

Global Horse Racing Betting Services Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Horse Racing Betting Services market size is predicted to grow from US\$ 40980 million in 2025 to US\$ 62220 million in 2032; it is expected to grow at a CAGR of 6.3% from 2026 to 2032.

Horse racing betting services refer to licensed wagering and related operational services centered around horse racing events. These services include race information dissemination, odds setting, betting platform management, result settlement, and customer service, typically provided by authorized bookmakers or racing organizations. Supported by real-time data and risk control systems, horse racing betting is offered through online platforms, on-site at racecourses, and through lottery channels, making it a key segment of the sports betting industry.

With the rapid evolution of the sports and entertainment industry, the global horse racing betting market is experiencing a dual trend of steady growth and structural upgrading. As a time-honored competitive sport, horse racing has evolved into a comprehensive industry encompassing a diverse service system encompassing online and offline betting, odds management, data analysis, and live event broadcasts, attracting the attention of hundreds of millions of players and investors worldwide.

Key drivers of market growth include: First, the rapid adoption of mobile internet technology is driving the digital and real-time transformation of horse racing betting platforms; second, the gradual relaxation of sports betting legalization policies by many governments has opened up market space for legal and compliant operations; and third, the widespread application of new technologies such as AI, big data, and blockchain in betting behavior analysis, odds optimization, and anti-cheating systems has significantly improved operational efficiency and user experience.

Currently, the market competition landscape is becoming increasingly diversified. Traditional horse racing powerhouses such as the UK, Ireland, Japan, and Hong Kong, China, still hold a dominant position, with a stable user base and mature racing systems. Meanwhile, betting service providers in markets such as Australia, Singapore, the US, and the UAE are rapidly increasing their market share through technology platform upgrades and international expansion. Leading companies are continuously increasing their investment in odds setting, cross-platform data integration, live streaming services, and CRM system development to enhance user engagement and revenue.

However, market development also faces multiple unfavorable challenges: First, some countries remain cautious or even prohibitive towards the gambling industry, and legal and regulatory barriers restrict cross-border operations. Second, social controversies surrounding gambling, such as addiction risks, money laundering, and youth protection, require companies to continuously strengthen their investment in ethical compliance and technological safeguards. Furthermore, the interruption of international events, economic fluctuations, and exchange rate fluctuations may also impact gambling revenue.

LPI (LP Information)' newest research report, the "Horse Racing Betting Services Industry Forecast" looks at past sales and reviews total world Horse Racing Betting Services sales in 2025, providing a comprehensive analysis by region and market sector of projected Horse Racing Betting Services sales for 2026 through 2032. With Horse Racing Betting Services sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Horse Racing Betting Services industry.

This Insight Report provides a comprehensive analysis of the global Horse Racing Betting Services 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 Horse Racing Betting Services portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Horse Racing Betting Services market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Horse Racing Betting Services and breaks down the forecast by Type, by Application, 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 Horse Racing Betting Services.

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

Segmentation by Type:

- Single Bet

- Combination Bet

Segmentation by Application:

- Online Betting

- Offline Betting

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

Coral

Ladbrokes

Tote

Flutter

Betfred

Citibet

Pointsbet

Tabcorp

Sky Bet

Singapore Pools

bet365

Entain

Sttaps

HKJC

PMU Betting

Churchill Downs

TVG

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Horse Racing Betting Services Market Size (2021-2032)
 - 2.1.2 Horse Racing Betting Services Market Size CAGR by Region (2021 VS 2025 VS 2032)
 - 2.1.3 World Current & Future Analysis for Horse Racing Betting Services by Country/Region (2021, 2025 & 2032)
- 2.2 Horse Racing Betting Services Segment by Type
 - 2.2.1 Single Bet
 - 2.2.2 Combination Bet
 - 2.2.3 Horse Racing Betting Services Market Size by Type
 - 2.2.3.1 Horse Racing Betting Services Market Size CAGR by Type (2021 VS 2025 VS 2032)
 - 2.2.3.2 Global Horse Racing Betting Services Market Size Market Share by Type (2021-2026)
- 2.3 Horse Racing Betting Services Segment by Application
 - 2.3.1 Online Betting
 - 2.3.2 Offline Betting
 - 2.3.3 Horse Racing Betting Services Market Size by Application
 - 2.3.3.1 Horse Racing Betting Services Market Size CAGR by Application (2021 VS 2025 VS 2032)
 - 2.3.3.2 Global Horse Racing Betting Services Market Size Market Share by Application (2021-2026)

3 HORSE RACING BETTING SERVICES MARKET SIZE BY PLAYER

- 3.1 Horse Racing Betting Services Market Size Market Share by Player
 - 3.1.1 Global Horse Racing Betting Services Revenue by Player (2021-2026)
 - 3.1.2 Global Horse Racing Betting Services Revenue Market Share by Player (2021-2026)
- 3.2 Global Horse Racing Betting Services Key Players Head office and Products Offered
- 3.3 Market Concentration Rate Analysis
 - 3.3.1 Competition Landscape Analysis
 - 3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
- 3.4 New Products and Potential Entrants
- 3.5 Mergers & Acquisitions, Expansion

4 HORSE RACING BETTING SERVICES BY REGION

- 4.1 Horse Racing Betting Services Market Size by Region (2021-2026)
- 4.2 Global Horse Racing Betting Services Annual Revenue by Country/Region (2021-2026)
- 4.3 Americas Horse Racing Betting Services Market Size Growth (2021-2026)
- 4.4 APAC Horse Racing Betting Services Market Size Growth (2021-2026)
- 4.5 Europe Horse Racing Betting Services Market Size Growth (2021-2026)
- 4.6 Middle East & Africa Horse Racing Betting Services Market Size Growth (2021-2026)

5 AMERICAS

- 5.1 Americas Horse Racing Betting Services Market Size by Country (2021-2026)
- 5.2 Americas Horse Racing Betting Services Market Size by Type (2021-2026)
- 5.3 Americas Horse Racing Betting Services Market Size by Application (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC Horse Racing Betting Services Market Size by Region (2021-2026)
- 6.2 APAC Horse Racing Betting Services Market Size by Type (2021-2026)
- 6.3 APAC Horse Racing Betting Services Market Size by Application (2021-2026)

- 6.4 China
- 6.5 Japan
- 6.6 South Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia

7 EUROPE

- 7.1 Europe Horse Racing Betting Services Market Size by Country (2021-2026)
- 7.2 Europe Horse Racing Betting Services Market Size by Type (2021-2026)
- 7.3 Europe Horse Racing Betting Services Market Size by Application (2021-2026)
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia

8 MIDDLE EAST & AFRICA

- 8.1 Middle East & Africa Horse Racing Betting Services by Region (2021-2026)
- 8.2 Middle East & Africa Horse Racing Betting Services Market Size by Type (2021-2026)
- 8.3 Middle East & Africa Horse Racing Betting Services Market Size by Application (2021-2026)
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

- 9.1 Market Drivers & Growth Opportunities
- 9.2 Market Challenges & Risks
- 9.3 Industry Trends

10 GLOBAL HORSE RACING BETTING SERVICES MARKET FORECAST

- 10.1 Global Horse Racing Betting Services Forecast by Region (2027-2032)
 - 10.1.1 Global Horse Racing Betting Services Forecast by Region (2027-2032)
 - 10.1.2 Americas Horse Racing Betting Services Forecast
 - 10.1.3 APAC Horse Racing Betting Services Forecast
 - 10.1.4 Europe Horse Racing Betting Services Forecast
 - 10.1.5 Middle East & Africa Horse Racing Betting Services Forecast
- 10.2 Americas Horse Racing Betting Services Forecast by Country (2027-2032)
 - 10.2.1 United States Market Horse Racing Betting Services Forecast
 - 10.2.2 Canada Market Horse Racing Betting Services Forecast
 - 10.2.3 Mexico Market Horse Racing Betting Services Forecast
 - 10.2.4 Brazil Market Horse Racing Betting Services Forecast
- 10.3 APAC Horse Racing Betting Services Forecast by Region (2027-2032)
 - 10.3.1 China Horse Racing Betting Services Market Forecast
 - 10.3.2 Japan Market Horse Racing Betting Services Forecast
 - 10.3.3 Korea Market Horse Racing Betting Services Forecast
 - 10.3.4 Southeast Asia Market Horse Racing Betting Services Forecast
 - 10.3.5 India Market Horse Racing Betting Services Forecast
 - 10.3.6 Australia Market Horse Racing Betting Services Forecast
- 10.4 Europe Horse Racing Betting Services Forecast by Country (2027-2032)
 - 10.4.1 Germany Market Horse Racing Betting Services Forecast
 - 10.4.2 France Market Horse Racing Betting Services Forecast
 - 10.4.3 UK Market Horse Racing Betting Services Forecast
 - 10.4.4 Italy Market Horse Racing Betting Services Forecast
 - 10.4.5 Russia Market Horse Racing Betting Services Forecast
- 10.5 Middle East & Africa Horse Racing Betting Services Forecast by Region (2027-2032)
 - 10.5.1 Egypt Market Horse Racing Betting Services Forecast
 - 10.5.2 South Africa Market Horse Racing Betting Services Forecast
 - 10.5.3 Israel Market Horse Racing Betting Services Forecast
 - 10.5.4 Turkey Market Horse Racing Betting Services Forecast
- 10.6 Global Horse Racing Betting Services Forecast by Type (2027-2032)
- 10.7 Global Horse Racing Betting Services Forecast by Application (2027-2032)
 - 10.7.1 GCC Countries Market Horse Racing Betting Services Forecast

11 KEY PLAYERS ANALYSIS

- 11.1 William Hill
 - 11.1.1 William Hill Company Information
 - 11.1.2 William Hill Horse Racing Betting Services Product Offered

11.1.3 William Hill Horse Racing Betting Services Revenue, Gross Margin and Market Share (2021-2026)

11.1.4 William Hill Main Business Overview

11.1.5 William Hill Latest Developments

11.2 Coral

11.2.1 Coral Company Information

11.2.2 Coral Horse Racing Betting Services Product Offered

11.2.3 Coral Horse Racing Betting Services Revenue, Gross Margin and Market Share (2021-2026)

11.2.4 Coral Main Business Overview

11.2.5 Coral Latest Developments

11.3 Ladbrokes

11.3.1 Ladbrokes Company Information

11.3.2 Ladbrokes Horse Racing Betting Services Product Offered

11.3.3 Ladbrokes Horse Racing Betting Services Revenue, Gross Margin and Market Share (2021-2026)

11.3.4 Ladbrokes Main Business Overview

11.3.5 Ladbrokes Latest Developments

11.4 Tote

11.4.1 Tote Company Information

11.4.2 Tote Horse Racing Betting Services Product Offered

11.4.3 Tote Horse Racing Betting Services Revenue, Gross Margin and Market Share (2021-2026)

11.4.4 Tote Main Business Overview

11.4.5 Tote Latest Developments

11.5 Flutter

11.5.1 Flutter Company Information

11.5.2 Flutter Horse Racing Betting Services Product Offered

11.5.3 Flutter Horse Racing Betting Services Revenue, Gross Margin and Market Share (2021-2026)

11.5.4 Flutter Main Business Overview

11.5.5 Flutter Latest Developments

11.6 Betfred

11.6.1 Betfred Company Information

11.6.2 Betfred Horse Racing Betting Services Product Offered

11.6.3 Betfred Horse Racing Betting Services Revenue, Gross Margin and Market Share (2021-2026)

11.6.4 Betfred Main Business Overview

11.6.5 Betfred Latest Developments

11.7 Citibet

11.7.1 Citibet Company Information

11.7.2 Citibet Horse Racing Betting Services Product Offered

11.7.3 Citibet Horse Racing Betting Services Revenue, Gross Margin and Market Share (2021-2026)

11.7.4 Citibet Main Business Overview

11.7.5 Citibet Latest Developments

11.8 Pointsbet

11.8.1 Pointsbet Company Information

11.8.2 Pointsbet Horse Racing Betting Services Product Offered

11.8.3 Pointsbet Horse Racing Betting Services Revenue, Gross Margin and Market Share (2021-2026)

11.8.4 Pointsbet Main Business Overview

11.8.5 Pointsbet Latest Developments

11.9 Tabcorp

11.9.1 Tabcorp Company Information

11.9.2 Tabcorp Horse Racing Betting Services Product Offered

11.9.3 Tabcorp Horse Racing Betting Services Revenue, Gross Margin and Market Share (2021-2026)

11.9.4 Tabcorp Main Business Overview

11.9.5 Tabcorp Latest Developments

11.10 Sky Bet

11.10.1 Sky Bet Company Information

11.10.2 Sky Bet Horse Racing Betting Services Product Offered

11.10.3 Sky Bet Horse Racing Betting Services Revenue, Gross Margin and Market Share (2021-2026)

11.10.4 Sky Bet Main Business Overview

11.10.5 Sky Bet Latest Developments

11.11 Singapore Pools

11.11.1 Singapore Pools Company Information

11.11.2 Singapore Pools Horse Racing Betting Services Product Offered

11.11.3 Singapore Pools Horse Racing Betting Services Revenue, Gross Margin and Market Share (2021-2026)

11.11.4 Singapore Pools Main Business Overview

11.11.5 Singapore Pools Latest Developments

11.12 bet365

11.12.1 bet365 Company Information

11.12.2 bet365 Horse Racing Betting Services Product Offered

11.12.3 bet365 Horse Racing Betting Services Revenue, Gross Margin and Market

Share (2021-2026)

11.12.4 bet365 Main Business Overview

11.12.5 bet365 Latest Developments

11.13 Entain

11.13.1 Entain Company Information

11.13.2 Entain Horse Racing Betting Services Product Offered

11.13.3 Entain Horse Racing Betting Services Revenue, Gross Margin and Market

Share (2021-2026)

11.13.4 Entain Main Business Overview

11.13.5 Entain Latest Developments

11.14 Steps

11.14.1 Steps Company Information

11.14.2 Steps Horse Racing Betting Services Product Offered

11.14.3 Steps Horse Racing Betting Services Revenue, Gross Margin and Market

Share (2021-2026)

11.14.4 Steps Main Business Overview

11.14.5 Steps Latest Developments

11.15 HKJC

11.15.1 HKJC Company Information

11.15.2 HKJC Horse Racing Betting Services Product Offered

11.15.3 HKJC Horse Racing Betting Services Revenue, Gross Margin and Market

Share (2021-2026)

11.15.4 HKJC Main Business Overview

11.15.5 HKJC Latest Developments

11.16 PMU Betting

11.16.1 PMU Betting Company Information

11.16.2 PMU Betting Horse Racing Betting Services Product Offered

11.16.3 PMU Betting Horse Racing Betting Services Revenue, Gross Margin and

Market Share (2021-2026)

11.16.4 PMU Betting Main Business Overview

11.16.5 PMU Betting Latest Developments

11.17 Churchill Downs

11.17.1 Churchill Downs Company Information

11.17.2 Churchill Downs Horse Racing Betting Services Product Offered

11.17.3 Churchill Downs Horse Racing Betting Services Revenue, Gross Margin and

Market Share (2021-2026)

11.17.4 Churchill Downs Main Business Overview

11.17.5 Churchill Downs Latest Developments

11.18 TVG

11.18.1 TVG Company Information

11.18.2 TVG Horse Racing Betting Services Product Offered

11.18.3 TVG Horse Racing Betting Services Revenue, Gross Margin and Market Share (2021-2026)

11.18.4 TVG Main Business Overview

11.18.5 TVG Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Horse Racing Betting Services Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)

Table 2. Horse Racing Betting Services Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Single Bet

Table 4. Major Players of Combination Bet

Table 5. Horse Racing Betting Services Market Size CAGR by Type (2021 VS 2025 VS 2032) & (\$ millions)

Table 6. Global Horse Racing Betting Services Market Size by Type (2021-2026) & (\$ millions)

Table 7. Global Horse Racing Betting Services Market Size Market Share by Type (2021-2026)

Table 8. Horse Racing Betting Services Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)

Table 9. Global Horse Racing Betting Services Market Size by Application (2021-2026) & (\$ millions)

Table 10. Global Horse Racing Betting Services Market Size Market Share by Application (2021-2026)

Table 11. Global Horse Racing Betting Services Revenue by Player (2021-2026) & (\$ millions)

Table 12. Global Horse Racing Betting Services Revenue Market Share by Player (2021-2026)

Table 13. Horse Racing Betting Services Key Players Head office and Products Offered

Table 14. Horse Racing Betting Services Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 15. New Products and Potential Entrants

Table 16. Mergers & Acquisitions, Expansion

Table 17. Global Horse Racing Betting Services Market Size by Region (2021-2026) & (\$ millions)

Table 18. Global Horse Racing Betting Services Market Size Market Share by Region (2021-2026)

Table 19. Global Horse Racing Betting Services Revenue by Country/Region (2021-2026) & (\$ millions)

Table 20. Global Horse Racing Betting Services Revenue Market Share by Country/Region (2021-2026)

Table 21. Americas Horse Racing Betting Services Market Size by Country (2021-2026) & (\$ millions)

Table 22. Americas Horse Racing Betting Services Market Size Market Share by Country (2021-2026)

Table 23. Americas Horse Racing Betting Services Market Size by Type (2021-2026) & (\$ millions)

Table 24. Americas Horse Racing Betting Services Market Size Market Share by Type (2021-2026)

Table 25. Americas Horse Racing Betting Services Market Size by Application (2021-2026) & (\$ millions)

Table 26. Americas Horse Racing Betting Services Market Size Market Share by Application (2021-2026)

Table 27. APAC Horse Racing Betting Services Market Size by Region (2021-2026) & (\$ millions)

Table 28. APAC Horse Racing Betting Services Market Size Market Share by Region (2021-2026)

Table 29. APAC Horse Racing Betting Services Market Size by Type (2021-2026) & (\$ millions)

Table 30. APAC Horse Racing Betting Services Market Size by Application (2021-2026) & (\$ millions)

Table 31. Europe Horse Racing Betting Services Market Size by Country (2021-2026) & (\$ millions)

Table 32. Europe Horse Racing Betting Services Market Size Market Share by Country (2021-2026)

Table 33. Europe Horse Racing Betting Services Market Size by Type (2021-2026) & (\$ millions)

Table 34. Europe Horse Racing Betting Services Market Size by Application (2021-2026) & (\$ millions)

Table 35. Middle East & Africa Horse Racing Betting Services Market Size by Region (2021-2026) & (\$ millions)

Table 36. Middle East & Africa Horse Racing Betting Services Market Size by Type (2021-2026) & (\$ millions)

Table 37. Middle East & Africa Horse Racing Betting Services Market Size by Application (2021-2026) & (\$ millions)

Table 38. Key Market Drivers & Growth Opportunities of Horse Racing Betting Services

Table 39. Key Market Challenges & Risks of Horse Racing Betting Services

Table 40. Key Industry Trends of Horse Racing Betting Services

Table 41. Global Horse Racing Betting Services Market Size Forecast by Region (2027-2032) & (\$ millions)

Table 42. Global Horse Racing Betting Services Market Size Market Share Forecast by Region (2027-2032)

Table 43. Global Horse Racing Betting Services Market Size Forecast by Type (2027-2032) & (\$ millions)

Table 44. Global Horse Racing Betting Services Market Size Forecast by Application (2027-2032) & (\$ millions)

Table 45. William Hill Details, Company Type, Horse Racing Betting Services Area Served and Its Competitors

Table 46. William Hill Horse Racing Betting Services Product Offered

Table 47. William Hill Horse Racing Betting Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 48. William Hill Main Business

Table 49. William Hill Latest Developments

Table 50. Coral Details, Company Type, Horse Racing Betting Services Area Served and Its Competitors

Table 51. Coral Horse Racing Betting Services Product Offered

Table 52. Coral Horse Racing Betting Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 53. Coral Main Business

Table 54. Coral Latest Developments

Table 55. Ladbrokes Details, Company Type, Horse Racing Betting Services Area Served and Its Competitors

Table 56. Ladbrokes Horse Racing Betting Services Product Offered

Table 57. Ladbrokes Horse Racing Betting Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 58. Ladbrokes Main Business

Table 59. Ladbrokes Latest Developments

Table 60. Tote Details, Company Type, Horse Racing Betting Services Area Served and Its Competitors

Table 61. Tote Horse Racing Betting Services Product Offered

Table 62. Tote Horse Racing Betting Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 63. Tote Main Business

Table 64. Tote Latest Developments

Table 65. Flutter Details, Company Type, Horse Racing Betting Services Area Served and Its Competitors

Table 66. Flutter Horse Racing Betting Services Product Offered

Table 67. Flutter Horse Racing Betting Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 68. Flutter Main Business
Table 69. Flutter Latest Developments
Table 70. Betfred Details, Company Type, Horse Racing Betting Services Area Served and Its Competitors
Table 71. Betfred Horse Racing Betting Services Product Offered
Table 72. Betfred Horse Racing Betting Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 73. Betfred Main Business
Table 74. Betfred Latest Developments
Table 75. Citibet Details, Company Type, Horse Racing Betting Services Area Served and Its Competitors
Table 76. Citibet Horse Racing Betting Services Product Offered
Table 77. Citibet Horse Racing Betting Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 78. Citibet Main Business
Table 79. Citibet Latest Developments
Table 80. Pointsbet Details, Company Type, Horse Racing Betting Services Area Served and Its Competitors
Table 81. Pointsbet Horse Racing Betting Services Product Offered
Table 82. Pointsbet Horse Racing Betting Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 83. Pointsbet Main Business
Table 84. Pointsbet Latest Developments
Table 85. Tabcorp Details, Company Type, Horse Racing Betting Services Area Served and Its Competitors
Table 86. Tabcorp Horse Racing Betting Services Product Offered
Table 87. Tabcorp Horse Racing Betting Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 88. Tabcorp Main Business
Table 89. Tabcorp Latest Developments
Table 90. Sky Bet Details, Company Type, Horse Racing Betting Services Area Served and Its Competitors
Table 91. Sky Bet Horse Racing Betting Services Product Offered
Table 92. Sky Bet Horse Racing Betting Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 93. Sky Bet Main Business
Table 94. Sky Bet Latest Developments
Table 95. Singapore Pools Details, Company Type, Horse Racing Betting Services Area Served and Its Competitors

Table 96. Singapore Pools Horse Racing Betting Services Product Offered
Table 97. Singapore Pools Horse Racing Betting Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 98. Singapore Pools Main Business
Table 99. Singapore Pools Latest Developments
Table 100. bet365 Details, Company Type, Horse Racing Betting Services Area Served and Its Competitors
Table 101. bet365 Horse Racing Betting Services Product Offered
Table 102. bet365 Horse Racing Betting Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 103. bet365 Main Business
Table 104. bet365 Latest Developments
Table 105. Entain Details, Company Type, Horse Racing Betting Services Area Served and Its Competitors
Table 106. Entain Horse Racing Betting Services Product Offered
Table 107. Entain Horse Racing Betting Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 108. Entain Main Business
Table 109. Entain Latest Developments
Table 110. Sttpe Details, Company Type, Horse Racing Betting Services Area Served and Its Competitors
Table 111. Sttpe Horse Racing Betting Services Product Offered
Table 112. Sttpe Horse Racing Betting Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 113. Sttpe Main Business
Table 114. Sttpe Latest Developments
Table 115. HKJC Details, Company Type, Horse Racing Betting Services Area Served and Its Competitors
Table 116. HKJC Horse Racing Betting Services Product Offered
Table 117. HKJC Horse Racing Betting Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 118. HKJC Main Business
Table 119. HKJC Latest Developments
Table 120. PMU Betting Details, Company Type, Horse Racing Betting Services Area Served and Its Competitors
Table 121. PMU Betting Horse Racing Betting Services Product Offered
Table 122. PMU Betting Horse Racing Betting Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 123. PMU Betting Main Business

Table 124. PMU Betting Latest Developments

Table 125. Churchill Downs Details, Company Type, Horse Racing Betting Services Area Served and Its Competitors

Table 126. Churchill Downs Horse Racing Betting Services Product Offered

Table 127. Churchill Downs Horse Racing Betting Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 128. Churchill Downs Main Business

Table 129. Churchill Downs Latest Developments

Table 130. TVG Details, Company Type, Horse Racing Betting Services Area Served and Its Competitors

Table 131. TVG Horse Racing Betting Services Product Offered

Table 132. TVG Horse Racing Betting Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 133. TVG Main Business

Table 134. TVG Latest Developments

List Of Figures

LIST OF FIGURES

Figure 1. Horse Racing Betting Services Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global Horse Racing Betting Services Market Size Growth Rate (2021-2032) (\$ millions)

Figure 6. Horse Racing Betting Services Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Figure 7. Horse Racing Betting Services Sales Market Share by Country/Region (2025)

Figure 8. Horse Racing Betting Services Sales Market Share by Country/Region (2021, 2025 & 2032)

Figure 9. Global Horse Racing Betting Services Market Size Market Share by Type in 2025

Figure 10. Horse Racing Betting Services in Online Betting

Figure 11. Global Horse Racing Betting Services Market: Online Betting (2021-2026) & (\$ millions)

Figure 12. Horse Racing Betting Services in Offline Betting

Figure 13. Global Horse Racing Betting Services Market: Offline Betting (2021-2026) & (\$ millions)

Figure 14. Global Horse Racing Betting Services Market Size Market Share by Application in 2025

Figure 15. Global Horse Racing Betting Services Revenue Market Share by Player in 2025

Figure 16. Global Horse Racing Betting Services Market Size Market Share by Region (2021-2026)

Figure 17. Americas Horse Racing Betting Services Market Size 2021-2026 (\$ millions)

Figure 18. APAC Horse Racing Betting Services Market Size 2021-2026 (\$ millions)

Figure 19. Europe Horse Racing Betting Services Market Size 2021-2026 (\$ millions)

Figure 20. Middle East & Africa Horse Racing Betting Services Market Size 2021-2026 (\$ millions)

Figure 21. Americas Horse Racing Betting Services Value Market Share by Country in 2025

Figure 22. United States Horse Racing Betting Services Market Size Growth 2021-2026 (\$ millions)

Figure 23. Canada Horse Racing Betting Services Market Size Growth 2021-2026 (\$

millions)

Figure 24. Mexico Horse Racing Betting Services Market Size Growth 2021-2026 (\$ millions)

Figure 25. Brazil Horse Racing Betting Services Market Size Growth 2021-2026 (\$ millions)

Figure 26. APAC Horse Racing Betting Services Market Size Market Share by Region in 2025

Figure 27. APAC Horse Racing Betting Services Market Size Market Share by Type (2021-2026)

Figure 28. APAC Horse Racing Betting Services Market Size Market Share by Application (2021-2026)

Figure 29. China Horse Racing Betting Services Market Size Growth 2021-2026 (\$ millions)

Figure 30. Japan Horse Racing Betting Services Market Size Growth 2021-2026 (\$ millions)

Figure 31. South Korea Horse Racing Betting Services Market Size Growth 2021-2026 (\$ millions)

Figure 32. Southeast Asia Horse Racing Betting Services Market Size Growth 2021-2026 (\$ millions)

Figure 33. India Horse Racing Betting Services Market Size Growth 2021-2026 (\$ millions)

Figure 34. Australia Horse Racing Betting Services Market Size Growth 2021-2026 (\$ millions)

Figure 35. Europe Horse Racing Betting Services Market Size Market Share by Country in 2025

Figure 36. Europe Horse Racing Betting Services Market Size Market Share by Type (2021-2026)

Figure 37. Europe Horse Racing Betting Services Market Size Market Share by Application (2021-2026)

Figure 38. Germany Horse Racing Betting Services Market Size Growth 2021-2026 (\$ millions)

Figure 39. France Horse Racing Betting Services Market Size Growth 2021-2026 (\$ millions)

Figure 40. UK Horse Racing Betting Services Market Size Growth 2021-2026 (\$ millions)

Figure 41. Italy Horse Racing Betting Services Market Size Growth 2021-2026 (\$ millions)

Figure 42. Russia Horse Racing Betting Services Market Size Growth 2021-2026 (\$ millions)

Figure 43. Middle East & Africa Horse Racing Betting Services Market Size Market Share by Region (2021-2026)

Figure 44. Middle East & Africa Horse Racing Betting Services Market Size Market Share by Type (2021-2026)

Figure 45. Middle East & Africa Horse Racing Betting Services Market Size Market Share by Application (2021-2026)

Figure 46. Egypt Horse Racing Betting Services Market Size Growth 2021-2026 (\$ millions)

Figure 47. South Africa Horse Racing Betting Services Market Size Growth 2021-2026 (\$ millions)

Figure 48. Israel Horse Racing Betting Services Market Size Growth 2021-2026 (\$ millions)

Figure 49. Turkey Horse Racing Betting Services Market Size Growth 2021-2026 (\$ millions)

Figure 50. GCC Countries Horse Racing Betting Services Market Size Growth 2021-2026 (\$ millions)

Figure 51. Americas Horse Racing Betting Services Market Size 2027-2032 (\$ millions)

Figure 52. APAC Horse Racing Betting Services Market Size 2027-2032 (\$ millions)

Figure 53. Europe Horse Racing Betting Services Market Size 2027-2032 (\$ millions)

Figure 54. Middle East & Africa Horse Racing Betting Services Market Size 2027-2032 (\$ millions)

Figure 55. United States Horse Racing Betting Services Market Size 2027-2032 (\$ millions)

Figure 56. Canada Horse Racing Betting Services Market Size 2027-2032 (\$ millions)

Figure 57. Mexico Horse Racing Betting Services Market Size 2027-2032 (\$ millions)

Figure 58. Brazil Horse Racing Betting Services Market Size 2027-2032 (\$ millions)

Figure 59. China Horse Racing Betting Services Market Size 2027-2032 (\$ millions)

Figure 60. Japan Horse Racing Betting Services Market Size 2027-2032 (\$ millions)

Figure 61. Korea Horse Racing Betting Services Market Size 2027-2032 (\$ millions)

Figure 62. Southeast Asia Horse Racing Betting Services Market Size 2027-2032 (\$ millions)

Figure 63. India Horse Racing Betting Services Market Size 2027-2032 (\$ millions)

Figure 64. Australia Horse Racing Betting Services Market Size 2027-2032 (\$ millions)

Figure 65. Germany Horse Racing Betting Services Market Size 2027-2032 (\$ millions)

Figure 66. France Horse Racing Betting Services Market Size 2027-2032 (\$ millions)

Figure 67. UK Horse Racing Betting Services Market Size 2027-2032 (\$ millions)

Figure 68. Italy Horse Racing Betting Services Market Size 2027-2032 (\$ millions)

Figure 69. Russia Horse Racing Betting Services Market Size 2027-2032 (\$ millions)

Figure 70. Egypt Horse Racing Betting Services Market Size 2027-2032 (\$ millions)

Figure 71. South Africa Horse Racing Betting Services Market Size 2027-2032 (\$ millions)

Figure 72. Israel Horse Racing Betting Services Market Size 2027-2032 (\$ millions)

Figure 73. Turkey Horse Racing Betting Services Market Size 2027-2032 (\$ millions)

Figure 74. Global Horse Racing Betting Services Market Size Market Share Forecast by Type (2027-2032)

Figure 75. Global Horse Racing Betting Services Market Size Market Share Forecast by Application (2027-2032)

Figure 76. GCC Countries Horse Racing Betting Services Market Size 2027-2032 (\$ millions)

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