

# Global Sweepstakes Software Development Market Growth (Status and Outlook) 2026-2032

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## Abstracts

The global Sweepstakes Software Development market size is predicted to grow from US\$ 532 million in 2025 to US\$ 953 million in 2032; it is expected to grow at a CAGR of 7.0% from 2026 to 2032.

Sweepstakes Software Development is a platform or suite of digital tools designed to create, launch, manage, and analyze promotional contests, giveaways, and sweepstakes. It automates the complex legal and operational requirements of running such promotions, ensuring compliance while maximizing participant engagement and data collection.

### Key Challenges

1. **Complex & Fragmented Legal Landscape:** Laws governing sweepstakes, contests, and lotteries vary dramatically by country, state, and even province (e.g., strict rules in Florida, New York, and Quebec). Navigating this patchwork is the single biggest challenge.
2. **Definitional & Compliance Risks:** A fine line separates a legal sweepstakes (no purchase necessary) from an illegal lottery. Software must enforce this structurally to protect the operator.
3. **Fraud & Abuse Prevention:** Combating automated bots, duplicate entries, fake accounts, and fraudulent winner claims requires sophisticated verification and security tools.

LPI (LP Information)' newest research report, the "Sweepstakes Software Development

Industry Forecast” looks at past sales and reviews total world Sweepstakes Software Development sales in 2025, providing a comprehensive analysis by region and market sector of projected Sweepstakes Software Development sales for 2026 through 2032. With Sweepstakes Software Development sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Sweepstakes Software Development industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Sweepstakes Software Development 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 Sweepstakes Software Development.

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

#### Segmentation by Type:

Cloud-Based

On-Premise

#### Segmentation by Business Model:

Enterprise SaaS Platforms

Managed Service/Solution Provider

Specialized Niche Software

Segmentation by Industry:

Brand Marketing and Consumer Goods (CPG)

Retail and E-commerce

Media and Entertainment

Social and Sweepstakes Gaming

Other

Segmentation by Application:

Large Enterprises

SMEs

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.

Wishpond

Upland

QNTM (Qualifio)

ShortStack

Votigo

Woobox

Apphub (ViralSweep)

Gleam

Chetu

GammaSweep

NuxGame

KodeDice

TRUEiGTECH

CrustLab

My Gaming License

Whimsy Games

LuckyStreak

RiverSlot (RiverSweeps)

SoftSwiss

Vegangster

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