

Mexico Fantasy Sports Market Size, Share, Trends and Forecast by Sports Type, Platform, Demographics, and Region, 2026-2034

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Abstracts

The Mexico fantasy sports market size reached USD 382.5 Million in 2025 . Looking forward, IMARC Group expects the market to reach USD 924.4 Million by 2034, exhibiting a growth rate (CAGR) of 9.99 % during 2026-2034 . The market is growing due to high smartphone penetration, mobile-first gaming trends, and rising interest in soccer-based fantasy leagues. Daily fantasy sports (DFS) and real-money contests are gaining traction, supported by digital payment adoption. Social gaming features, influencer collaborations, and regulatory developments further fuel expansion, attracting younger, tech-savvy audiences.

MEXICO FANTASY SPORTS MARKET TRENDS:

Rapid Growth of Mobile Fantasy Sports Platforms in Mexico

The increasing adoption of mobile gaming platforms is majorly driving the Mexico fantasy sports market growth. With smartphone penetration and improved internet accessibility, more users are engaging in fantasy sports via apps and mobile-optimized websites. 94% of internet users in Mexico are connected to the web through smart devices at home. In 2023, 81.2% of the population used the Internet, up 9.7 percentage points since 2020, which points to progress in the digital inclusion of the population. The data highlights significant opportunities for mobile advertisers as digital engagement grows across rural and urban centers. Platforms and local operators are capitalizing on this trend by offering user-friendly interfaces, real-time updates, and localized content. The convenience of playing on-the-go appeals to younger demographics, particularly millennials and Gen Z, who dominate Mexico's digital landscape. Additionally, the rise of secure mobile payment solutions has facilitated

seamless in-app transactions, further enhancing participation. As mobile technology continues to advance, several gaming companies are expected to invest heavily in app enhancements, personalized experiences, and social gaming features to retain and attract users. This trend is further expanding the Mexico fantasy sports market share.

Expansion of Daily Fantasy Sports (DFS) and Real-Money Gaming

The Mexican market is witnessing a rise in daily fantasy sports (DFS) and real-money gaming, fueled by increasing interest in short-duration, high-engagement contests. Mexico's real-money gaming market is projected to grow 70% over the next three years, reaching more than 80 million players and producing an annual revenue of more than USD 10 Billion, even with recent restrictions on physical slot machines. Online is set to dominate as younger, technology-savvy players lean toward mobile-first gameplay. These trends offer great potential for fantasy sports operators looking to reach Mexico's expanding digital gaming audience. Unlike traditional season-long fantasy leagues, DFS allows players to draft new teams for each matchday, attracting users who prefer instant results and frequent payouts. International operators, along with local startups, are entering the market with localized DFS offerings, particularly around soccer and boxing, two of Mexico's most popular sports. Regulatory developments are also shaping this trend, as lawmakers consider clearer guidelines for real-money fantasy sports, distinguishing them from outright gambling. The growing acceptance of digital payments and cryptocurrencies is further facilitating secure transactions, encouraging more players to participate in cash-based contests. As DFS gains traction, operators are expected to introduce more promotional campaigns, free-to-play contests, and loyalty programs to attract casual players and convert them into paying users. Therefore, this is creating a positive Mexico fantasy sports market outlook.

MEXICO FANTASY SPORTS MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country level for 2026-2034. Our report has categorized the market based on sports type, platform, and demographics.

Sports Type Insights:

Football

Baseball

Basketball

Hockey

Cricket

Others

The report has provided a detailed breakup and analysis of the market based on the sports type. This includes football, baseball, basketball, hockey, cricket, and others.

Platform Insights:

Website

Mobile Application

A detailed breakup and analysis of the market based on the platform have also been provided in the report. This includes website and mobile application.

Demographics Insights:

Under 25 Years

25-40 Years

Above 40 Years

The report has provided a detailed breakup and analysis of the market based on the demographics. This includes under 25 years, 25-40 years, and above 40 years.

Regional Insights:

Northern Mexico

Central Mexico

Southern Mexico

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Northern Mexico, Central Mexico, Southern Mexico, and others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the Mexico fantasy sports market performed so far and how will it perform in the coming years?

What is the breakup of the Mexico fantasy sports market on the basis of sports type?

What is the breakup of the Mexico fantasy sports market on the basis of platform?

What is the breakup of the Mexico fantasy sports market on the basis of demographics?

What is the breakup of the Mexico fantasy sports market on the basis of region?

What are the various stages in the value chain of the Mexico fantasy sports market?

What are the key driving factors and challenges in the Mexico fantasy sports market?

What is the structure of the Mexico fantasy sports market and who are the key players?

What is the degree of competition in the Mexico fantasy sports market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 MEXICO FANTASY SPORTS MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 MEXICO FANTASY SPORTS MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (2020-2025)
- 5.2 Market Forecast (2026-2034)

6 MEXICO FANTASY SPORTS MARKET - BREAKUP BY SPORTS TYPE

- 6.1 Football
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Forecast (2026-2034)
- 6.2 Baseball
 - 6.2.1 Overview
 - 6.2.2 Historical and Current Market Trends (2020-2025)

6.2.3 Market Forecast (2026-2034)

6.3 Basketball

6.3.1 Overview

6.3.2 Historical and Current Market Trends (2020-2025)

6.3.3 Market Forecast (2026-2034)

6.4 Hockey

6.4.1 Overview

6.4.2 Historical and Current Market Trends (2020-2025)

6.4.3 Market Forecast (2026-2034)

6.5 Cricket

6.5.1 Overview

6.5.2 Historical and Current Market Trends (2020-2025)

6.5.3 Market Forecast (2026-2034)

6.6 Others

6.6.1 Historical and Current Market Trends (2020-2025)

6.6.2 Market Forecast (2026-2034)

7 MEXICO FANTASY SPORTS MARKET - BREAKUP BY PLATFORM

7.1 Website

7.1.1 Overview

7.1.2 Historical and Current Market Trends (2020-2025)

7.1.3 Market Forecast (2026-2034)

7.2 Mobile Application

7.2.1 Overview

7.2.2 Historical and Current Market Trends (2020-2025)

7.2.3 Market Forecast (2026-2034)

8 MEXICO FANTASY SPORTS MARKET - BREAKUP BY DEMOGRAPHICS

8.1 Under 25 Years

8.1.1 Overview

8.1.2 Historical and Current Market Trends (2020-2025)

8.1.3 Market Forecast (2026-2034)

8.2 25-40 Years

8.2.1 Overview

8.2.2 Historical and Current Market Trends (2020-2025)

8.2.3 Market Forecast (2026-2034)

8.3 Above 40 Years

8.3.1 Overview

8.3.2 Historical and Current Market Trends (2020-2025)

8.3.3 Market Forecast (2026-2034)

9 MEXICO FANTASY SPORTS MARKET – BREAKUP BY REGION

9.1 Northern Mexico

9.1.1 Overview

9.1.2 Historical and Current Market Trends (2020-2025)

9.1.3 Market Breakup by Sports Type

9.1.4 Market Breakup by Platform

9.1.5 Market Breakup by Demographics

9.1.6 Key Players

9.1.7 Market Forecast (2026-2034)

9.2 Central Mexico

9.2.1 Overview

9.2.2 Historical and Current Market Trends (2020-2025)

9.2.3 Market Breakup by Sports Type

9.2.4 Market Breakup by Platform

9.2.5 Market Breakup by Demographics

9.2.6 Key Players

9.2.7 Market Forecast (2026-2034)

9.3 Southern Mexico

9.3.1 Overview

9.3.2 Historical and Current Market Trends (2020-2025)

9.3.3 Market Breakup by Sports Type

9.3.4 Market Breakup by Platform

9.3.5 Market Breakup by Demographics

9.3.6 Key Players

9.3.7 Market Forecast (2026-2034)

9.4 Others

9.4.1 Historical and Current Market Trends (2020-2025)

9.4.2 Market Forecast (2026-2034)

10 MEXICO FANTASY SPORTS MARKET – COMPETITIVE LANDSCAPE

10.1 Overview

10.2 Market Structure

10.3 Market Player Positioning

- 10.4 Top Winning Strategies
- 10.5 Competitive Dashboard
- 10.6 Company Evaluation Quadrant

11 PROFILES OF KEY PLAYERS

- 11.1 Company A
 - 11.1.1 Business Overview
 - 11.1.2 Services Offered
 - 11.1.3 Business Strategies
 - 11.1.4 SWOT Analysis
 - 11.1.5 Major News and Events
- 11.2 Company B
 - 11.2.1 Business Overview
 - 11.2.2 Services Offered
 - 11.2.3 Business Strategies
 - 11.2.4 SWOT Analysis
 - 11.2.5 Major News and Events
- 11.3 Company C
 - 11.3.1 Business Overview
 - 11.3.2 Services Offered
 - 11.3.3 Business Strategies
 - 11.3.4 SWOT Analysis
 - 11.3.5 Major News and Events
- 11.4 Company D
 - 11.4.1 Business Overview
 - 11.4.2 Services Offered
 - 11.4.3 Business Strategies
 - 11.4.4 SWOT Analysis
 - 11.4.5 Major News and Events
- 11.5 Company E
 - 11.5.1 Business Overview
 - 11.5.2 Services Offered
 - 11.5.3 Business Strategies
 - 11.5.4 SWOT Analysis
 - 11.5.5 Major News and Events

12 MEXICO FANTASY SPORTS MARKET - INDUSTRY ANALYSIS

12.1 Drivers, Restraints, and Opportunities

12.1.1 Overview

12.1.2 Drivers

12.1.3 Restraints

12.1.4 Opportunities

12.2 Porters Five Forces Analysis

12.2.1 Overview

12.2.2 Bargaining Power of Buyers

12.2.3 Bargaining Power of Suppliers

12.2.4 Degree of Competition

12.2.5 Threat of New Entrants

12.2.6 Threat of Substitutes

12.3 Value Chain Analysis

13 APPENDIX

I would like to order

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