

# Global Sweepstakes Software Development 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 Sweepstakes Software Development market size was valued at US\$ 560 million in 2025 and is forecast to a readjusted size of US\$ 980 million by 2032 with a CAGR of 6.5% during review period.

Sweepstakes Software Development is a platform or suite of digital tools designed to create, launch, manage, and analyze promotional contests, giveaways, and sweepstakes. It automates the complex legal and operational requirements of running such promotions, ensuring compliance while maximizing participant engagement and data collection.

### Key Challenges

- 1. Complex & Fragmented Legal Landscape:** Laws governing sweepstakes, contests, and lotteries vary dramatically by country, state, and even province (e.g., strict rules in Florida, New York, and Quebec). Navigating this patchwork is the single biggest challenge.
- 2. Definitional & Compliance Risks:** A fine line separates a legal sweepstakes (no purchase necessary) from an illegal lottery. Software must enforce this structurally to protect the operator.
- 3. Fraud & Abuse Prevention:** Combating automated bots, duplicate entries, fake accounts, and fraudulent winner claims requires sophisticated verification and security tools.

This report is a detailed and comprehensive analysis for global Sweepstakes Software Development 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 Sweepstakes Software Development market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Sweepstakes Software Development market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Sweepstakes Software Development market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Sweepstakes Software Development 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 Sweepstakes Software Development

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 Sweepstakes Software Development 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 Wishpond, Upland, QNTM (Qualifio), ShortStack, Votigo, Woobox, Apphub (ViralSweep), Gleam, Chetu, GammaSweep, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

Sweepstakes Software Development 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

Cloud-Based

On-Premise

#### Market segment by Business Model

Enterprise SaaS Platforms

Managed Service/Solution Provider

Specialized Niche Software

#### Market segment by Industry

Brand Marketing and Consumer Goods (CPG)

Retail and E-commerce

Media and Entertainment

Social and Sweepstakes Gaming

Other

#### Market segment by Application

Large Enterprises

SMEs

Market segment by players, this report covers

Wishpond

Upland

QNTM (Qualifio)

ShortStack

Votigo

Woobox

Apphub (ViralSweep)

Gleam

Chetu

GammaSweep

NuxGame

KodeDice

TRUEiGTECH

CrustLab

My Gaming License

Whimsy Games

LuckyStreak

RiverSlot (RiverSweeps)

SoftSwiss

Vegangster

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 Sweepstakes Software Development product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Sweepstakes Software Development, with revenue, gross margin, and global market share of Sweepstakes Software Development from 2021 to 2026.

Chapter 3, the Sweepstakes Software Development 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 Sweepstakes Software Development 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 Sweepstakes Software Development.

Chapter 13, to describe Sweepstakes Software Development research findings and conclusion.

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