

# Online Gambling Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global online gambling market size reached US\$ 79.8 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 133.9 Billion by 2028, exhibiting a growth rate (CAGR) of 8.5% during 2023-2028.

Online gambling, or virtual gambling, refers to betting on casino or sports-based activities over the internet. In comparison to in-person gambling, online gambling does not involve physical interaction of players and all the sessions are moderated by computer programs. Players can virtually play various games, such as sports betting, blackjack, poker, roulette and slot machines. They can download gambling software on their personal computers or can play through a website. Online gambling offers various benefits, such as cashless transactions, accessibility through any electronic device, customizable budget and real-time gambling experience for the players.

### Online Gambling Market Trends:

Rapid urbanization, along with the increasing penetration of the internet across the globe, is one of the key factors driving the growth of the market. Furthermore, legalization and cultural approval of online betting in various developed countries are also providing a boost to the market growth. Online sports companies are also attaining high-profile sponsorships with various football and racing clubs, which helps attract new users. In line with this, convenient access to online casinos that can be used through mobile phones is also creating a positive impact on the online gambling industry.

Various technological advancements, such as the development of virtual reality (VR) and blockchain tools, are acting as another growth-inducing factor. These technologies aid in maintaining the transparency of gambling activities and provide an immersive

experience to the player. Other factors, including increasing expenditure capacities of the consumers, along with the advent of bitcoin gambling, are expected to drive the market further.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global online gambling market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on game type and device.

#### Breakup by Game Type:

- Sports Betting
  - Football
  - Horse Racing
  - E-Sports
  - Others
- Casino
  - Live Casino
  - Baccarat
  - Blackjack
  - Poker
  - Slots
  - Others
  - Others

#### Breakup by Device:

- Desktop
- Mobile
- Others

#### 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 global online gambling industry is highly fragmented with the presence of several small and large players. Some of the leading players in the market are:

888 Holdings PLC  
Bet365 Group Ltd.  
Betsson AB  
Cherry Spelgladje AB  
Flutter Entertainment Plc  
Galaxy Entertainment Group  
GVC Holdings Plc  
Intralot S.A.  
Kindred Group Plc  
LeoVegas Mobile Gaming Group  
MGM Resorts International

#### Key Questions Answered in This Report

1. What was the size of the global online gambling market in 2022?

2. What is the expected growth rate of the global online gambling market during 2023-2028?
3. What are the key factors driving the global online gambling market?
4. What has been the impact of COVID-19 on the global online gambling market?
5. What is the breakup of the global online gambling market based on the game type?
6. What is the breakup of the global online gambling market based on the device?
7. What are the key regions in the global online gambling market?
8. Who are the key players/companies in the global online gambling 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 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL ONLINE GAMBLING MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### **6 MARKET BREAKUP BY GAME TYPE**

- 6.1 Sports Betting
  - 6.1.1 Market Trends
  - 6.1.2 Major Types
    - 6.1.2.1 Football
    - 6.1.2.2 Horse Racing
    - 6.1.2.3 E-Sports
    - 6.1.2.4 Others

- 6.1.3 Market Forecast
- 6.2 Casino
  - 6.2.1 Market Trends
  - 6.2.2 Major Types
    - 6.2.2.1 Live Casino
    - 6.2.2.2 Baccarat
    - 6.2.2.3 Blackjack
    - 6.2.2.4 Poker
    - 6.2.2.5 Slots
    - 6.2.2.6 Others
  - 6.2.3 Market Forecast
- 6.3 Others
  - 6.3.1 Market Trends
  - 6.3.2 Market Forecast

## **7 MARKET BREAKUP BY DEVICE**

- 7.1 Desktop
  - 7.1.1 Market Trends
  - 7.1.2 Market Forecast
- 7.2 Mobile
  - 7.2.1 Market Trends
  - 7.2.2 Market Forecast
- 7.3 Others
  - 7.3.1 Market Trends
  - 7.3.2 Market Forecast

## **8 MARKET BREAKUP BY REGION**

- 8.1 North America
  - 8.1.1 United States
    - 8.1.1.1 Market Trends
    - 8.1.1.2 Market Forecast
  - 8.1.2 Canada
    - 8.1.2.1 Market Trends
    - 8.1.2.2 Market Forecast
- 8.2 Asia Pacific
  - 8.2.1 China
    - 8.2.1.1 Market Trends

- 8.2.1.2 Market Forecast
- 8.2.2 Japan
  - 8.2.2.1 Market Trends
  - 8.2.2.2 Market Forecast
- 8.2.3 India
  - 8.2.3.1 Market Trends
  - 8.2.3.2 Market Forecast
- 8.2.4 South Korea
  - 8.2.4.1 Market Trends
  - 8.2.4.2 Market Forecast
- 8.2.5 Australia
  - 8.2.5.1 Market Trends
  - 8.2.5.2 Market Forecast
- 8.2.6 Indonesia
  - 8.2.6.1 Market Trends
  - 8.2.6.2 Market Forecast
- 8.2.7 Others
  - 8.2.7.1 Market Trends
  - 8.2.7.2 Market Forecast
- 8.3 Europe
  - 8.3.1 Germany
    - 8.3.1.1 Market Trends
    - 8.3.1.2 Market Forecast
  - 8.3.2 France
    - 8.3.2.1 Market Trends
    - 8.3.2.2 Market Forecast
  - 8.3.3 United Kingdom
    - 8.3.3.1 Market Trends
    - 8.3.3.2 Market Forecast
  - 8.3.4 Italy
    - 8.3.4.1 Market Trends
    - 8.3.4.2 Market Forecast
  - 8.3.5 Spain
    - 8.3.5.1 Market Trends
    - 8.3.5.2 Market Forecast
  - 8.3.6 Russia
    - 8.3.6.1 Market Trends
    - 8.3.6.2 Market Forecast
  - 8.3.7 Others

8.3.7.1 Market Trends

8.3.7.2 Market Forecast

8.4 Latin America

8.4.1 Brazil

8.4.1.1 Market Trends

8.4.1.2 Market Forecast

8.4.2 Mexico

8.4.2.1 Market Trends

8.4.2.2 Market Forecast

8.4.3 Others

8.4.3.1 Market Trends

8.4.3.2 Market Forecast

8.5 Middle East and Africa

8.5.1 Market Trends

8.5.2 Market Breakup by Country

8.5.3 Market Forecast

## **9 SWOT ANALYSIS**

9.1 Overview

9.2 Strengths

9.3 Weaknesses

9.4 Opportunities

9.5 Threats

## **10 VALUE CHAIN ANALYSIS**

## **11 PORTERS FIVE FORCES ANALYSIS**

11.1 Overview

11.2 Bargaining Power of Buyers

11.3 Bargaining Power of Suppliers

11.4 Degree of Competition

11.5 Threat of New Entrants

11.6 Threat of Substitutes

## **12 PRICE INDICATORS**

## **13 COMPETITIVE LANDSCAPE**



- 13.1 Market Structure
- 13.2 Key Players
- 13.3 Profiles of Key Players
  - 13.3.1 888 Holdings Plc
    - 13.3.1.1 Company Overview
    - 13.3.1.2 Product Portfolio
    - 13.3.1.3 Financials
  - 13.3.2 Bet365 Group Ltd.
    - 13.3.2.1 Company Overview
    - 13.3.2.2 Product Portfolio
    - 13.3.2.3 Financials
  - 13.3.3 Betsson AB
    - 13.3.3.1 Company Overview
    - 13.3.3.2 Product Portfolio
    - 13.3.3.3 Financials
  - 13.3.4 Cherry Spelgl?dje AB
    - 13.3.4.1 Company Overview
    - 13.3.4.2 Product Portfolio
  - 13.3.5 Flutter Entertainment Plc
    - 13.3.5.1 Company Overview
    - 13.3.5.2 Product Portfolio
    - 13.3.5.3 Financials
  - 13.3.6 Galaxy Entertainment Group
    - 13.3.6.1 Company Overview
    - 13.3.6.2 Product Portfolio
    - 13.3.6.3 Financials
  - 13.3.7 GVC Holdings Plc
    - 13.3.7.1 Company Overview
    - 13.3.7.2 Product Portfolio
    - 13.3.7.3 Financials
  - 13.3.8 Intralot S.A.
    - 13.3.8.1 Company Overview
    - 13.3.8.2 Product Portfolio
    - 13.3.8.3 Financials
    - 13.3.8.4 SWOT Analysis
  - 13.3.9 Kindred Group Plc
    - 13.3.9.1 Company Overview
    - 13.3.9.2 Product Portfolio

13.3.9.3 Financials

13.3.10 LeoVegas Mobile Gaming Group

13.3.10.1 Company Overview

13.3.10.2 Product Portfolio

13.3.10.3 Financials

13.3.11 MGM Resorts International

13.3.11.1 Company Overview

13.3.11.2 Product Portfolio

13.3.11.3 Financials

13.3.11.4 SWOT Analysis

## List Of Tables

### LIST OF TABLES

Table 1: Global: Online Gambling Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Online Gambling Market Forecast: Breakup by Game Type (in Million US\$), 2023-2028

Table 3: Global: Online Gambling Market Forecast: Breakup by Devices (in Million US\$), 2023-2028

Table 4: Global: Online Gambling Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 5: Global: Online Gambling Market Structure

Table 6: Global: Online Gambling Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Online Gambling Market: Major Drivers and Challenges

Figure 2: Global: Online Gambling Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Online Gambling Market: Breakup by Game Type (in %), 2022

Figure 4: Global: Online Gambling Market: Breakup by Device (in %), 2022

Figure 5: Global: Online Gambling Market: Breakup by Region (in %), 2022

Figure 6: Global: Online Gambling Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 7: Global: Online Gambling (Sports Betting) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 8: Global: Online Gambling (Sports Betting) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 9: Global: Online Gambling (Casino) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 10: Global: Online Gambling (Casino) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 11: Global: Online Gambling (Others) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 12: Global: Online Gambling (Others) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 13: Global: Online Gambling (Desktop) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 14: Global: Online Gambling (Desktop) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 15: Global: Online Gambling (Mobile) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 16: Global: Online Gambling (Mobile) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 17: Global: Online Gambling (Other Devices) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 18: Global: Online Gambling (Other Devices) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 19: North America: Online Gambling Market: Sales Value (in Million US\$), 2017 & 2022

Figure 20: North America: Online Gambling Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 21: United States: Online Gambling Market: Sales Value (in Million US\$), 2017 & 2022

Figure 22: United States: Online Gambling Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 23: Canada: Online Gambling Market: Sales Value (in Million US\$), 2017 & 2022

Figure 24: Canada: Online Gambling Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 25: Asia Pacific: Online Gambling Market: Sales Value (in Million US\$), 2017 & 2022

Figure 26: Asia Pacific: Online Gambling Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 27: China: Online Gambling Market: Sales Value (in Million US\$), 2017 & 2022

Figure 28: China: Online Gambling Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 29: Japan: Online Gambling Market: Sales Value (in Million US\$), 2017 & 2022

Figure 30: Japan: Online Gambling Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 31: India: Online Gambling Market: Sales Value (in Million US\$), 2017 & 2022

Figure 32: India: Online Gambling Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 33: South Korea: Online Gambling Market: Sales Value (in Million US\$), 2017 & 2022

Figure 34: South Korea: Online Gambling Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 35: Australia: Online Gambling Market: Sales Value (in Million US\$), 2017 & 2022

Figure 36: Australia: Online Gambling Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 37: Indonesia: Online Gambling Market: Sales Value (in Million US\$), 2017 & 2022

Figure 38: Indonesia: Online Gambling Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 39: Others: Online Gambling Market: Sales Value (in Million US\$), 2017 & 2022

Figure 40: Others: Online Gambling Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 41: Europe: Online Gambling Market: Sales Value (in Million US\$), 2017 & 2022

Figure 42: Europe: Online Gambling Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 43: Germany: Online Gambling Market: Sales Value (in Million US\$), 2017 &

2022

Figure 44: Germany: Online Gambling Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 45: France: Online Gambling Market: Sales Value (in Million US\$), 2017 & 2022

Figure 46: France: Online Gambling Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 47: United Kingdom: Online Gambling Market: Sales Value (in Million US\$), 2017 & 2022

Figure 48: United Kingdom: Online Gambling Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 49: Italy: Online Gambling Market: Sales Value (in Million US\$), 2017 & 2022

Figure 50: Italy: Online Gambling Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 51: Spain: Online Gambling Market: Sales Value (in Million US\$), 2017 & 2022

Figure 52: Spain: Online Gambling Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 53: Russia: Online Gambling Market: Sales Value (in Million US\$), 2017 & 2022

Figure 54: Russia: Online Gambling Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 55: Others: Online Gambling Market: Sales Value (in Million US\$), 2017 & 2022

Figure 56: Others: Online Gambling Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 57: Latin America: Online Gambling Market: Sales Value (in Million US\$), 2017 & 2022

Figure 58: Latin America: Online Gambling Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 59: Brazil: Online Gambling Market: Sales Value (in Million US\$), 2017 & 2022

Figure 60: Brazil: Online Gambling Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 61: Mexico: Online Gambling Market: Sales Value (in Million US\$), 2017 & 2022

Figure 62: Mexico: Online Gambling Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 63: Others: Online Gambling Market: Sales Value (in Million US\$), 2017 & 2022

Figure 64: Others: Online Gambling Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 65: Middle East and Africa: Online Gambling Market: Sales Value (in Million US\$), 2017 & 2022

Figure 66: Middle East and Africa: Online Gambling Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 67: Global: Online Gambling Industry: SWOT Analysis

Figure 68: Global: Online Gambling Industry: Value Chain Analysis

Figure 69: Global: Online Gambling Industry: Porter's Five Forces Analysis

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