

I&R - The Kenya Sports Betting Market 2017: Emerging Opportunity

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Abstracts

The Kenyan sport betting market has seen tremendous growth over the last five years, driven by new innovative players taking advantage of the country's high mobile penetration and wide spread use of mobile money systems primarily M-Pesa. More and more African sports lovers are turning to sports betting as the multi-billion dollar industry continues to grow. Betting over which sports team might win has become a multi-million dollar industry. In Africa, countries like Ghana, Kenya, Nigeria and South Africa are witnessing a huge expansion in sports betting and other forms of gambling. Lotteries, poker, sport bets, slot machines, casino games, and online gambling is the new trend. Many entrepreneurs and foreign companies are pocketing millions thanks to the gambling boom.

44 pages of comprehensive analysis

11 tables and figures quantifying the market in detail

11 key companies identified and profiled operating within the Kenyan Sports Betting Market, including market share information.

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BetPawa

BetWay

BetYetu

Dafabet

EliteBet

JustBet

mCheza

Oxygen8

SportPesa

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