

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

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Abstracts

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The global Online Sports Betting market size is predicted to grow from US\$ 44230 million in 2025 to US\$ 76430 million in 2031; it is expected to grow at a CAGR of 9.5% from 2025 to 2031.

Sports betting is the activity of predicting sports results and placing a wager on the outcome. The frequency of sports bet upon varies by culture, with the vast majority of bets being placed on association football, American football, basketball, baseball, hockey, track cycling, auto racing, mixed martial arts, and boxing at both the amateur and professional levels. Online sports betting is a kind of sports betting conducted on the internet.

According to different games, the Global Online sports betting market can be divided into Soccer, American Football, Basketball, Hockey, Mixed Martial Arts and Boxing, etc. As the most popular sport in the world, Soccer has occupied the most important market in the Global Online sports betting market. Soccer is estimated to account for a revenue share nearly 50% in 2019.

According to the betting channel, the Global Online sports betting market can be divided into Desktop and Mobile Devices. Mobile Devices is expected to occupy about 40% of the market share in 2019.

In 2019, the Global Online Sports betting market was led by Europe and accounted about 57% of the market share.

The Key players operating into Global Online sports betting Market are Bet365, Flutter Entertainment, GVC Holdings and Kindred Group, etc. Bet365 and Flutter Entertainment are the two players with the largest sales share, occupying nearly 9% and 5% of the market share in 2019, respectively.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Online Sports Betting 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 Online Sports Betting.

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

Segmentation by Type:

Soccer

American Football

Basketball

Hockey

Mixed Martial Arts and Boxing

Others

Segmentation by Application:

Desktop

Mobile Devices

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.

Flutter Entertainment

GVC Holdings

Bet365

William Hill

Kindred Group

888 Holdings

Betsson AB

DraftKings

Pinnacle

Betway

Betfred

Bet-at-home.com

BetAmerica

BetVictor

Sports Interaction

BetWinner

SBOBET

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