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In-Game Gambling And Loot Boxes Market Size, Share & Trends Analysis Report By Platform (Mobile, PC (Personal Computer), Console), By Game Type (Sports Betting, Casino Games, Lottery), By Game Business Model, By Age Group, By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

The global in-game gambling and loot boxes market size was valued at USD 23.1 billion in 2025 and is projected to grow from USD 24.6 billion in 2026 to USD 40.1 billion by 2033, at a CAGR of 7.2% from 2026 to 2033. The market in Asia Pacific dominated with a revenue share of 40.6% in 2025. The market growth is driven by the rising adoption of free-to-play and live-service games, increasing player engagement with virtual items, and growing monetization through loot boxes, randomized rewards, and in-game wagering mechanics.

The expansion of mobile and online gaming, combined with the integration of social and competitive gaming features, is encouraging developers and publishers to introduce additional in-game monetization models.

The growth of the in-game gambling and loot boxes market is driven by the increasing adoption of free-to-play games, live-service gaming models, and virtual item monetization, which require developers to establish recurring revenue streams beyond initial game purchases. The shift toward seasonal content, randomized rewards, virtual currencies, and limited-time digital items is encouraging publishers to integrate sophisticated in-game monetization mechanisms across mobile, console, and PC platforms. Major game developers are increasingly leveraging player engagement analytics, personalized rewards, digital payment systems, and live events to strengthen

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player retention and expand in-game spending.

The increasing adoption of free-to-play games, live-service titles, and recurring digital content models is strengthening demand for the in-game gambling and loot boxes market. Game developers and publishers are increasingly designing titles around continuous player engagement, seasonal updates, battle passes, randomized rewards, and virtual item economies, creating requirements for monetization mechanisms that can generate revenue throughout the game lifecycle. The continued expansion of live events, limited-time content, character customization, and collectible digital items is increasing the importance of loot boxes and randomized-reward systems within modern gaming ecosystems. This trend is creating opportunities for game publishers, digital content providers, and virtual-item platforms to introduce diversified in-game models.

Additionally, growing player engagement and spending on virtual items are supporting the expansion of the in-game gambling and loot boxes market. Players increasingly spend on cosmetic skins, character enhancements, collectible items, card packs, mystery rewards, and other digital assets that provide personalization or progression within games. Increasing engagement with multiplayer, role-playing, sports, and social gaming environments is encouraging publishers to introduce exclusive and randomized digital content that stimulates repeat purchases. The growing emphasis on player retention, personalized experiences, and recurring engagement is driving investment in sophisticated reward systems, virtual economies, and data-driven monetization strategies across the video game loot box market.

Moreover, advancements in digital payment infrastructure and virtual currency systems are expanding the commercial feasibility of in-game gambling and loot box monetization. The integration of mobile wallets, app-based payments, stored payment credentials, and game-specific virtual currencies is making it easier for players to purchase digital credits and access randomized rewards. Game publishers are increasingly integrating virtual currencies with loot boxes, mystery items, prize-based mechanics, and limited-time offers to streamline transactions and encourage repeat spending. These developments are lowering friction within in-game purchasing environments and creating opportunities for payment providers, game developers, publishers, and digital-platform operators to expand monetization across increasingly sophisticated virtual gaming economies.

Global In-Game Gambling And Loot Boxes Market Report Segmentation

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This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest technological trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global in-game gambling and loot boxes market report based on platform, game type, game business model, age group, and region:

Platform Outlook (Revenue, USD Million, 2021 - 2033)

Mobile

PC (Personal Computer)

Console

Game Type Outlook (Revenue, USD Million, 2021 - 2033)

Sports Betting

Casino Games

Lottery

Action & Shooter Games

Strategy Games

Others

Game Business Model Outlook (Revenue, USD Million, 2021 - 2033)

Free to Play Games

Premium Paid Games

Age Group Outlook (Revenue, USD Million, 2021 - 2033)

Under 18

18–24

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25–34

35–44

45+

Regional Outlook (Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

China

Japan

India

South Korea

Australia

Latin America

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Brazil

Middle East and Africa (MEA)

Saudi Arabia

UAE

South Africa

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