

Global Sweepstakes Software Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Sweepstakes Software market size is expected to reach \$ 928 million by 2032, rising at a market growth of 6.2% CAGR during the forecast period (2026-2032). Sweepstakes software, also referred to as competition marketing software, allows business to engage existing and potential customers through reward-based promotions. Sweepstakes Software 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.

Market Drivers

1. **Explosion of Digital Marketing:** Brands are in a constant battle for consumer attention online. Sweepstakes are a proven high-engagement tactic to cut through the noise.
2. **Demand for First-Party Data:** With the phasing out of third-party cookies, sweepstakes are a powerful, consent-based tool for collecting valuable zero- and first-party data (emails, preferences, demographics).
3. **Growth of Social Media & Influencer Marketing:** Platforms like Instagram and TikTok have built-in contest features. Software is needed to manage complex, cross-platform campaigns and influencer-partnered giveaways professionally.

This report studies the global Sweepstakes Software demand, key companies, and key regions.

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

Highlights and key features of the study

Global Sweepstakes Software total market, 2021-2032, (USD Million)

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

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

Global Sweepstakes Software revenue by player, revenue and market share 2021-2026, (USD Million)

Global Sweepstakes Software total market by Type, CAGR, 2021-2032, (USD Million)

Global Sweepstakes Software total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Sweepstakes Software 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Sweepstakes Software 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 Sweepstakes Software Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Sweepstakes Software Market, Segmentation by Type:

Cloud Based

Web Based

Global Sweepstakes Software Market, Segmentation by Business Model:

Enterprise SaaS Platforms

Managed Service/Solution Providers

Specialized Niche Software

Global Sweepstakes Software Market, Segmentation by Industry:

Brand Marketing and Consumer Goods (CPG)

Retail and E-commerce

Media and Entertainment

Social/Sweepstakes Gaming

Other

Global Sweepstakes Software Market, Segmentation by Application:

Large Enterprises

SMEs

Companies Profiled:

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

Key Questions Answered

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

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