

Global Online Gambling and Sports Betting Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Online Gambling and Sports Betting market size was valued at US\$ 127672 million in 2025 and is forecast to a readjusted size of US\$ 203174 million by 2032 with a CAGR of 6.6% during review period.

Online 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 is a detailed and comprehensive analysis for global Online Gambling and Sports Betting market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Online Gambling and Sports Betting market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Online Gambling and Sports Betting market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Online Gambling and Sports Betting market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Online Gambling and Sports Betting market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Online Gambling and Sports Betting

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Online 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.

Market segmentation

Online Gambling and Sports Betting market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Casino

Sports Betting

Poker

Bingo

Lottery

Others

Market segment by Operating Platform

Desktop

Mobile Devices

Market segment by Application

18-29 Years Old

30-39 Years Old

40-49 Years Old

Others

Market segment by players, this report covers

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

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Online Gambling and Sports Betting product scope, market

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overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Online Gambling and Sports Betting, with revenue, gross margin, and global market share of Online Gambling and Sports Betting from 2021 to 2026.

Chapter 3, the Online Gambling and Sports Betting competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Online Gambling and Sports Betting market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Online Gambling and Sports Betting.

Chapter 13, to describe Online Gambling and Sports Betting research findings and conclusion.

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