

Global Online Gambling Market by Gaming Type (Poker, Casino, Social Gaming, Lottery, Bingo, Sports Betting, Fantasy Sports), By Device Type (Desktop, Mobile, Tab), By Region, Competition, 2018-2028

<https://marketpublishers.com/r/G948C80D898BEN.html>

Date: November 2023

Pages: 181

Price: US\$ 4,900.00 (Single User License)

ID: G948C80D898BEN

Abstracts

The projected market size for the global online gambling market is expected to reach USD 56.33 billion by the end of 2022, with a compound annual growth rate (CAGR) of 11.74% during the forecast period. The global online gambling market is a burgeoning industry driven by technological advancements, changing consumer preferences, and evolving regulatory landscapes. This market encompasses various forms of digital gambling, including casino games, sports betting, poker, and more. High-speed internet access and the proliferation of mobile devices have democratized gambling, allowing players to engage anytime and anywhere. The convenience and accessibility of online platforms, along with the integration of technologies like virtual reality, have transformed the gambling experience. Legalization and regulation efforts across different regions further contribute to the market's growth, providing a safer environment and generating substantial revenue. However, responsible gambling practices, cybersecurity, and regulatory compliance are essential considerations to ensure the sustainable and responsible expansion of this dynamic industry.

Key Market Drivers

The shift towards Digitalization and the Increasing Acceptance of Online Entertainment

The global online gambling market is experiencing significant trends driven by the prevailing shift towards digitalization and the growing acceptance of online entertainment. As society becomes more digitally connected, traditional industries, including gambling, are adapting to the digital realm. The widespread availability of high-

speed internet and the proliferation of smartphones have enabled individuals to engage in online activities seamlessly. This shift has translated into the gambling sector, where players are increasingly embracing the convenience and accessibility of digital platforms. The increasing acceptance of online entertainment as a legitimate form of leisure has led to a surge in online gambling participation.

As more people seek entertainment and engagement in virtual spaces, the online gambling market is capitalizing on this trend by offering a wide array of casino games, sports betting, and interactive experiences. The transition from land-based casinos to digital platforms aligns with changing consumer behavior, enabling players to enjoy gambling experiences from the comfort of their homes or on-the-go. Furthermore, the ongoing pandemic has accelerated this shift, as people turned to online alternatives for their entertainment needs. This trend is expected to continue as technological advancements further enhance the online gambling experience and regulatory frameworks adapt to the evolving landscape. Overall, the increasing digitalization and the widespread embrace of online entertainment are driving the dynamic trends shaping the global online gambling market.

The Increase in Globalization and Connectivity

The global online gambling market is experiencing transformative trends driven by the increase in globalization and connectivity. With the advent of the internet and advanced communication technologies, geographical boundaries are no longer significant barriers to participation. Online gambling platforms have harnessed this connectivity to create a global marketplace where players from diverse regions can engage in various forms of betting and gaming. The rise of international tournaments, such as e-sports competitions and virtual casino games, further accentuates the global nature of the industry, attracting participants from around the world. The increase in globalization and connectivity has led to cultural exchange and the sharing of gambling preferences among players from different backgrounds. This trend has prompted online gambling operators to offer localized experiences, catering to the unique preferences and norms of various regions. Language options, region-specific games, and culturally relevant promotional activities are some examples of how operators are adapting to the globalized landscape.

Furthermore, this interconnectedness has facilitated the exchange of information and experiences among players, leading to the growth of online gambling communities and forums. Players can now share strategies, insights, and tips, enhancing the overall gambling experience and creating a sense of camaraderie among participants from

various corners of the globe. In conclusion, the increase in globalization and connectivity is fostering a truly global online gambling market, shaping trends that emphasize diversity, cultural exchange, and a sense of community among players worldwide.

Integration of Technologies like Virtual Reality, Augmented Reality, and Live Streaming

The integration of cutting-edge technologies like Virtual Reality (VR), Augmented Reality (AR), and live streaming is driving transformative trends in the global online gambling market. These technologies have redefined the gambling experience by offering immersive and interactive elements. VR and AR technologies enable players to engage with realistic casino environments and games, enhancing their overall enjoyment and engagement. Live streaming of casino games, facilitated by high-speed internet, allows players to participate in real-time games hosted by live dealers, bridging the gap between online and land-based casinos. These advancements not only attract a new generation of tech-savvy players but also provide a sense of authenticity and social interaction. The incorporation of these technologies aligns with the industry's quest for innovation and differentiation, contributing to the dynamic trends that shape the global online gambling landscape.

The Rising Popularity of E-Sports

The surging popularity of e-sports is driving significant trends in the global online gambling market. E-sports, competitive video gaming, has rapidly gained a massive following, attracting both players and spectators from around the world. This phenomenon has translated into the gambling sector, with online platforms offering betting options on e-sports tournaments and matches. The integration of e-sports betting into the online gambling market caters to a younger demographic that is highly engaged in digital entertainment and competitive gaming. This trend not only expands the range of gambling options available but also establishes a unique synergy between the e-sports and gambling communities. As e-sports continue to evolve and grow, the online gambling market is poised to capitalize on this trend by offering innovative betting experiences and enhancing player engagement through the excitement of competitive video gaming.

Key Market Challenges

Concern related to Security & Fraud

Security and fraud concerns have cast a shadow over the global online gambling market, impeding its unhindered growth. As the industry increasingly shifts to digital platforms, the sensitive nature of user data and financial transactions becomes a prime target for malicious actors. The ever-evolving tactics of cybercriminals, coupled with the high stakes involved, necessitate robust security measures that operators must implement to safeguard players' personal information and funds. Instances of data breaches and fraudulent activities not only erode players' trust but also raise questions about the industry's integrity. To mitigate these challenges, online gambling platforms must invest heavily in cutting-edge cybersecurity technologies and adopt stringent identity verification processes. Addressing security and fraud concerns is paramount for fostering a secure and trustworthy online gambling environment, fostering the confidence needed to propel the market forward.

Licensing and Compliance

The global online gambling market grapples with the impediments posed by licensing and compliance complexities, dampening its seamless expansion. The diverse regulatory landscape across jurisdictions necessitates operators to navigate a labyrinth of legal requirements to obtain licenses, which can be time-consuming and resource intensive. Moreover, the evolving nature of regulations demands continuous vigilance to ensure adherence, covering areas such as responsible gambling practices, anti-money laundering protocols, and data protection mandates. The challenges of acquiring and maintaining licenses not only lead to operational bottlenecks but also limit market entry, particularly for newer or smaller players. Striking a balance between innovation and compliance is vital for the industry to establish a transparent and legitimate reputation, fostering a healthier environment for both operators and players on the global stage.

Key Market Trends

The Shift Towards Mobile Device

The shift towards mobile devices is a significant driving force behind the evolving trends in the global online gambling market. Mobile devices, such as smartphones and tablets, have become ubiquitous tools for communication, entertainment, and various online activities. In the context of gambling, they offer unparalleled convenience and accessibility, enabling players to engage in betting and gaming anytime and anywhere. Online gambling operators have recognized this shift and have optimized their platforms to provide seamless mobile experiences. Mobile apps and mobile-responsive websites cater to players seeking quick and on-the-go access to a wide range of gambling

options. This trend not only appeals to tech-savvy users but also opens up new opportunities for engaging with a broader and more diverse audience. As mobile technology continues to advance and smartphones become more capable, the trend towards mobile gambling is expected to further shape the global online gambling landscape.

Integration of Cryptocurrency and Blockchain

The integration of cryptocurrency and blockchain technology is driving transformative trends in the global online gambling market. Cryptocurrencies like Bitcoin and Ethereum are being increasingly accepted as forms of payment on various online gambling platforms. The decentralized and secure nature of blockchain technology ensures transparent transactions, enhances player anonymity, and reduces the risks associated with traditional payment methods. Additionally, blockchain can be utilized to create tamper-proof, provably fair gaming experiences, instilling trust among players. Smart contracts and blockchain-based platforms also enable the creation of innovative gambling applications, such as decentralized casinos and prediction markets. The incorporation of cryptocurrency and blockchain aligns with the industry's quest for innovation and improved security, contributing to the dynamic trends shaping the global online gambling landscape.

Segmental Insights

Gaming Type Insights

Based on gaming type, the sports betting segment emerges as the predominant segment, exhibiting unwavering dominance projected throughout the forecast period. Its enduring influence is projected to persist throughout the forecast period due to its widespread appeal, accessibility, and integration of technology. The excitement of predicting sports outcomes and the convenience of online platforms have solidified sports betting as a prominent choice for gamblers worldwide, while features like live streaming and real-time odds updates enhance the engagement and satisfaction of players. As a result, the sports betting segment is expected to maintain its commanding position, reflecting the enduring allure of wagering on sports events.

Device Type Insights

Based on device type, the mobile segment emerges as a formidable frontrunner, exerting its dominance and shaping the market's trajectory throughout the forecast

period. The ubiquity of smartphones and tablets has revolutionized the gambling experience, offering unparalleled convenience and accessibility to players. Mobile devices provide the freedom to engage in gambling activities anytime and anywhere, tapping into the on-the-go lifestyle of modern consumers. The proliferation of user-friendly gambling apps and mobile-responsive platforms further enhances the appeal of mobile gambling. This trend caters to a wide demographic, including younger tech-savvy users and those seeking quick entertainment options. The dominance of the mobile segment is anticipated to persist as the convenience and flexibility it offers align with evolving player preferences for seamless and intuitive gambling experiences on their preferred devices.

Regional Insights

Europe stands poised to uphold its dominant stance in the global online gambling market, underscoring its pivotal role in molding the industry's landscape. With a rich history of gambling and a diverse range of markets, European countries have embraced online gambling platforms that offer a wide array of options, from sports betting to casino games. Stringent regulations, robust consumer protection measures, and a tech-savvy population have contributed to Europe's stronghold in the sector. As online gambling continues to evolve and integrate new technologies, Europe's established presence and progressive regulatory framework position it as a key influencer in shaping the trajectory of the global online gambling market.

Key Market Players

Betsson AB

888 Holdings PLC

Sport Pesa Holdings Limited

Kindred Group PLC

Entain PLC

William Hill PLC

Bet365 Group Ltd.

LeoVegas AB

Flutter Entertainment PLC

1X Corp. NV

Report Scope:

In this report, the global online gambling market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Global Online Gambling Market, By Gaming Type:

Poker

Casino

Social Gaming

Lottery

Bingo

Sports Betting

Fantasy Sports

Global Online Gambling Market, By Device Type:

Desktop

Mobile

Tab

Global Online Gambling Market, By Region:

North America

Europe

South America

Middle East & Africa

Asia Pacific

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Online Gambling Market.

Available Customizations:

Global Online Gambling market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. SERVICE OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

4. IMPACT OF COVID-19 ON GLOBAL ONLINE GAMBLING MARKET

5. VOICE OF CUSTOMER

6. GLOBAL ONLINE GAMBLING MARKET OVERVIEW

7. GLOBAL ONLINE GAMBLING MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Gaming Type (Poker, Casino, Social Gaming, Lottery, Bingo, Sports Betting, Fantasy Sports)
 - 7.2.2. By Device Type (Desktop, Mobile, Tab)
 - 7.2.3. By Region (North America, Europe, South America, Middle East & Africa, Asia Pacific)
 - 7.2.4. By Region

7.3. By Company (2022)

7.4. Market Map

8. NORTH AMERICA ONLINE GAMBLING MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Gaming Type

8.2.2. By Device Type

8.2.3. By Country

8.3. North America: Country Analysis

8.3.1. United States Online Gambling Market Outlook

8.3.1.1. Market Size & Forecast

8.3.1.1.1. By Value

8.3.1.2. Market Share & Forecast

8.3.1.2.1. By Gaming Type

8.3.1.2.2. By Device Type

8.3.2. Canada Online Gambling Market Outlook

8.3.2.1. Market Size & Forecast

8.3.2.1.1. By Value

8.3.2.2. Market Share & Forecast

8.3.2.2.1. By Gaming Type

8.3.2.2.2. By Device Type

8.3.3. Mexico Online Gambling Market Outlook

8.3.3.1. Market Size & Forecast

8.3.3.1.1. By Value

8.3.3.2. Market Share & Forecast

8.3.3.2.1. By Gaming Type

8.3.3.2.2. By Device Type

9. EUROPE ONLINE GAMBLING MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Gaming Type

9.2.2. By Device Type

9.2.3. By Country

9.3. Europe: Country Analysis

9.3.1. Germany Online Gambling Market Outlook

9.3.1.1. Market Size & Forecast

9.3.1.1.1. By Value

9.3.1.2. Market Share & Forecast

9.3.1.2.1. By Gaming Type

9.3.1.2.2. By Device Type

9.3.2. United Kingdom Online Gambling Market Outlook

9.3.2.1. Market Size & Forecast

9.3.2.1.1. By Value

9.3.2.2. Market Share & Forecast

9.3.2.2.1. By Gaming Type

9.3.2.2.2. By Device Type

9.3.3. France Online Gambling Market Outlook

9.3.3.1. Market Size & Forecast

9.3.3.1.1. By Value

9.3.3.2. Market Share & Forecast

9.3.3.2.1. By Gaming Type

9.3.3.2.2. By Device Type

9.3.4. Spain Online Gambling Market Outlook

9.3.4.1. Market Size & Forecast

9.3.4.1.1. By Value

9.3.4.2. Market Share & Forecast

9.3.4.2.1. By Gaming Type

9.3.4.2.2. By Device Type

9.3.5. Italy Online Gambling Market Outlook

9.3.5.1. Market Size & Forecast

9.3.5.1.1. By Value

9.3.5.2. Market Share & Forecast

9.3.5.2.1. By Gaming Type

9.3.5.2.2. By Device Type

10. SOUTH AMERICA ONLINE GAMBLING MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Gaming Type

10.2.2. By Device Type

- 10.2.3. By Country
- 10.3. South America: Country Analysis
 - 10.3.1. Brazil Online Gambling Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Gaming Type
 - 10.3.1.2.2. By Device Type
 - 10.3.2. Argentina Online Gambling Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
 - 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Gaming Type
 - 10.3.2.2.2. By Device Type
 - 10.3.3. Colombia Online Gambling Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Gaming Type
 - 10.3.3.2.2. By Device Type

11. MIDDLE EAST & AFRICA ONLINE GAMBLING MARKET OUTLOOK

- 11.1. Market Size & Forecast
 - 11.1.1. By Value
- 11.2. Market Share & Forecast
 - 11.2.1. By Gaming Type
 - 11.2.2. By Device Type
 - 11.2.3. By Country
- 11.3. Middle East & America: Country Analysis
 - 11.3.1. Israel Online Gambling Market Outlook
 - 11.3.1.1. Market Size & Forecast
 - 11.3.1.1.1. By Value
 - 11.3.1.2. Market Share & Forecast
 - 11.3.1.2.1. By Gaming Type
 - 11.3.1.2.2. By Device Type
 - 11.3.2. Qatar Online Gambling Market Outlook
 - 11.3.2.1. Market Size & Forecast
 - 11.3.2.1.1. By Value

- 11.3.2.2. Market Share & Forecast
 - 11.3.2.2.1. By Gaming Type
 - 11.3.2.2.2. By Device Type
- 11.3.3. UAE Online Gambling Market Outlook
 - 11.3.3.1. Market Size & Forecast
 - 11.3.3.1.1. By Value
 - 11.3.3.2. Market Share & Forecast
 - 11.3.3.2.1. By Gaming Type
 - 11.3.3.2.2. By Device Type
- 11.3.4. Saudi Arabia Online Gambling Market Outlook
 - 11.3.4.1. Market Size & Forecast
 - 11.3.4.1.1. By Value
 - 11.3.4.2. Market Share & Forecast
 - 11.3.4.2.1. By Gaming Type
 - 11.3.4.2.2. By Device Type

12. ASIA PACIFIC ONLINE GAMBLING MARKET OUTLOOK

- 12.1. Market Size & Forecast
 - 12.1.1. By Value
- 12.2. Market Share & Forecast
 - 12.2.1. By Gaming Type
 - 12.2.2. By Device Type
 - 12.2.3. By Country
- 12.3. Asia Pacific: Country Analysis
 - 12.3.1. China Online Gambling Market Outlook
 - 12.3.1.1. Market Size & Forecast
 - 12.3.1.1.1. By Value
 - 12.3.1.2. Market Share & Forecast
 - 12.3.1.2.1. By Gaming Type
 - 12.3.1.2.2. By Device Type
 - 12.3.2. Japan Online Gambling Market Outlook
 - 12.3.2.1. Market Size & Forecast
 - 12.3.2.1.1. By Value
 - 12.3.2.2. Market Share & Forecast
 - 12.3.2.2.1. By Gaming Type
 - 12.3.2.2.2. By Device Type
 - 12.3.3. South Korea Online Gambling Market Outlook
 - 12.3.3.1. Market Size & Forecast

- 12.3.3.1.1. By Value
- 12.3.3.2. Market Share & Forecast
 - 12.3.3.2.1. By Gaming Type
 - 12.3.3.2.2. By Device Type
- 12.3.4. India Online Gambling Market Outlook
 - 12.3.4.1. Market Size & Forecast
 - 12.3.4.1.1. By Value
 - 12.3.4.2. Market Share & Forecast
 - 12.3.4.2.1. By Gaming Type
 - 12.3.4.2.2. By Device Type
- 12.3.5. Australia Online Gambling Market Outlook
 - 12.3.5.1. Market Size & Forecast
 - 12.3.5.1.1. By Value
 - 12.3.5.2. Market Share & Forecast
 - 12.3.5.2.1. By Gaming Type
 - 12.3.5.2.2. By Device Type

13. MARKET DYNAMICS

- 13.1. Drivers
- 13.2. Challenges

14. MARKET TRENDS AND DEVELOPMENTS

15. COMPANY PROFILES

- 15.1. Betsson AB
 - 15.1.1. Business Overview
 - 15.1.2. Key Financials & Revenue
 - 15.1.3. Key Contact Person
 - 15.1.4. Headquarters Address
 - 15.1.5. Key Product/Service Offered
- 15.2. 888 Holdings PLC
 - 15.2.1. Business Overview
 - 15.2.2. Key Financials & Revenue
 - 15.2.3. Key Contact Person
 - 15.2.4. Headquarters Address
 - 15.2.5. Key Product/Service Offered
- 15.3. Sport Pesa Holdings Limited

- 15.3.1. Business Overview
- 15.3.2. Key Financials & Revenue
- 15.3.3. Key Contact Person
- 15.3.4. Headquarters Address
- 15.3.5. Key Product/Service Offered
- 15.4. Kindred Group PLC
 - 15.4.1. Business Overview
 - 15.4.2. Key Financials & Revenue
 - 15.4.3. Key Contact Person
 - 15.4.4. Headquarters Address
 - 15.4.5. Key Product/Service Offered
- 15.5. Entain PLC
 - 15.5.1. Business Overview
 - 15.5.2. Key Financials & Revenue
 - 15.5.3. Key Contact Person
 - 15.5.4. Headquarters Address
 - 15.5.5. Key Product/Service Offered
- 15.6. William Hill PLC
 - 15.6.1. Business Overview
 - 15.6.2. Key Financials & Revenue
 - 15.6.3. Key Contact Person
 - 15.6.4. Headquarters Address
 - 15.6.5. Key Product/Service Offered
- 15.7. Bet365 Group Ltd.
 - 15.7.1. Business Overview
 - 15.7.2. Key Financials & Revenue
 - 15.7.3. Key Contact Person
 - 15.7.4. Headquarters Address
 - 15.7.5. Key Product/Service Offered
- 15.8. LeoVegas AB
 - 15.8.1. Business Overview
 - 15.8.2. Key Financials & Revenue
 - 15.8.3. Key Contact Person
 - 15.8.4. Headquarters Address
 - 15.8.5. Key Product/Service Offered
- 15.9. Flutter Entertainment PLC
 - 15.9.1. Business Overview
 - 15.9.2. Key Financials & Revenue
 - 15.9.3. Key Contact Person

15.9.4. Headquarters Address

15.9.5. Key Product/Service Offered

15.10. 1X Corp. NV

15.10.1. Business Overview

15.10.2. Key Financials & Revenue

15.10.3. Key Contact Person

15.10.4. Headquarters Address

15.10.5. Key Product/Service Offered

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

I would like to order

Product name: Global Online Gambling Market by Gaming Type (Poker, Casino, Social Gaming, Lottery, Bingo, Sports Betting, Fantasy Sports), By Device Type (Desktop, Mobile, Tab), By Region, Competition, 2018-2028

Product link: <https://marketpublishers.com/r/G948C80D898BEN.html>

Price: US\$ 4,900.00 (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/G948C80D898BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970