

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

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

The global Sports Betting market size is predicted to grow from US\$ million in 2025 to US\$ million in 2031; it is expected to grow at a CAGR of %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. Sports betting can also extend to non-athletic events, such as reality show contests and political elections, and non-human contests such as horse racing, greyhound racing, and illegal, underground cockfighting. It is not uncommon for sports betting websites to offer wagers for entertainment events such as the Grammy Awards, the Oscars, and the Emmy Awards.

For types of North America sports betting, American football maintained its first place in the market share in 2019, followed by basketball, baseball, soccer and hockey.

As for the applications of North America sports betting, land-based sports betting made up about 52% of the market share in 2019, while the online sports betting was around 48%.

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

and sub-sector, this report provides a detailed analysis in US\$ millions of the world Sports Betting industry.

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

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

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

Segmentation by Type:

American Football

Basketball

Baseball

Soccer

Hockey

Others

Segmentation by Application:

Online Sports Betting

Land-Based Sports 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.

FanDuel

DraftKings

William Hill

BetMGM

BetRivers

888 Holdings

Kindred Group

Bet365 Group

Betfred

Sports Interaction

Caliente

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