Sports Betting Market Size by Region (2021-2032), (by Headquarter Location)
 - 1.3.2 United States Based Company Internet Gambling and Sports Betting Revenue (2021-2032)
 - 1.3.3 China Based Company Internet Gambling and Sports Betting Revenue (2021-2032)
 - 1.3.4 Europe Based Company Internet Gambling and Sports Betting Revenue (2021-2032)
 - 1.3.5 Japan Based Company Internet Gambling and Sports Betting Revenue (2021-2032)
 - 1.3.6 South Korea Based Company Internet Gambling and Sports Betting Revenue (2021-2032)
 - 1.3.7 ASEAN Based Company Internet Gambling and Sports Betting Revenue (2021-2032)
 - 1.3.8 India Based Company Internet Gambling and Sports Betting Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Internet Gambling and Sports Betting Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Internet Gambling and Sports Betting Consumption Value (2021-2032)
- 2.2 World Internet Gambling and Sports Betting Consumption Value by Region
 - 2.2.1 World Internet Gambling and Sports Betting Consumption Value by Region (2021-2026)
 - 2.2.2 World Internet Gambling and Sports Betting Consumption Value Forecast by Region (2027-2032)
- 2.3 United States Internet Gambling and Sports Betting Consumption Value

(2021-2032)

2.4 China Internet Gambling and Sports Betting Consumption Value (2021-2032)

2.5 Europe Internet Gambling and Sports Betting Consumption Value (2021-2032)

2.6 Japan Internet Gambling and Sports Betting Consumption Value (2021-2032)

2.7 South Korea Internet Gambling and Sports Betting Consumption Value (2021-2032)

2.8 ASEAN Internet Gambling and Sports Betting Consumption Value (2021-2032)

2.9 India Internet Gambling and Sports Betting Consumption Value (2021-2032)

3 WORLD INTERNET GAMBLING AND SPORTS BETTING COMPANIES COMPETITIVE ANALYSIS

3.1 World Internet Gambling and Sports Betting Revenue by Player (2021-2026)

3.2 Industry Rank and Concentration Rate (CR)

3.2.1 Global Internet Gambling and Sports Betting Industry Rank of Major Players

3.2.2 Global Concentration Ratios (CR4) for Internet Gambling and Sports Betting in 2025

3.2.3 Global Concentration Ratios (CR8) for Internet Gambling and Sports Betting in 2025

3.3 Internet Gambling and Sports Betting Company Evaluation Quadrant

3.4 Internet Gambling and Sports Betting Market: Overall Company Footprint Analysis

3.4.1 Internet Gambling and Sports Betting Market: Region Footprint

3.4.2 Internet Gambling and Sports Betting Market: Company Product Type Footprint

3.4.3 Internet Gambling and Sports Betting Market: Company Product Application Footprint

3.5 Competitive Environment

3.5.1 Historical Structure of the Industry

3.5.2 Barriers of Market Entry

3.5.3 Factors of Competition

3.6 Mergers & Acquisitions Activity

4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)

4.1 United States VS China: Internet Gambling and Sports Betting Revenue Comparison (by Headquarter Location)

4.1.1 United States VS China: Internet Gambling and Sports Betting Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)

4.1.2 United States VS China: Internet Gambling and Sports Betting Revenue Market Share Comparison (2021 & 2025 & 2032)

4.2 United States Based Companies VS China Based Companies: Internet Gambling and Sports Betting Consumption Value Comparison

4.2.1 United States VS China: Internet Gambling and Sports Betting Consumption Value Comparison (2021 & 2025 & 2032)

4.2.2 United States VS China: Internet Gambling and Sports Betting Consumption Value Market Share Comparison (2021 & 2025 & 2032)

4.3 United States Based Internet Gambling and Sports Betting Companies and Market Share, 2021-2026

4.3.1 United States Based Internet Gambling and Sports Betting Companies, Headquarters (States, Country)

4.3.2 United States Based Companies Internet Gambling and Sports Betting Revenue, (2021-2026)

4.4 China Based Companies Internet Gambling and Sports Betting Revenue and Market Share, 2021-2026

4.4.1 China Based Internet Gambling and Sports Betting Companies, Company Headquarters (Province, Country)

4.4.2 China Based Companies Internet Gambling and Sports Betting Revenue, (2021-2026)

4.5 Rest of World Based Internet Gambling and Sports Betting Companies and Market Share, 2021-2026

4.5.1 Rest of World Based Internet Gambling and Sports Betting Companies, Headquarters (Province, Country)

4.5.2 Rest of World Based Companies Internet Gambling and Sports Betting Revenue (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Internet Gambling and Sports Betting Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Casino

5.2.2 Sports Betting

5.2.3 Poker

5.2.4 Bingo

5.2.5 Lottery

5.2.6 Others

5.3 Market Segment by Type

5.3.1 World Internet Gambling and Sports Betting Market Size by Type (2021-2026)

5.3.2 World Internet Gambling and Sports Betting Market Size by Type (2027-2032)

5.3.3 World Internet Gambling and Sports Betting Market Size Market Share by Type (2027-2032)

6 MARKET ANALYSIS BY OPERATING PLATFORM

6.1 World Internet Gambling and Sports Betting Market Size Overview by Operating Platform: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Operating Platform

6.2.1 Desktop

6.2.2 Mobile Devices

6.3 Market Segment by Operating Platform

6.3.1 World Internet Gambling and Sports Betting Market Size by Operating Platform (2021-2026)

6.3.2 World Internet Gambling and Sports Betting Market Size by Operating Platform (2027-2032)

6.3.3 World Internet Gambling and Sports Betting Market Size Market Share by Operating Platform (2027-2032)

7 MARKET ANALYSIS BY APPLICATION

7.1 World Internet Gambling and Sports Betting Market Size Overview by Application: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Application

7.2.1 18-29 Years Old

7.2.2 30-39 Years Old

7.2.3 40-49 Years Old

7.2.4 Others

7.3 Market Segment by Application

7.3.1 World Internet Gambling and Sports Betting Market Size by Application (2021-2026)

7.3.2 World Internet Gambling and Sports Betting Market Size by Application (2027-2032)

7.3.3 World Internet Gambling and Sports Betting Market Size Market Share by Application (2021-2032)

8 COMPANY PROFILES

8.1 Flutter Entertainment

8.1.1 Flutter Entertainment Details

- 8.1.2 Flutter Entertainment Major Business
- 8.1.3 Flutter Entertainment Internet Gambling and Sports Betting Product and Services
- 8.1.4 Flutter Entertainment Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026)
- 8.1.5 Flutter Entertainment Recent Developments/Updates
- 8.1.6 Flutter Entertainment Competitive Strengths & Weaknesses
- 8.2 Bet365
 - 8.2.1 Bet365 Details
 - 8.2.2 Bet365 Major Business
 - 8.2.3 Bet365 Internet Gambling and Sports Betting Product and Services
 - 8.2.4 Bet365 Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026)
 - 8.2.5 Bet365 Recent Developments/Updates
 - 8.2.6 Bet365 Competitive Strengths & Weaknesses
- 8.3 Entain plc
 - 8.3.1 Entain plc Details
 - 8.3.2 Entain plc Major Business
 - 8.3.3 Entain plc Internet Gambling and Sports Betting Product and Services
 - 8.3.4 Entain plc Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026)
 - 8.3.5 Entain plc Recent Developments/Updates
 - 8.3.6 Entain plc Competitive Strengths & Weaknesses
- 8.4 DraftKings
 - 8.4.1 DraftKings Details
 - 8.4.2 DraftKings Major Business
 - 8.4.3 DraftKings Internet Gambling and Sports Betting Product and Services
 - 8.4.4 DraftKings Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026)
 - 8.4.5 DraftKings Recent Developments/Updates
 - 8.4.6 DraftKings Competitive Strengths & Weaknesses
- 8.5 Kindred Group
 - 8.5.1 Kindred Group Details
 - 8.5.2 Kindred Group Major Business
 - 8.5.3 Kindred Group Internet Gambling and Sports Betting Product and Services
 - 8.5.4 Kindred Group Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026)
 - 8.5.5 Kindred Group Recent Developments/Updates
 - 8.5.6 Kindred Group Competitive Strengths & Weaknesses
- 8.6 Evoke plc

- 8.6.1 Evoke plc Details
- 8.6.2 Evoke plc Major Business
- 8.6.3 Evoke plc Internet Gambling and Sports Betting Product and Services
- 8.6.4 Evoke plc Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026)
- 8.6.5 Evoke plc Recent Developments/Updates
- 8.6.6 Evoke plc Competitive Strengths & Weaknesses
- 8.7 Gamesys
 - 8.7.1 Gamesys Details
 - 8.7.2 Gamesys Major Business
 - 8.7.3 Gamesys Internet Gambling and Sports Betting Product and Services
 - 8.7.4 Gamesys Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026)
 - 8.7.5 Gamesys Recent Developments/Updates
 - 8.7.6 Gamesys Competitive Strengths & Weaknesses
- 8.8 Betsson AB
 - 8.8.1 Betsson AB Details
 - 8.8.2 Betsson AB Major Business
 - 8.8.3 Betsson AB Internet Gambling and Sports Betting Product and Services
 - 8.8.4 Betsson AB Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026)
 - 8.8.5 Betsson AB Recent Developments/Updates
 - 8.8.6 Betsson AB Competitive Strengths & Weaknesses
- 8.9 Betway
 - 8.9.1 Betway Details
 - 8.9.2 Betway Major Business
 - 8.9.3 Betway Internet Gambling and Sports Betting Product and Services
 - 8.9.4 Betway Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026)
 - 8.9.5 Betway Recent Developments/Updates
 - 8.9.6 Betway Competitive Strengths & Weaknesses
- 8.10 Pinnacle
 - 8.10.1 Pinnacle Details
 - 8.10.2 Pinnacle Major Business
 - 8.10.3 Pinnacle Internet Gambling and Sports Betting Product and Services
 - 8.10.4 Pinnacle Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026)
 - 8.10.5 Pinnacle Recent Developments/Updates
 - 8.10.6 Pinnacle Competitive Strengths & Weaknesses

8.11 SBOBET

8.11.1 SBOBET Details

8.11.2 SBOBET Major Business

8.11.3 SBOBET Internet Gambling and Sports Betting Product and Services

8.11.4 SBOBET Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026)

8.11.5 SBOBET Recent Developments/Updates

8.11.6 SBOBET Competitive Strengths & Weaknesses

8.12 Betfred

8.12.1 Betfred Details

8.12.2 Betfred Major Business

8.12.3 Betfred Internet Gambling and Sports Betting Product and Services

8.12.4 Betfred Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026)

8.12.5 Betfred Recent Developments/Updates

8.12.6 Betfred Competitive Strengths & Weaknesses

8.13 BetVictor

8.13.1 BetVictor Details

8.13.2 BetVictor Major Business

8.13.3 BetVictor Internet Gambling and Sports Betting Product and Services

8.13.4 BetVictor Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026)

8.13.5 BetVictor Recent Developments/Updates

8.13.6 BetVictor Competitive Strengths & Weaknesses

8.14 EveryGame

8.14.1 EveryGame Details

8.14.2 EveryGame Major Business

8.14.3 EveryGame Internet Gambling and Sports Betting Product and Services

8.14.4 EveryGame Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026)

8.14.5 EveryGame Recent Developments/Updates

8.14.6 EveryGame Competitive Strengths & Weaknesses

8.15 Interwetten

8.15.1 Interwetten Details

8.15.2 Interwetten Major Business

8.15.3 Interwetten Internet Gambling and Sports Betting Product and Services

8.15.4 Interwetten Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026)

8.15.5 Interwetten Recent Developments/Updates

- 8.15.6 Interwetten Competitive Strengths & Weaknesses
- 8.16 Bet-at-home.com
 - 8.16.1 Bet-at-home.com Details
 - 8.16.2 Bet-at-home.com Major Business
 - 8.16.3 Bet-at-home.com Internet Gambling and Sports Betting Product and Services
 - 8.16.4 Bet-at-home.com Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026)
 - 8.16.5 Bet-at-home.com Recent Developments/Updates
 - 8.16.6 Bet-at-home.com Competitive Strengths & Weaknesses
- 8.17 BetWinner
 - 8.17.1 BetWinner Details
 - 8.17.2 BetWinner Major Business
 - 8.17.3 BetWinner Internet Gambling and Sports Betting Product and Services
 - 8.17.4 BetWinner Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026)
 - 8.17.5 BetWinner Recent Developments/Updates
 - 8.17.6 BetWinner Competitive Strengths & Weaknesses
- 8.18 Sportech
 - 8.18.1 Sportech Details
 - 8.18.2 Sportech Major Business
 - 8.18.3 Sportech Internet Gambling and Sports Betting Product and Services
 - 8.18.4 Sportech Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026)
 - 8.18.5 Sportech Recent Developments/Updates
 - 8.18.6 Sportech Competitive Strengths & Weaknesses
- 8.19 BetOnline
 - 8.19.1 BetOnline Details
 - 8.19.2 BetOnline Major Business
 - 8.19.3 BetOnline Internet Gambling and Sports Betting Product and Services
 - 8.19.4 BetOnline Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026)
 - 8.19.5 BetOnline Recent Developments/Updates
 - 8.19.6 BetOnline Competitive Strengths & Weaknesses
- 8.20 EGB
 - 8.20.1 EGB Details
 - 8.20.2 EGB Major Business
 - 8.20.3 EGB Internet Gambling and Sports Betting Product and Services
 - 8.20.4 EGB Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026)

8.20.5 EGB Recent Developments/Updates

8.20.6 EGB Competitive Strengths & Weaknesses

8.21 Sports Interaction

8.21.1 Sports Interaction Details

8.21.2 Sports Interaction Major Business

8.21.3 Sports Interaction Internet Gambling and Sports Betting Product and Services

8.21.4 Sports Interaction Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026)

8.21.5 Sports Interaction Recent Developments/Updates

8.21.6 Sports Interaction Competitive Strengths & Weaknesses

9 INDUSTRY CHAIN ANALYSIS

9.1 Internet Gambling and Sports Betting Industry Chain

9.2 Internet Gambling and Sports Betting Upstream Analysis

9.3 Internet Gambling and Sports Betting Midstream Analysis

9.4 Internet Gambling and Sports Betting Downstream Analysis

10 RESEARCH FINDINGS AND CONCLUSION

11 APPENDIX

11.1 Methodology

11.2 Research Process and Data Source

11.3 Disclaimer

List Of Tables

LIST OF TABLES

- Table 1. World Internet Gambling and Sports Betting Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)
- Table 2. World Internet Gambling and Sports Betting Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)
- Table 3. World Internet Gambling and Sports Betting Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)
- Table 4. World Internet Gambling and Sports Betting Revenue Market Share by Region (2021-2026), (by Headquarter Location)
- Table 5. World Internet Gambling and Sports Betting Revenue Market Share by Region (2027-2032), (by Headquarter Location)
- Table 6. Major Market Trends
- Table 7. World Internet Gambling and Sports Betting Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)
- Table 8. World Internet Gambling and Sports Betting Consumption Value by Region (2021-2026) & (USD Million)
- Table 9. World Internet Gambling and Sports Betting Consumption Value Forecast by Region (2027-2032) & (USD Million)
- Table 10. World Internet Gambling and Sports Betting Revenue by Player (2021-2026) & (USD Million)
- Table 11. Revenue Market Share of Key Internet Gambling and Sports Betting Players in 2025
- Table 12. World Internet Gambling and Sports Betting Industry Rank of Major Player, Based on Revenue in 2025
- Table 13. Global Internet Gambling and Sports Betting Company Evaluation Quadrant
- Table 14. Head Office of Key Internet Gambling and Sports Betting Players
- Table 15. Internet Gambling and Sports Betting Market: Company Product Type Footprint
- Table 16. Internet Gambling and Sports Betting Market: Company Product Application Footprint
- Table 17. Internet Gambling and Sports Betting Mergers & Acquisitions Activity
- Table 18. United States VS China Internet Gambling and Sports Betting Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 19. United States VS China Internet Gambling and Sports Betting Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 20. United States Based Internet Gambling and Sports Betting Companies,

Headquarters (States, Country)

Table 21. United States Based Companies Internet Gambling and Sports Betting Revenue, (2021-2026) & (USD Million)

Table 22. United States Based Companies Internet Gambling and Sports Betting Revenue Market Share (2021-2026)

Table 23. China Based Internet Gambling and Sports Betting Companies, Headquarters (Province, Country)

Table 24. China Based Companies Internet Gambling and Sports Betting Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies Internet Gambling and Sports Betting Revenue Market Share (2021-2026)

Table 26. Rest of World Based Internet Gambling and Sports Betting Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies Internet Gambling and Sports Betting Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies Internet Gambling and Sports Betting Revenue Market Share (2021-2026)

Table 29. World Internet Gambling and Sports Betting Market Size by Type, (USD Million), 2021 & 2025 & 2032

Table 30. World Internet Gambling and Sports Betting Market Size Value by Type (2021-2026) & (USD Million)

Table 31. World Internet Gambling and Sports Betting Market Size by Type (2027-2032) & (USD Million)

Table 32. World Internet Gambling and Sports Betting Market Size by Operating Platform, (USD Million), 2021 & 2025 & 2032

Table 33. World Internet Gambling and Sports Betting Market Size Value by Operating Platform (2021-2026) & (USD Million)

Table 34. World Internet Gambling and Sports Betting Market Size by Operating Platform (2027-2032) & (USD Million)

Table 35. World Internet Gambling and Sports Betting Market Size by Application, (USD Million), 2021 & 2025 & 2032

Table 36. World Internet Gambling and Sports Betting Market Size by Application (2021-2026) & (USD Million)

Table 37. World Internet Gambling and Sports Betting Market Size by Application (2027-2032) & (USD Million)

Table 38. Flutter Entertainment Basic Information, Manufacturing Base and Competitors

Table 39. Flutter Entertainment Major Business

Table 40. Flutter Entertainment Internet Gambling and Sports Betting Product and Services

- Table 41. Flutter Entertainment Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 42. Flutter Entertainment Recent Developments/Updates
- Table 43. Flutter Entertainment Competitive Strengths & Weaknesses
- Table 44. Bet365 Basic Information, Manufacturing Base and Competitors
- Table 45. Bet365 Major Business
- Table 46. Bet365 Internet Gambling and Sports Betting Product and Services
- Table 47. Bet365 Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 48. Bet365 Recent Developments/Updates
- Table 49. Bet365 Competitive Strengths & Weaknesses
- Table 50. Entain plc Basic Information, Manufacturing Base and Competitors
- Table 51. Entain plc Major Business
- Table 52. Entain plc Internet Gambling and Sports Betting Product and Services
- Table 53. Entain plc Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 54. Entain plc Recent Developments/Updates
- Table 55. Entain plc Competitive Strengths & Weaknesses
- Table 56. DraftKings Basic Information, Manufacturing Base and Competitors
- Table 57. DraftKings Major Business
- Table 58. DraftKings Internet Gambling and Sports Betting Product and Services
- Table 59. DraftKings Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 60. DraftKings Recent Developments/Updates
- Table 61. DraftKings Competitive Strengths & Weaknesses
- Table 62. Kindred Group Basic Information, Manufacturing Base and Competitors
- Table 63. Kindred Group Major Business
- Table 64. Kindred Group Internet Gambling and Sports Betting Product and Services
- Table 65. Kindred Group Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 66. Kindred Group Recent Developments/Updates
- Table 67. Kindred Group Competitive Strengths & Weaknesses
- Table 68. Evoke plc Basic Information, Manufacturing Base and Competitors
- Table 69. Evoke plc Major Business
- Table 70. Evoke plc Internet Gambling and Sports Betting Product and Services
- Table 71. Evoke plc Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 72. Evoke plc Recent Developments/Updates
- Table 73. Evoke plc Competitive Strengths & Weaknesses

- Table 74. Gamesys Basic Information, Manufacturing Base and Competitors
- Table 75. Gamesys Major Business
- Table 76. Gamesys Internet Gambling and Sports Betting Product and Services
- Table 77. Gamesys Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 78. Gamesys Recent Developments/Updates
- Table 79. Gamesys Competitive Strengths & Weaknesses
- Table 80. Betsson AB Basic Information, Manufacturing Base and Competitors
- Table 81. Betsson AB Major Business
- Table 82. Betsson AB Internet Gambling and Sports Betting Product and Services
- Table 83. Betsson AB Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 84. Betsson AB Recent Developments/Updates
- Table 85. Betsson AB Competitive Strengths & Weaknesses
- Table 86. Betway Basic Information, Manufacturing Base and Competitors
- Table 87. Betway Major Business
- Table 88. Betway Internet Gambling and Sports Betting Product and Services
- Table 89. Betway Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 90. Betway Recent Developments/Updates
- Table 91. Betway Competitive Strengths & Weaknesses
- Table 92. Pinnacle Basic Information, Manufacturing Base and Competitors
- Table 93. Pinnacle Major Business
- Table 94. Pinnacle Internet Gambling and Sports Betting Product and Services
- Table 95. Pinnacle Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 96. Pinnacle Recent Developments/Updates
- Table 97. Pinnacle Competitive Strengths & Weaknesses
- Table 98. SBOBET Basic Information, Manufacturing Base and Competitors
- Table 99. SBOBET Major Business
- Table 100. SBOBET Internet Gambling and Sports Betting Product and Services
- Table 101. SBOBET Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 102. SBOBET Recent Developments/Updates
- Table 103. SBOBET Competitive Strengths & Weaknesses
- Table 104. Betfred Basic Information, Manufacturing Base and Competitors
- Table 105. Betfred Major Business
- Table 106. Betfred Internet Gambling and Sports Betting Product and Services
- Table 107. Betfred Internet Gambling and Sports Betting Revenue, Gross Margin and

Market Share (2021-2026) & (USD Million)

Table 108. Betfred Recent Developments/Updates

Table 109. Betfred Competitive Strengths & Weaknesses

Table 110. BetVictor Basic Information, Manufacturing Base and Competitors

Table 111. BetVictor Major Business

Table 112. BetVictor Internet Gambling and Sports Betting Product and Services

Table 113. BetVictor Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 114. BetVictor Recent Developments/Updates

Table 115. BetVictor Competitive Strengths & Weaknesses

Table 116. EveryGame Basic Information, Manufacturing Base and Competitors

Table 117. EveryGame Major Business

Table 118. EveryGame Internet Gambling and Sports Betting Product and Services

Table 119. EveryGame Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 120. EveryGame Recent Developments/Updates

Table 121. EveryGame Competitive Strengths & Weaknesses

Table 122. Interwetten Basic Information, Manufacturing Base and Competitors

Table 123. Interwetten Major Business

Table 124. Interwetten Internet Gambling and Sports Betting Product and Services

Table 125. Interwetten Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 126. Interwetten Recent Developments/Updates

Table 127. Interwetten Competitive Strengths & Weaknesses

Table 128. Bet-at-home.com Basic Information, Manufacturing Base and Competitors

Table 129. Bet-at-home.com Major Business

Table 130. Bet-at-home.com Internet Gambling and Sports Betting Product and Services

Table 131. Bet-at-home.com Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 132. Bet-at-home.com Recent Developments/Updates

Table 133. Bet-at-home.com Competitive Strengths & Weaknesses

Table 134. BetWinner Basic Information, Manufacturing Base and Competitors

Table 135. BetWinner Major Business

Table 136. BetWinner Internet Gambling and Sports Betting Product and Services

Table 137. BetWinner Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 138. BetWinner Recent Developments/Updates

Table 139. BetWinner Competitive Strengths & Weaknesses

- Table 140. Sportech Basic Information, Manufacturing Base and Competitors
- Table 141. Sportech Major Business
- Table 142. Sportech Internet Gambling and Sports Betting Product and Services
- Table 143. Sportech Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 144. Sportech Recent Developments/Updates
- Table 145. Sportech Competitive Strengths & Weaknesses
- Table 146. BetOnline Basic Information, Manufacturing Base and Competitors
- Table 147. BetOnline Major Business
- Table 148. BetOnline Internet Gambling and Sports Betting Product and Services
- Table 149. BetOnline Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 150. BetOnline Recent Developments/Updates
- Table 151. BetOnline Competitive Strengths & Weaknesses
- Table 152. EGB Basic Information, Manufacturing Base and Competitors
- Table 153. EGB Major Business
- Table 154. EGB Internet Gambling and Sports Betting Product and Services
- Table 155. EGB Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 156. EGB Recent Developments/Updates
- Table 157. EGB Competitive Strengths & Weaknesses
- Table 158. Sports Interaction Basic Information, Manufacturing Base and Competitors
- Table 159. Sports Interaction Major Business
- Table 160. Sports Interaction Internet Gambling and Sports Betting Product and Services
- Table 161. Sports Interaction Internet Gambling and Sports Betting Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 162. Sports Interaction Recent Developments/Updates
- Table 163. Sports Interaction Competitive Strengths & Weaknesses
- Table 164. Global Key Players of Internet Gambling and Sports Betting Upstream (Raw Materials)
- Table 165. Global Internet Gambling and Sports Betting Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Internet Gambling and Sports Betting Picture

Figure 2. World Internet Gambling and Sports Betting Total Revenue: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Internet Gambling and Sports Betting Total Revenue (2021-2032) & (USD Million)

Figure 4. World Internet Gambling and Sports Betting Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Figure 5. World Internet Gambling and Sports Betting Revenue Market Share by Region (2021-2032), (by Headquarter Location)

Figure 6. United States Based Company Internet Gambling and Sports Betting Revenue (2021-2032) & (USD Million)

Figure 7. China Based Company Internet Gambling and Sports Betting Revenue (2021-2032) & (USD Million)

Figure 8. Europe Based Company Internet Gambling and Sports Betting Revenue (2021-2032) & (USD Million)

Figure 9. Japan Based Company Internet Gambling and Sports Betting Revenue (2021-2032) & (USD Million)

Figure 10. South Korea Based Company Internet Gambling and Sports Betting Revenue (2021-2032) & (USD Million)

Figure 11. ASEAN Based Company Internet Gambling and Sports Betting Revenue (2021-2032) & (USD Million)

Figure 12. India Based Company Internet Gambling and Sports Betting Revenue (2021-2032) & (USD Million)

Figure 13. Internet Gambling and Sports Betting Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World Internet Gambling and Sports Betting Consumption Value (2021-2032) & (USD Million)

Figure 16. World Internet Gambling and Sports Betting Consumption Value Market Share by Region (2021-2032)

Figure 17. United States Internet Gambling and Sports Betting Consumption Value (2021-2032) & (USD Million)

Figure 18. China Internet Gambling and Sports Betting Consumption Value (2021-2032) & (USD Million)

Figure 19. Europe Internet Gambling and Sports Betting Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan Internet Gambling and Sports Betting Consumption Value (2021-2032) & (USD Million)

Figure 21. South Korea Internet Gambling and Sports Betting Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN Internet Gambling and Sports Betting Consumption Value (2021-2032) & (USD Million)

Figure 23. India Internet Gambling and Sports Betting Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of Internet Gambling and Sports Betting by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for Internet Gambling and Sports Betting Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for Internet Gambling and Sports Betting Markets in 2025

Figure 27. United States VS China: Internet Gambling and Sports Betting Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Internet Gambling and Sports Betting Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World Internet Gambling and Sports Betting Market Size by Type, (USD Million), 2021 & 2025 & 2032

Figure 30. World Internet Gambling and Sports Betting Market Size Market Share by Type in 2025

Figure 31. Casino

Figure 32. Sports Betting

Figure 33. Poker

Figure 34. Bingo

Figure 35. Lottery

Figure 36. Others

Figure 37. World Internet Gambling and Sports Betting Market Size Market Share by Type (2021-2032)

Figure 38. World Internet Gambling and Sports Betting Market Size by Operating Platform, (USD Million), 2021 & 2025 & 2032

Figure 39. World Internet Gambling and Sports Betting Market Size Market Share by Operating Platform in 2025

Figure 40. Desktop

Figure 41. Mobile Devices

Figure 42. World Internet Gambling and Sports Betting Market Size Market Share by Operating Platform (2021-2032)

Figure 43. World Internet Gambling and Sports Betting Market Size by Application,

(USD Million), 2021 & 2025 & 2032

Figure 44. World Internet Gambling and Sports Betting Market Size Market Share by Application in 2025

Figure 45. 18-29 Years Old

Figure 46. 30-39 Years Old

Figure 47. 40-49 Years Old

Figure 48. Others

Figure 49. World Internet Gambling and Sports Betting Market Size Market Share by Application (2021-2032)

Figure 50. Internet Gambling and Sports Betting Industrial Chain

Figure 51. Methodology

Figure 52. Research Process and Data Source

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