

Global Sports Betting Data Service Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Sports Betting Data Service market size is expected to reach \$ 12451 million by 2032, rising at a market growth of 19.3% CAGR during the forecast period (2026-2032).

A Sports Betting Data Service refers to a specialized data solution that collects, processes, and delivers accurate, real-time, and historical information related to sports events for use in betting and analytics applications. These services provide comprehensive data feeds including live scores, player statistics, match results, odds movements, and event insights across a wide range of sports such as football, basketball, tennis, and esports. By leveraging advanced data aggregation and distribution technologies, sports betting data services enable bookmakers, betting operators, and analytics companies to set odds, manage risks, enhance user engagement, and ensure transparency and fairness in betting operations. They serve as the backbone of the modern sports betting ecosystem, supporting both online and offline platforms with reliable and timely information.

The Sports Betting Data Service market is currently experiencing robust growth and rapid maturation, fueled by the global expansion of legalized sports betting, the rising demand for data-driven decision-making among bookmakers and bettors, and the continuous evolution of digital sports ecosystems. What began as a basic service providing historical game statistics has evolved into a sophisticated industry offering comprehensive data solutions that underpin the entire sports betting value chain. Today, the service spectrum encompasses real-time data feeds, player and team performance analytics, odds calculation models, and customized insights tailored to diverse stakeholders—from large betting operators and fantasy sports platforms to media broadcasters and individual bettors. This transformation is driven by the critical role data

plays in enhancing the accuracy of odds-setting, improving user engagement, and mitigating operational risks. Regionally, mature markets with well-established regulatory frameworks lead in adoption, while emerging economies are witnessing accelerated growth as they liberalize sports betting regulations and embrace digitalization. The competitive landscape is diverse, featuring global giants with extensive data aggregation capabilities, specialized firms focusing on niche sports or advanced analytics, and fintech startups leveraging agile technologies to capture market share. However, the market also faces significant challenges, including strict regulatory compliance requirements that vary across regions, concerns over data privacy and security, and the need to ensure the authenticity and timeliness of data—especially amid the surge in live and in-play betting activities. Additionally, responsible gambling initiatives are increasingly shaping service offerings, with providers integrating tools to monitor betting patterns and support safer gambling practices.

Looking ahead, the future of Sports Betting Data Service will be defined by deep technological integration, expanding use cases, and evolving regulatory landscapes. Artificial intelligence (AI) and machine learning will remain at the forefront of innovation, enabling the processing of massive datasets—including real-time player movements, weather conditions, and even social media sentiment—to generate predictive analytics and dynamic odds adjustments. This technological advancement will also drive personalization, as services tailor recommendations and insights to individual bettor preferences and risk profiles, enhancing user experience and engagement. The rise of micro-betting, which focuses on short-term in-game outcomes, will further boost demand for ultra-low-latency data feeds and real-time analytics capabilities. Another key trend is the integration of blockchain technology, which promises to enhance transparency in transactions and data verification, addressing concerns around fraud and fairness while facilitating faster payouts, particularly in cross-border betting scenarios. Additionally, the market will expand beyond traditional sports to include esports and emerging athletic disciplines, requiring data providers to develop specialized datasets and analytical models for these growing segments. Collaboration between data service providers, sports leagues, and betting platforms will deepen, leading to integrated ecosystems that deliver seamless data flow and enhanced fan experiences. As regulators worldwide strive to balance industry growth with consumer protection, data services will need to incorporate more robust responsible gambling features and ensure full compliance with regional laws. Ultimately, the sector's growth will hinge on providers' ability to combine technological agility with regulatory adherence, delivering accurate, secure, and innovative data solutions that meet the evolving needs of the global sports betting industry. Those who successfully navigate

these dynamics will be well-positioned to capitalize on the market's expanding potential.

This report studies the global Sports Betting Data Service demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Sports Betting Data Service, 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 Sports Betting Data Service that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Sports Betting Data Service total market, 2021-2032, (USD Million)

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

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

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

Global Sports Betting Data Service total market by Data Content Type, CAGR, 2021-2032, (USD Million)

Global Sports Betting Data Service total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Sports Betting Data Service 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 Sportradar, Genius Sports, Stats Perform, SIS (Sports Information Services), OddsMatrix (EveryMatrix), LSports, BETER, TXODDS, Soft Construct, BetMakers Technology Group, 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 Sports Betting Data Service market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Data Content 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 Sports Betting Data Service Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Sports Betting Data Service Market, Segmentation by Data Content Type:

Event and Match Data Service

Odds and Pricing Data Service

Player and Team Statistics Data Service

Trading and Settlement Data Service

Others

Global Sports Betting Data Service Market, Segmentation by Delivery Mode:

API-Based Data Service

Feed-Based Data Service

Hosted Data and Widget Service

Streaming-Integrated Data Service

Others

Global Sports Betting Data Service Market, Segmentation by Latency Parameter:

Pre-Match Data Service

Near Real-Time Data Service

Low-Latency In-Play Data Service

Historical Data Service

Others

Global Sports Betting Data Service Market, Segmentation by Application:

Sportsbook Platforms

Betting Exchanges

Online Gaming Operators

Media and Fan Engagement Platforms

Odds Comparison Websites

Others

Companies Profiled:

Sportradar

Genius Sports

Stats Perform

SIS (Sports Information Services)

OddsMatrix (EveryMatrix)

LSports

BETER

TXODDS

Soft Construct

BetMakers Technology Group

Podium (PA Betting Services)

DraftKings

Kambi

Gambling.com Group

ExeFeed

DATA.BET

Gracernote

SportsDataIO

GRID

JRA-VAN

Donbest

Abelson Sports

PandaScore

ALT Sports Data

Goalserve

iSports API

Glad Cube

SportMonks

The Odds API

Data Sports Group

Key Questions Answered

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

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