

Global eSports Betting Market Growth (Status and Outlook) 2025-2031

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Abstracts

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The global eSports Betting market size is predicted to grow from US\$ 598 million in 2025 to US\$ 1709 million in 2031; it is expected to grow at a CAGR of 19.1% from 2025 to 2031.

eSports is a form of competition using video games. Most commonly, eSports takes the form of organized, multiplayer video game competitions, particularly between professional players, individually or as teams. Betting on eSports is more or less identical to betting on traditional sports, with the caveat that the eSports betting product is far less developed than the traditional sports betting product. Players can choose between cash-based or skins-based sites when betting on eSports matches.

The key players operating into global eSports betting market are Entain, Kindred Group, Bet365, William Hill and Dafabet, etc. The top five players hold a share about 36%. Europe is the largest producer of eSports betting, holds a share over 40%, followed by North America and Southeast Asia. The largest market is Europe, holds a share about 45%, followed by Asia Pacific and North America, with around 33% and 14% market share respectively.

LPI (LP Information)' newest research report, the "eSports Betting Industry Forecast" looks at past sales and reviews total world eSports Betting sales in 2024, providing a comprehensive analysis by region and market sector of projected eSports Betting sales for 2025 through 2031. With eSports Betting sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world eSports Betting industry.

This Insight Report provides a comprehensive analysis of the global eSports Betting landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on eSports Betting portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global eSports Betting market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for eSports Betting and breaks down the forecast by Game Type, by Player Age, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global eSports Betting.

This report presents a comprehensive overview, market shares, and growth opportunities of eSports Betting market by product type, application, key players and key regions and countries.

Segmentation by Game Type:

League of Legends

Dota 2

CS: GO

Others

Segmentation by Player Age:

Ages 18-25

Ages 26-30

Ages 31 and Above

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

William Hill

GVC Holdings

888 Holdings

Kindred Group

Betsson AB

Betway

Pinnacle

Bet365

Bet-at-home.com

Unikrn

Betfred

BetWinner

Betvictor

GG.BET

Buff.bet

Intertops

Betcris

Esports Entertainment Group

SBOBET

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