

Global Online Betting Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Online 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).

Online 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 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 Online Betting demand, key companies, and key regions. This report is a detailed and comprehensive analysis of the world market for Online 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 Online Betting that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Online Betting total market, 2021-2032, (USD Million)

Global Online Betting total market by region & country, CAGR, 2021-2032, (USD Million)

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

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

Global Online Betting total market by Type, CAGR, 2021-2032, (USD Million)

Global Online Betting total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Online 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 Online 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 Online Betting Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Online Betting Market, Segmentation by Type:

Casino

Sports Betting

Poker

Bingo

Lottery

Others

Global Online Betting Market, Segmentation by Operating Platform:

Desktop

Mobile Devices

Global Online 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 Online Betting market?
2. What is the demand of the global Online Betting market?
3. What is the year over year growth of the global Online Betting market?
4. What is the total value of the global Online Betting market?
5. Who are the Major Players in the global Online Betting market?
6. What are the growth factors driving the market demand?

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