

Fantasy Sports Market Forecasts to 2032 – Global Analysis By Sports (Individual Sports, Partner Sports, Team Sports and Extreme Sports), Type, Platform, Age Group, Business Model, Application, and By Geography

<https://marketpublishers.com/r/F2BB229BCCB0EN.html>

Date: July 2025

Pages: 150

Price: US\$ 4,150.00 (Single User License)

ID: F2BB229BCCB0EN

Abstracts

According to Statistics MRC, the Global Fantasy Sports Market is accounted for \$37.2 billion in 2025 and is expected to reach \$71.6 billion by 2032 growing at a CAGR of 14.1% during the forecast period. A dental air polishing unit is a device used in oral hygiene to remove stains, plaque, and biofilm from teeth using a high-speed stream of air, water, and fine abrasive powder. It is less abrasive than traditional scaling, offering a gentler cleaning experience. This system enhances patient comfort and improves efficiency in dental prophylaxis. Commonly used in professional cleanings, it helps prevent cavities and gum disease while ensuring a polished, smooth tooth surface.

According to Twitter and Facebook data from 2022, the NBA's official social media presence reached unprecedented levels with 36.48 million Twitter followers and 39.12 million Facebook fans, demonstrating the massive digital footprint of modern sports engagement.

Market Dynamics:

Driver:

Increasing smartphone & internet penetration

The escalating global penetration of smartphones and high-speed internet is a primary driver for the fantasy sports market. The widespread availability of affordable

smartphones has made fantasy sports platforms accessible to a massive user base. High-speed internet, including 4G and 5G networks, ensures a seamless and immersive user experience, enabling real-time updates and interactive gameplay. This technological foundation allows users to engage with fantasy sports anytime, anywhere, significantly expanding the market's reach. The convenience offered by mobile devices, propelled by advancements in network infrastructure, is crucial for user acquisition and retention in this digitally driven industry.

Restraint:

Addiction & gambling-related concerns

A significant restraint for the fantasy sports market is the growing concern over addiction and its association with gambling-related issues. Critics and regulatory bodies increasingly scrutinize fantasy sports platforms for their potential to foster addictive behaviors, particularly due to the involvement of real money and the competitive nature of the games. This leads to calls for stricter regulations, age verification, and responsible gaming initiatives, which can impact market operations and growth. The blurred lines between skill-based fantasy sports and traditional gambling often generate public debate, potentially damaging the industry's reputation and hindering widespread acceptance.

Opportunity:

Integration of blockchain for transparency

A notable opportunity for the fantasy sports market lies in the potential integration of blockchain technology for enhanced transparency. Blockchain can provide an immutable and verifiable record of transactions, player data, and contest outcomes, significantly increasing trust among users. This technology can ensure fairness in game mechanics, prevent fraud, and provide greater clarity regarding prize distributions. The decentralized nature of blockchain could also reduce operational costs for platforms by streamlining payment processes. As concerns about fairness and security persist, backed by increasing digital literacy, the adoption of blockchain could become a significant differentiator and growth catalyst.

Threat:

User fatigue due to oversaturation of platforms

The fantasy sports market faces a considerable threat from user fatigue stemming from the oversaturation of platforms and content. The rapid proliferation of new fantasy sports apps and websites, each offering similar functionalities and sports, can overwhelm users and dilute engagement. Consumers may become disengaged due to the sheer volume of choices, leading to a lack of differentiation among platforms. Intense competition for user attention and limited innovation in gameplay mechanics contribute to this fatigue. This market saturation makes it challenging for new entrants to gain traction and for existing platforms to retain their user base.

Covid-19 Impact:

The COVID-19 pandemic initially presented significant challenges for the fantasy sports market due to the suspension or cancellation of major sporting events worldwide. This directly impacted the core product of fantasy sports, as there were no real-life games for users to create their fantasy teams around. However, as professional sports gradually resumed, the demand for fantasy sports saw a significant rebound as people sought entertainment and engagement during lockdowns. The increased screen time and digital consumption during the pandemic also accelerated user adoption and engagement. The industry adapted by offering contests on niche sports and virtual events, demonstrating resilience and innovation in the face of adversity.

The football segment is expected to be the largest during the forecast period

The football segment is expected to account for the largest market share during the forecast period, driven by the immense global popularity of football (soccer), which boasts a massive fan base across continents. The frequent occurrence of major football leagues and tournaments provides continuous engagement opportunities for fantasy players. The sport's widespread appeal translates into a large and active user base participating in various fantasy football contests. Its global reach and year-round schedule ensure a consistent demand for related fantasy sports platforms and offerings.

The mobile application segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the mobile application segment is predicted to witness the highest growth rate, driven by the pervasive use of smartphones, is expected to have the highest CAGR during the forecast period. The convenience, accessibility, and intuitive user interfaces of mobile applications make them the preferred medium for

engaging with fantasy sports. Users can manage their teams, check scores, and participate in contests anytime and anywhere. Continuous advancements in mobile technology and app development, combined with features like push notifications and real-time updates, enhance the overall user experience. This segment's growth is intrinsically linked to the increasing reliance on mobile devices for entertainment and daily activities.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share. This dominance is largely attributed to the region's massive population, rapidly increasing smartphone and internet penetration, and a burgeoning passion for sports, especially cricket and football, in countries like India. The rise of disposable incomes and the increasing trend of digital entertainment further fuel market expansion. Localized platforms and tailored content are also contributing to high user engagement. Asia Pacific represents a vast and rapidly growing consumer base for fantasy sports.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, driven by the mature and highly competitive fantasy sports market, characterized by significant investments from major sports leagues and media companies. The strong fan culture around American football, basketball, and baseball, coupled with widespread legalization of online sports betting in various states, fuels substantial user engagement. Continuous innovation in platform features, data analytics, and user experience further propels market expansion. North America benefits from a sophisticated technological infrastructure and a large, dedicated user base.

Key players in the market

Some of the key players in Fantasy Sports Market include Head Digital Works Pvt. Ltd., ViacomCBS Inc., NFL Fantasy, Sportech Inc., Fantrax, FantasyPros, Rotoworld, Dream Sports, Fanduel, fantacalcio, Techistic Online Platform Pvt. Ltd., DraftKings Inc., Fox Corp., Sachar Gaming Pvt. Ltd., and Playerzpot Media Pvt Ltd.

Key Developments:

In May 2025, FanDuel introduced Dynasty Mode, a multi-season fantasy league with

NFT-based player cards. This immersive format increases user retention by 20%, leveraging blockchain for secure transactions. It targets avid fans, strengthening FanDuel's position in fantasy sports.

In April 2025, Dream Sports (Dream11) unveiled Cricket Metaverse, a VR-based fantasy sports experience with live player avatars. It enhances user immersion, boosting engagement in cricket-heavy markets like India. This innovation cements Dream Sports' leadership in interactive gaming.

In March 2025, NFL Fantasy announced Predict & Win, a blockchain-powered prediction game with instant crypto payouts. It combines real-time analytics and rewards, increasing user participation by 25%. This move aligns with the NFL's push for innovative fan engagement platforms.

Sports Covered:

Individual Sports

Partner Sports

Team Sports

Extreme Sports

Types Covered:

Football

Baseball

Basketball

Hockey

Cricket

Other Types

Platforms Covered:

Website

Mobile Application

Tablet Devices

Age Groups Covered:

Under 25 Years

25 – 40 Years

Above 40 Years

Business Models Covered:

Freemium

Subscription-Based

Advertisement-Based

Pay-To-Play / Entry Fee-Based

Sponsorship-Driven

Hybrid Models

Applications Covered:

Individual/Private Leagues

Public/Commercial Leagues

Daily Fantasy Sports (DFS)

Season-Long Fantasy Sports

In-Play Fantasy Gaming

Free-to-Play Fantasy Games

Real Money Fantasy Gaming

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032

- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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