

South Korea Online Gambling Market Report by Game Type (Sports Betting, Casino, and Others), Device (Desktop, Mobile, and Others), and Region 2026-2034

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Abstracts

The South Korea online gambling market size reached USD 1.9 Billion in 2025. Looking forward, IMARC Group expects the market to reach USD 3.8 Billion by 2034, exhibiting a growth rate (CAGR) of 7.59% during 2026-2034. The increasing internet penetration, the widespread adoption of smartphones and improved connectivity, the rapid technological advancements, the rising integration of virtual reality (VR), augmented reality (AR), and live dealer games, the changes in regulations and the legalization of online gambling in various jurisdictions, and the growing marketing and advertising campaigns by online gambling operators are some of the factors propelling the market.

Online gambling is an exciting and dynamic form of entertainment that has revolutionized traditional betting experiences. This digital platform offers individuals the convenience and flexibility to engage in various games of chance, such as casino games and sports betting, from the comfort of their homes or anywhere with internet access. The diverse array of gaming options available ensures that users can find activities tailored to their preferences, promoting inclusivity and enjoyment for a broad audience. Technological advancements have significantly enhanced the online gambling experience, incorporating high-quality graphics, immersive gameplay, and even live dealer interactions, making it an engaging and visually appealing form of entertainment. Moreover, online gambling fosters global connectivity, allowing players from around the world to participate in the same gaming platforms and creating a vibrant, diverse community. The industry's growth contributes to job creation across sectors like software development, customer support, and marketing while also making positive economic contributions through taxes and licensing fees. Online gambling is not just a leisure activity; it serves as a source of entertainment, social interaction, and economic development, showcasing the positive aspects that have made it a widely

embraced form of digital recreation.

SOUTH KOREA ONLINE GAMBLING MARKET TRENDS:

The market in South Korea is majorly driven by the convenience of engaging in gambling activities from the comfort of one's home or mobile device. The growth of smartphones, coupled with increased internet penetration, has broadened the user base, making online gambling accessible to a diverse global audience. The industry's commitment to innovation and technological advancements has elevated the user experience, introducing cutting-edge features such as virtual reality and live dealer games, enhancing engagement, and attracting a new generation of players. Furthermore, regulatory changes and increasing legalization efforts have played a pivotal role in driving market growth. As more regions recognize the economic benefits and social implications of regulated online gambling, legal frameworks are evolving, creating a safer and more transparent environment. This has not only boosted consumer confidence but also attracted reputable operators, contributing to the overall market growth. Besides, the marketing strategies employed by online gambling operators have been instrumental in expanding their reach and attracting new users. Aggressive digital marketing campaigns, often leveraging social media and targeted advertisements, have effectively captured the attention of potential players. The industry's ability to create enticing promotions, bonuses, and loyalty programs has further incentivized participation, fostering customer retention and sustained market growth. Moreover, the industry's diversification of offerings has been another key driver. Online gambling platforms now host a plethora of options, including traditional casino games, sports betting, poker, and emerging trends like esports wagering. This diversity ensures that there is something for every type of gambler, broadening the appeal of online gambling and contributing to increased user engagement. Additionally, the COVID-19 pandemic has accelerated the shift towards online platforms, as lockdowns and social distancing measures prompted a rise in online activities, including gambling. This change in consumer behavior has had a lasting impact on the market as individuals continue to embrace the convenience and entertainment value offered by online gambling, strengthening the market.

SOUTH KOREA ONLINE GAMBLING 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 game type and device.

Game Type Insights:

Sports Betting

Football

Horse Racing

E-Sports

Others

Casino

Live Casino

Baccarat

Blackjack

Poker

Slots

Others

The report has provided a detailed breakup and analysis of the market based on the game type. This includes sports betting (football, horse racing, e-sports, and others), casino (live casino, baccarat, blackjack, poker, slots, and others), and others.

Device Insights:

Desktop

Mobile

A detailed breakup and analysis of the market based on the device have also been

provided in the report. This includes desktop, mobile, and others.

Regional Insights:

Seoul Capital Area

Yeongam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region) and Others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape in the market. 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 South Korea online gambling market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the South Korea online gambling market?

What is the breakup of the South Korea online gambling market on the basis of game type?

What is the breakup of the South Korea online gambling market on the basis of device?

What are the various stages in the value chain of the South Korea online gambling market?

What are the key driving factors and challenges in the South Korea online gambling?

What is the structure of the South Korea online gambling market and who are the key players?

What is the degree of competition in the South Korea 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 SOUTH KOREA ONLINE GAMBLING MARKET - INTRODUCTION

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

5 SOUTH KOREA ONLINE GAMBLING MARKET LANDSCAPE

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

6 SOUTH KOREA ONLINE GAMBLING MARKET - BREAKUP BY GAME TYPE

- 6.1 Sports Betting
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Segmentation
 - 6.1.3.1 Football
 - 6.1.3.2 Horse Racing
 - 6.1.3.3 E-Sports

6.1.3.4 Others

6.1.4 Market Forecast (2026-2034)

6.2 Casino

6.2.1 Overview

6.2.2 Historical and Current Market Trends (2020-2025)

6.2.3 Market Segmentation

6.2.3.1 Live Casino

6.2.3.2 Baccarat

6.2.3.3 Blackjack

6.2.3.4 Poker

6.2.3.5 Slots

6.2.3.6 Others

6.2.4 Market Forecast (2026-2034)

6.3 Others

6.3.1 Historical and Current Market Trends (2020-2025)

6.3.2 Market Forecast (2026-2034)

7 SOUTH KOREA ONLINE GAMBLING MARKET - BREAKUP BY DEVICE

7.1 Desktop

7.1.1 Overview

7.1.2 Historical and Current Market Trends (2020-2025)

7.1.3 Market Forecast (2026-2034)

7.2 Mobile

7.2.1 Overview

7.2.2 Historical and Current Market Trends (2020-2025)

7.2.3 Market Forecast (2026-2034)

7.3 Others

7.3.1 Historical and Current Market Trends (2020-2025)

7.3.2 Market Forecast (2026-2034)

8 SOUTH KOREA ONLINE GAMBLING MARKET – BREAKUP BY REGION

8.1 Seoul Capital Area

8.1.1 Overview

8.1.2 Historical and Current Market Trends (2020-2025)

8.1.3 Market Breakup by Game Type

8.1.4 Market Breakup by Device

8.1.5 Key Players

- 8.1.6 Market Forecast (2026-2034)
- 8.2 Yeongam (Southeastern Region)
 - 8.2.1 Overview
 - 8.2.2 Historical and Current Market Trends (2020-2025)
 - 8.2.3 Market Breakup by Game Type
 - 8.2.4 Market Breakup by Device
 - 8.2.5 Key Players
 - 8.2.6 Market Forecast (2026-2034)
- 8.3 Honam (Southwestern Region)
 - 8.3.1 Overview
 - 8.3.2 Historical and Current Market Trends (2020-2025)
 - 8.3.3 Market Breakup by Game Type
 - 8.3.4 Market Breakup by Device
 - 8.3.5 Key Players
 - 8.3.6 Market Forecast (2026-2034)
- 8.4 Hoseo (Central Region)
 - 8.4.1 Overview
 - 8.4.2 Historical and Current Market Trends (2020-2025)
 - 8.4.3 Market Breakup by Game Type
 - 8.4.4 Market Breakup by Device
 - 8.4.5 Key Players
 - 8.4.6 Market Forecast (2026-2034)
- 8.5 Others
 - 8.5.1 Historical and Current Market Trends (2020-2025)
 - 8.5.2 Market Forecast (2026-2034)

9 SOUTH KOREA ONLINE GAMBLING MARKET – COMPETITIVE LANDSCAPE

- 9.1 Overview
- 9.2 Market Structure
- 9.3 Market Player Positioning
- 9.4 Top Winning Strategies
- 9.5 Competitive Dashboard
- 9.6 Company Evaluation Quadrant

10 PROFILES OF KEY PLAYERS

- 10.1 Company A
 - 10.1.1 Business Overview

- 10.1.2 Services Offered
- 10.1.3 Business Strategies
- 10.1.4 SWOT Analysis
- 10.1.5 Major News and Events
- 10.2 Company B
 - 10.2.1 Business Overview
 - 10.2.2 Services Offered
 - 10.2.3 Business Strategies
 - 10.2.4 SWOT Analysis
 - 10.2.5 Major News and Events
- 10.3 Company C
 - 10.3.1 Business Overview
 - 10.3.2 Services Offered
 - 10.3.3 Business Strategies
 - 10.3.4 SWOT Analysis
 - 10.3.5 Major News and Events
- 10.4 Company D
 - 10.4.1 Business Overview
 - 10.4.2 Services Offered
 - 10.4.3 Business Strategies
 - 10.4.4 SWOT Analysis
 - 10.4.5 Major News and Events
- 10.5 Company E
 - 10.5.1 Business Overview
 - 10.5.2 Services Offered
 - 10.5.3 Business Strategies
 - 10.5.4 SWOT Analysis
 - 10.5.5 Major News and Events

11 SOUTH KOREA ONLINE GAMBLING MARKET - INDUSTRY ANALYSIS

- 11.1 Drivers, Restraints, and Opportunities
 - 11.1.1 Overview
 - 11.1.2 Drivers
 - 11.1.3 Restraints
 - 11.1.4 Opportunities
- 11.2 Porters Five Forces Analysis
 - 11.2.1 Overview
 - 11.2.2 Bargaining Power of Buyers

- 11.2.3 Bargaining Power of Suppliers
- 11.2.4 Degree of Competition
- 11.2.5 Threat of New Entrants
- 11.2.6 Threat of Substitutes
- 11.3 Value Chain Analysis

12 APPENDIX

I would like to order

Product name: South Korea Online Gambling Market Report by Game Type (Sports Betting, Casino, and Others), Device (Desktop, Mobile, and Others), and Region 2026-2034

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