

Sports Betting Market Outlook 2025-2034: Market Share, and Growth Analysis By Type (Live/In-Play, Fixed Odd Betting, Exchange Betting, Daily Fantasy, Spread Betting, Pari-Mutuel, Other Types), By Sports Type (Football, Basketball, Baseball, Horse Racing, Cricket, Hockey, E-Sports, American Football, Other Sports Types), By Platform

<https://marketpublishers.com/r/SE1D11959487EN.html>

Date: October 2025

Pages: 160

Price: US\$ 3,950.00 (Single User License)

ID: SE1D11959487EN

Abstracts

The Sports Betting Market is valued at USD 102.5 billion in 2025 and is projected to grow at a CAGR of 5.2% to reach USD 161.1 billion by 2034. The sports betting market has emerged as one of the fastest-growing sectors in the global entertainment and gaming industry, fueled by the increasing legalization of gambling, digital transformation, and a rising global interest in competitive sports. Sports betting involves placing wagers on the outcomes of sporting events, ranging from football and basketball to cricket, esports, and horse racing. With the integration of online platforms, mobile apps, and real-time data analytics, betting has evolved from traditional bookmaker outlets to sophisticated digital ecosystems accessible from virtually anywhere. Operators now offer a wide array of options, including in-play betting, fantasy sports, and AI-driven odds generation, attracting both seasoned bettors and casual fans. The rise of sports fandom, influencer marketing, and gamified experiences has further integrated betting into the broader sports culture, especially among younger demographics seeking interactive and high-stakes entertainment. As consumer expectations grow around speed, security, and personalization, innovation and regulation will play defining roles in shaping this dynamic and competitive market. The global sports betting market experienced a surge in user engagement, driven by high-profile tournaments like the UEFA Euro and the Olympic Games, which boosted both online and offline betting volumes. Many countries continued to liberalize their gambling

laws, creating more regulated markets, particularly in North America, Asia-Pacific, and parts of Africa. Mobile-first platforms gained significant traction, with apps offering live streaming, betting tips, and instant payouts to enhance user experience. Cryptocurrency integration became more prevalent, with blockchain being explored for transparent transactions and fair play assurance. Meanwhile, esports betting grew steadily, tapping into younger, digitally native audiences. Operators invested heavily in machine learning algorithms to refine odds accuracy and detect betting anomalies in real time. Partnerships between betting companies and sports franchises expanded, contributing to brand visibility and user trust. However, tighter regulatory scrutiny also emerged around responsible gambling, data privacy, and advertising ethics, compelling operators to refine their compliance strategies and enhance player protection features. The sports betting market is expected to undergo deeper technological integration and tighter regulatory alignment as it matures globally. AI and predictive analytics will continue to refine odds, automate risk management, and personalize user experiences. Immersive technologies like AR and VR may be incorporated to enhance real-time betting environments, especially during live events. Market consolidation is likely, with mergers and acquisitions shaping a more streamlined ecosystem of major players offering cross-border, omnichannel platforms. Additionally, regulatory frameworks will grow more harmonized, particularly in regions working toward cross-jurisdictional licensing and taxation models. The emergence of micro-betting—placing wagers on specific moments within games—will offer new revenue streams, though it may raise concerns about responsible gambling. Gamification elements, loyalty programs, and social betting features will keep younger audiences engaged. To succeed, operators will need to balance innovation with integrity, ensuring fairness, transparency, and social responsibility in an industry where real-time risk and reward converge at unprecedented scale.

Key Insights Sports Betting Market

Micro-betting is gaining popularity, allowing users to place wagers on specific in-game events, such as next goals, fouls, or corners, thereby increasing engagement during live play.

Cryptocurrency and blockchain adoption is growing among operators, offering enhanced security, faster payments, and transparency for both users and regulators.

Esports betting continues to expand, attracting younger audiences familiar with digital platforms and competitive gaming as mainstream entertainment.

Integration of AI and machine learning is optimizing odds-making, fraud detection, and personalized betting suggestions based on user behavior.

Strategic partnerships between betting platforms and sports leagues are strengthening brand trust and enabling integrated promotions, including in-stadium betting services.

Legalization and regulatory reforms in key global markets are opening new revenue opportunities and promoting responsible, licensed operations.

Widespread mobile and internet penetration is facilitating real-time access to betting platforms, particularly in emerging economies with growing smartphone adoption.

Rising global sports viewership and participation are creating a strong foundation for increased betting activity across mainstream and niche sports.

Technological advancements in live streaming, data analytics, and payment systems are enhancing user experience and operational efficiency for betting operators.

Growing regulatory scrutiny around responsible gambling, user privacy, and advertising ethics is pressuring operators to implement stricter compliance, self-exclusion tools, and transparent marketing practices to maintain credibility and user protection.

Sports Betting Market Segmentation

By Type

Live/In-Play

Fixed Odd Betting

Exchange Betting

Daily Fantasy

Spread Betting

Pari-Mutuel

Other Types

By Sports Type

Football

Basketball

Baseball

Horse Racing

Cricket

Hockey

E-Sports

American Football

Other Sports Types

By Platform

Online

Offline

Key Companies Analysed

Flutter Entertainment plc

Bet365 Group

Entain PLS

Caesars Entertainment

Kindred Group plc

Churchill Downs Incorporated

DraftKings Inc.

Betsson AB

888 Holdings

IGT

Dream11

1xBet

22bet

PureWin

20Bet

REXLot Holdings

Aspect Gaming

STORMGAIN

Sattamatka5com

Go Winning

Wozo Gaming

Playwin Lotto

Rngplay

FDJ – La Francaise des Jeux

Betclic Everest Group

Royal Panda

Lapalingo

Bet3000

Bayes Esports

Mail.ru Games

Lottohelden

FCwetten

Zapitano

Sazka

Synot Tip

Tipsport

flashscore.ru.com

crsdmnautologin123.com

winline.ru

FanDuel Sportsbook

BetMGM

Barstool Sportsbook

PointsBet

BetRivers

FOX Bet

Endeavor Group Holdings Inc.

Sporttrade Inc

SuperDraft Inc

BetWarrior

Bplay

William Hill

LSports Data

Mostbet

Bettilt

Shangri La Live

Parimatch

NetBet

Unibet.

Sports Betting Market Analytics

Sports Betting Market Outlook 2025-2034: Market Share, and Growth Analysis By Type (Live/In-Play, Fixed Odd Be...

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

Sports Betting Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

Countries Covered

North America — Sports Betting market data and outlook to 2034

United States

Canada

Mexico

Europe — Sports Betting market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Sports Betting market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Sports Betting market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Sports Betting market data and outlook to 2034

Brazil

Argentina

Chile

Peru

** We can include data and analysis of additional countries on demand.*

Research Methodology

This study combines primary inputs from industry experts across the Sports Betting value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

Key Questions Addressed

What is the current and forecast market size of the Sports Betting industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of

global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

Your Key Takeaways from the Sports Betting Market Report

Global Sports Betting market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Sports Betting trade, costs, and supply chains

Sports Betting market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Sports Betting market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Sports Betting market trends, drivers, restraints, and opportunities

Porter’s Five Forces analysis, technological developments, and Sports Betting supply chain analysis

Sports Betting trade analysis, Sports Betting market price analysis, and Sports Betting supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Sports Betting market news and developments

Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

** The updated report will be delivered within 3 working days*

Contents

1. TABLE OF CONTENTS

- 1.1 List of Tables
- 1.2 List of Figures

2. GLOBAL SPORTS BETTING MARKET SUMMARY, 2025

- 2.1 Sports Betting Industry Overview
 - 2.1.1 Global Sports Betting Market Revenues (In US\$ billion)
- 2.2 Sports Betting Market Scope
- 2.3 Research Methodology

3. SPORTS BETTING MARKET INSIGHTS, 2024-2034

- 3.1 Sports Betting Market Drivers
- 3.2 Sports Betting Market Restraints
- 3.3 Sports Betting Market Opportunities
- 3.4 Sports Betting Market Challenges
- 3.5 Tariff Impact on Global Sports Betting Supply Chain Patterns

4. SPORTS BETTING MARKET ANALYTICS

- 4.1 Sports Betting Market Size and Share, Key Products, 2025 Vs 2034
- 4.2 Sports Betting Market Size and Share, Dominant Applications, 2025 Vs 2034
- 4.3 Sports Betting Market Size and Share, Leading End Uses, 2025 Vs 2034
- 4.4 Sports Betting Market Size and Share, High Growth Countries, 2025 Vs 2034
- 4.5 Five Forces Analysis for Global Sports Betting Market
 - 4.5.1 Sports Betting Industry Attractiveness Index, 2025
 - 4.5.2 Sports Betting Supplier Intelligence
 - 4.5.3 Sports Betting Buyer Intelligence
 - 4.5.4 Sports Betting Competition Intelligence
 - 4.5.5 Sports Betting Product Alternatives and Substitutes Intelligence
 - 4.5.6 Sports Betting Market Entry Intelligence

5. GLOBAL SPORTS BETTING MARKET STATISTICS – INDUSTRY REVENUE, MARKET SHARE, GROWTH TRENDS AND FORECAST BY SEGMENTS, TO 2034

5.1 World Sports Betting Market Size, Potential and Growth Outlook, 2024- 2034 (\$ billion)

5.1 Global Sports Betting Sales Outlook and CAGR Growth By Type, 2024- 2034 (\$ billion)

5.2 Global Sports Betting Sales Outlook and CAGR Growth By Sports Type, 2024- 2034 (\$ billion)

5.3 Global Sports Betting Sales Outlook and CAGR Growth By Platform, 2024- 2034 (\$ billion)

5.4 Global Sports Betting Market Sales Outlook and Growth by Region, 2024- 2034 (\$ billion)

6. ASIA PACIFIC SPORTS BETTING INDUSTRY STATISTICS – MARKET SIZE, SHARE, COMPETITION AND OUTLOOK

6.1 Asia Pacific Sports Betting Market Insights, 2025

6.2 Asia Pacific Sports Betting Market Revenue Forecast By Type, 2024- 2034 (USD billion)

6.3 Asia Pacific Sports Betting Market Revenue Forecast By Sports Type, 2024- 2034 (USD billion)

6.4 Asia Pacific Sports Betting Market Revenue Forecast By Platform, 2024- 2034 (USD billion)

6.5 Asia Pacific Sports Betting Market Revenue Forecast by Country, 2024- 2034 (USD billion)

6.5.1 China Sports Betting Market Size, Opportunities, Growth 2024- 2034

6.5.2 India Sports Betting Market Size, Opportunities, Growth 2024- 2034

6.5.3 Japan Sports Betting Market Size, Opportunities, Growth 2024- 2034

6.5.4 Australia Sports Betting Market Size, Opportunities, Growth 2024- 2034

7. EUROPE SPORTS BETTING MARKET DATA, PENETRATION, AND BUSINESS PROSPECTS TO 2034

7.1 Europe Sports Betting Market Key Findings, 2025

7.2 Europe Sports Betting Market Size and Percentage Breakdown By Type, 2024- 2034 (USD billion)

7.3 Europe Sports Betting Market Size and Percentage Breakdown By Sports Type, 2024- 2034 (USD billion)

7.4 Europe Sports Betting Market Size and Percentage Breakdown By Platform, 2024- 2034 (USD billion)

7.5 Europe Sports Betting Market Size and Percentage Breakdown by Country, 2024-

2034 (USD billion)

7.5.1 Germany Sports Betting Market Size, Trends, Growth Outlook to 2034

7.5.2 United Kingdom Sports Betting Market Size, Trends, Growth Outlook to 2034

7.5.2 France Sports Betting Market Size, Trends, Growth Outlook to 2034

7.5.2 Italy Sports Betting Market Size, Trends, Growth Outlook to 2034

7.5.2 Spain Sports Betting Market Size, Trends, Growth Outlook to 2034

8. NORTH AMERICA SPORTS BETTING MARKET SIZE, GROWTH TRENDS, AND FUTURE PROSPECTS TO 2034

8.1 North America Snapshot, 2025

8.2 North America Sports Betting Market Analysis and Outlook By Type, 2024- 2034 (\$ billion)

8.3 North America Sports Betting Market Analysis and Outlook By Sports Type, 2024- 2034 (\$ billion)

8.4 North America Sports Betting Market Analysis and Outlook By Platform, 2024- 2034 (\$ billion)

8.5 North America Sports Betting Market Analysis and Outlook by Country, 2024- 2034 (\$ billion)

8.5.1 United States Sports Betting Market Size, Share, Growth Trends and Forecast, 2024- 2034

8.5.1 Canada Sports Betting Market Size, Share, Growth Trends and Forecast, 2024- 2034

8.5.1 Mexico Sports Betting Market Size, Share, Growth Trends and Forecast, 2024- 2034

9. SOUTH AND CENTRAL AMERICA SPORTS BETTING MARKET DRIVERS, CHALLENGES, AND FUTURE PROSPECTS

9.1 Latin America Sports Betting Market Data, 2025

9.2 Latin America Sports Betting Market Future By Type, 2024- 2034 (\$ billion)

9.3 Latin America Sports Betting Market Future By Sports Type, 2024- 2034 (\$ billion)

9.4 Latin America Sports Betting Market Future By Platform, 2024- 2034 (\$ billion)

9.5 Latin America Sports Betting Market Future by Country, 2024- 2034 (\$ billion)

9.5.1 Brazil Sports Betting Market Size, Share and Opportunities to 2034

9.5.2 Argentina Sports Betting Market Size, Share and Opportunities to 2034

10. MIDDLE EAST AFRICA SPORTS BETTING MARKET OUTLOOK AND GROWTH PROSPECTS

10.1 Middle East Africa Overview, 2025

10.2 Middle East Africa Sports Betting Market Statistics By Type, 2024- 2034 (USD billion)

10.3 Middle East Africa Sports Betting Market Statistics By Sports Type, 2024- 2034 (USD billion)

10.4 Middle East Africa Sports Betting Market Statistics By Platform, 2024- 2034 (USD billion)

10.5 Middle East Africa Sports Betting Market Statistics by Country, 2024- 2034 (USD billion)

10.5.1 Middle East Sports Betting Market Value, Trends, Growth Forecasts to 2034

10.5.2 Africa Sports Betting Market Value, Trends, Growth Forecasts to 2034

11. SPORTS BETTING MARKET STRUCTURE AND COMPETITIVE LANDSCAPE

11.1 Key Companies in Sports Betting Industry

11.2 Sports Betting Business Overview

11.3 Sports Betting Product Portfolio Analysis

11.4 Financial Analysis

11.5 SWOT Analysis

12 APPENDIX

12.1 Global Sports Betting Market Volume (Tons)

12.1 Global Sports Betting Trade and Price Analysis

12.2 Sports Betting Parent Market and Other Relevant Analysis

12.3 Publisher Expertise

12.2 Sports Betting Industry Report Sources and Methodology

I would like to order

Product name: Sports Betting Market Outlook 2025-2034: Market Share, and Growth Analysis By Type (Live/In-Play, Fixed Odd Betting, Exchange Betting, Daily Fantasy, Spread Betting, Pari-Mutuel, Other Types), By Sports Type (Football, Basketball, Baseball, Horse Racing, Cricket, Hockey, E-Sports, American Football, Other Sports Types), By Platform

Product link: <https://marketpublishers.com/r/SE1D11959487EN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SE1D11959487EN.html>