

Fantasy Sports Market Report by Sports Type (Football, Baseball, Basketball, Hockey, Cricket, and Others), Platform (Website, Mobile Application), Demographics (Under 25 Years, 25-40 Years, Above 40 Years), and Region 2024-2032

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Abstracts

The global fantasy sports market size reached US\$ 26.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 62.6 Billion by 2032, exhibiting a growth rate (CAGR) of 9.78% during 2024-2032.

Fantasy sports refer to online games that allow participants to assemble virtual teams of real sports players. The participants compete by playing as managers of their teams, building the roster through drafts and trades, and making line-ups in pursuit of producing the best team statistically. Football, baseball, soccer, cricket, hockey, and basketball are some commonly played fantasy sports. They are widely used as an interactive and engaging activity to compete with friends, colleagues, and family over friendly leagues. Fantasy sports help increase the learning ability, enhance decision-making, provide a realistic feeling while playing, and improve sports knowledge.

Fantasy Sports Market Trends:

The rapid expansion of digital infrastructure, coupled with increasing internet penetration, is one of the key factors driving the market growth. Fantasy sports are online prediction games based on websites and mobile applications played using smartphones, laptops, and tablets. In addition, the rising popularity of fantasy sports due to the widespread adoption of social media platforms where individuals can share their scores and standings is acting as another growth-inducing factor. Furthermore, increasing demand for fantasy sports as active fan engagement tools due to the rising

popularity of various sports leagues, such as the national football league (NFL), English premier league (EPL), and national basketball association (NBA), is providing a considerable boost to the market growth. Additionally, the integration of blockchain technology to enhance user experience, prevent abuses, and improve transparency by tracking data associated with teams, winners, and prizes are creating a positive outlook for the market. Moreover, increasing initiatives by several governments to promote fantasy sports and create a favorable ecosystem by setting regulatory frameworks are providing an impetus to the market growth. Other factors, including the launch of new applications, extensive research and development (R&D) activities, and rising investments in fantasy sports platforms, are anticipated to drive market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global fantasy sports market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on sports type, platform and demographics.

Breakup by Sports Type:

- Football
- Baseball
- Basketball
- Hockey
- Cricket
- Others

Breakup by Platform:

- Website
- Mobile Application

Breakup by Demographics:

- Under 25 Years
- 25-40 Years
- Above 40 Years

Breakup by Region:

North America
United States
Canada
Asia-Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Apollo Global Management Inc., CBS Sports Network (CBS Broadcasting, Inc.), Dream Sports Inc., Fantasy Power 11, FantasyPros, Fantrax, Flutter Entertainment plc, Fsport, Galactus Funware Technology Private Limited, Gameskraft Technologies, RealTime Fantasy Sports Inc., RotoBash and Sachar Gaming Private Limited.

Key Questions Answered in This Report

1. How big is the global fantasy sports market?
2. What is the expected growth rate of the global fantasy sports market during 2024-2032?
3. What are the key factors driving the global fantasy sports market?

4. What has been the impact of COVID-19 on the global fantasy sports market?
5. What is the breakup of the global fantasy sports market based on the platform?
6. What is the breakup of the global fantasy sports market based on the demographics?
7. What are the key regions in the global fantasy sports market?
8. Who are the key players/companies in the global fantasy sports market?

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