

South Korea Sports Betting Market Size, Share, Trends and Forecast by Platform, Betting Type, Sports Type, and Region, 2026-2034

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Abstracts

The South Korea sports betting market size reached USD 2,132.5 Million in 2025. The market is projected to reach USD 4,306.6 Million by 2034, exhibiting a growth rate (CAGR) of 7.88% during 2026-2034. Fast internet and widespread smartphone use are making online betting easy and accessible, while mobile apps are offering live updates and convenient features. Besides this, tech-savvy young adults are drawn to sports betting for its excitement and interactive nature. Their strong engagement with digital platforms and social media is further fueling the South Korea sports betting market share.

SOUTH KOREA SPORTS BETTING MARKET TRENDS:

Increasing popularity of sports

The growing popularity of sports is positively influencing the market in South Korea. As per industry reports, the South Korea sports and outdoor market reached ?5.3 Trillion KRW (about USD 3.9 Billion) in 2024. More people are following both local and international sports, such as football, baseball, basketball, and esports. As fan engagement is increasing, the interest in predicting match outcomes and participating in betting activities is rising. Sports events are widely broadcast on television and online platforms, making them easy to follow in real time. This growing access is boosting excitement and encouraging fans to place bets to feel more involved. People often enjoy testing their sports knowledge by making predictions, and betting adds an extra layer of fun and competition. Popular sports leagues attract large audiences, and with each new season or tournament, betting activity tends to rise. The emotional connection fans have with their favorite teams or players also influences their desire to place bets.

Fantasy leagues, live updates, and pre-match analysis create more informed and confident bettors. Overall, as sports continue to expand in popularity across South Korea, the betting market is growing, fueled by strong fan culture and the thrill of combining passion with prediction.

High internet and mobile penetration

High internet and mobile penetration are fueling the South Korea sports betting market growth. As per the DataReportal, in early 2025, there were 69.2 Million active cellular mobile connections in South Korea. With fast and reliable internet available almost everywhere, people can easily access online betting platforms anytime and from any location. The widespread use of smartphones allows people to place bets, check live scores, and follow matches on the go, making sports betting more convenient and appealing. Mobile apps offer smooth user experiences with features like instant notifications, live streaming, and in-play betting options. This ease of access is encouraging more casual and frequent participation, especially among tech-savvy users. Many platforms also offer mobile-friendly promotions and loyalty rewards, further attracting individuals to bet through their devices. The ability to connect quickly and securely online helps users feel comfortable with digital transactions. Overall, South Korea's strong digital infrastructure is supporting the growth of sports betting, turning it into a mainstream and easily accessible leisure activity.

Growing youth interest

Rising youth interest is stimulating the market growth. Young adults are highly engaged with sports, technology, and online entertainment, making them more likely to explore sports betting as a fun and interactive activity. Many enjoy testing their sports knowledge and predicting outcomes, especially during major tournaments or league seasons. They are also active on digital platforms where betting apps and sports content are promoted. Apart from this, peer recommendations are boosting their curiosity and participation. The thrill of betting, combined with the convenience of mobile access, attracts this tech-savvy generation. In-play betting, live stats, and real-time updates make the experience more exciting and dynamic for younger users. As the increasing youth population continues to adopt competitive hobbies, their growing involvement is significantly fueling the market expansion. As of May 2025, the population of young people (aged 9 to 24) was 7.63 Million in South Korea, representing 14.8% of the overall population.

SOUTH KOREA SPORTS BETTING MARKET SEGMENTATION:

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

Platform Insights:

Offline

Online

The report has provided a detailed breakup and analysis of the market based on the platform. This includes offline and online.

Betting Type Insights:

Fixed Odds Wagering

Exchange Betting

Live/In Play Betting

Pari-Mutuel

eSports Betting

Others

A detailed breakup and analysis of the market based on the betting type have also been provided in the report. This includes fixed odds wagering, exchange betting, live/in play betting, pari-mutuel, esports betting, and others.

Sports Type Insights:

Football

Basketball

Baseball

Horse Racing

Cricket

Hockey

Others

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

Regional Insights:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongnam (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. 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 sports betting market performed so far and how will it perform in the coming years?

What is the breakup of the South Korea sports betting market on the basis of platform?

What is the breakup of the South Korea sports betting market on the basis of betting type?

What is the breakup of the South Korea sports betting market on the basis of sports type?

What is the breakup of the South Korea sports betting market on the basis of region?

What are the various stages in the value chain of the South Korea sports betting market?

What are the key driving factors and challenges in the South Korea sports betting market?

What is the structure of the South Korea sports betting market and who are the key players?

What is the degree of competition in the South Korea sports betting market?

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