

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

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## Abstracts

The global online lottery market size reached US\$ 10.3 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 15.1 Billion by 2028, exhibiting a growth rate (CAGR) of 6.1% during 2023-2028.

Online lottery refers to a system of gambling that involves acquiring money by selling numbered tickets and randomly drawing numbers to provide prizes to holders of selected numbers. These games are linked to a central computer, which is further connected to a telecommunication network. Online lottery applications can be downloaded on the desktop and smartphones or can be played through a website. The sessions are moderated by computer programs, thus eliminating all forms of physical contact and interactions. Apart from this, online lottery solutions offer multiple benefits, such as real-time experience, convenience, secure payments, easy accessibility, cashless transactions, and a safe environment.

### Online Lottery Market Trends:

The rising availability of high-speed internet connectivity and the inflating sales of smartphones across the globe represent some of the key factors creating a positive outlook for the market. Consumers are widely adopting online lottery methods due to their enhanced accessibility on mobile phones and personal computers (PCs), provision of digital and mobile payments for online players, and improved betting processes, security, and reliability. Additionally, the shifting inclination of users from traditional draw-based games to online lotteries due to a higher amount of return on lower investments is favoring the market growth. Apart from this, various advancements in technology, such as the integration of virtual and augmented reality (VR/AR), along with the introduction of connected wearables for providing an immersive gaming experience while ensuring transparency, are providing a considerable boost to the market growth.

Moreover, the increasing utilization of online payment channels that offer encryption security for protecting data related to online transactions is positively impacting the market growth. Other factors, including various promotional activities on social media, rising expenditure capacities of consumers, and the implementation of various government initiatives promoting safe practices and legalization of online lottery services, are anticipated to drive the market further toward growth.

#### Key Market Segmentation:

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

#### Breakup by Product Type:

- The Lotto
- Quizzes Type Lottery
- Numbers Game
- Scratch-off Instant Games
- Others

#### Breakup by Platform:

- Desktop
- Mobile/App-based

#### 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 Camelot Group, International Game Technology PLC, Jackpot.com, Lotto Agent, Lotto Direct Limited, Lotto247, Lottoland Limited, LottosOnline, MultiLotto, OneLotto.com, Play UK Internet N.V and ZEAL Network SE.

#### Key Questions Answered in This Report:

How has the global online lottery market performed so far and how will it perform in the coming years?  
What has been the impact of COVID-19 on the global online lottery market?  
What are the key regional markets?  
What is the breakup of the market based on the product type?  
What is the breakup of the market based on the platform?  
What are the various stages in the value chain of the industry?  
What are the key driving factors and challenges in the industry?  
What is the structure of the global online lottery market and who are the key players?  
What is the degree of competition in the industry?

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