

# Daily Fantasy Sports Market: Current Analysis and Forecast (2025-2033)

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## Abstracts

Daily Fantasy Sports are games of skill in which the athlete should consider the myriad statistics, facts, and game theory. Daily Fantasy Sports enable participants to create their teams by selecting various players. These players are chosen daily to participate in multiple competitions across different sports, including football, basketball, golf, and soccer. Further, daily fantasy sports also offer the probability for daily buy-ins and payouts. Further, like other traditional sports wagering, it also enables the participants to win or lose money based on the outcome of sporting events played by third-party athletes. Some of the most popular forms of daily fantasy sports are “draft style” games and “pick 'em” games. Additionally, DFS differs from traditional fantasy sports in that it offers players the chance to win every week, rather than at the end of the season.

The Daily Fantasy Sports Market is expected to grow with a significant CAGR of 7.72% during the forecast period (2025- 2033F). The Daily Fantasy Sports market is ramping up highly due to the legalization of online sports betting in many countries. Further widespread adoption of smartphones and high-speed internet is enabling players to participate anytime and anywhere. Additionally, DFS offers quick, daily, or weekly contests that cater to the modern consumer's desire for instant gratification and short-term engagement. Furthermore, aggressive marketing strategies, such as social media campaigns, celebrity endorsements, and sponsorships during major tournaments like the IPL and other Premier Leagues, are appealing to diverse user segments, including millennials and Gen Z. To capitalize on this opportunity, major daily fantasy platforms are entering the realm of sports betting and further operating online sports betting platforms in the legalized states. For instance, according to the Fantasy Sports & Gaming Association (2023), more than 81 million adults in the U.S. and Canada were engaged in or wagered on fantasy sports, with approximately 34% of this group wagering. Entry fees for fantasy contests total USD 11.5 billion.

On September 1, 2022, Draftea, one of the daily fantasy sports companies in Spanish-speaking Latin America, partnered with the National Football League (NFL) and the NFL Players Association, a labor union representing the league's athletes.

On October 18, 2024, Diamond Sports Group and FanDuel, North America's leading online gaming company, announced an agreement for a broad, long-term commercial partnership to enhance the fan experience and increase incremental value.

Based on sport type, the market is segmented into football, basketball, baseball, hockey, cricket, and others. The football segment dominated the market owing to its popularity, high financial gains, wider social interaction, and wholesome entertainment. Football is the most popular sport in the American region; hence, people love to watch and wager on the game, rather than merely being spectators. Furthermore, it offers an excellent opportunity to gather with friends, family, or peers, providing an entertaining escape from day-to-day activities.

Based on platform, the market is segmented into website applications and mobile applications. In 2024, mobile applications dominated the entire daily fantasy sports market, driven by the booming digital industry. Further, it gains access to the real-time data, dynamic personalization, social interaction, and competitive monetization models. In addition, it has transformed the game from AI-driven insights to a gamified user interface by leveraging blockchain to enhance power transparency. Furthermore, the penetration of increasing technologies such as AR/VR and artificial intelligence provides more creative and engaging features. Furthermore, the diverse monetization strategies, such as in-app purchases, premium leagues, merchandise tie-ups, and even crypto-based rewards, have made this sport a business.

Based on demographics, the market is segmented into under 25 Years, 25 to 40 Years, and above 40 Years. In 2024, 25 to 40 years dominated the daily fantasy sports market. Furthermore, these age group players experience excitement and fun, and they also love watching and learning about the sports. Moreover, they are more calculative and look for statistics, such as wins versus losses. While researching the players, they try to build a more emotional connection with them. Additionally, some enter these games for financial means. Moreover, these people get information easily from sports articles, local newspapers, college and professional sports magazines, online sports articles, and online

sports magazines. For instance, according to the Fantasy Sports & Gaming, sport betting and DFS participants are male dominant (60% male and 39% female), 38% of participants are between the ages of 18–34, 79% have a college degree or higher, and 63% make more than USD 50,000 annually.

For a better understanding of the market, the growth of the Daily Fantasy Sports market is analyzed based on their worldwide demand in regions such as North America (U.S., Canada, and the Rest of North America), Europe (Germany, France, U.K., Spain, Italy, Rest of Europe), Asia-Pacific (China, Japan, India, Rest of Asia-Pacific), Rest of World. The Asia Pacific is heading towards becoming the hub for the world market of Daily Fantasy Sports. A massive youth population, rising digital adoption, and a deep passion for sports and localized content are propelling the market's growth in the Asia-Pacific region. Further strengthening digital infrastructure and monetization is further intensifying the market growth. Additionally, supportive regulations and league interactions further support the market. The rising middle-class income of people is expanding the reach of this market as they open up and become increasingly accessible to sports betting. The expansion of sports betting is expected to grow significantly in Asia and Africa, as seen in countries like India, Taiwan, and Malawi.

Some of the major players operating in the market include Dream Sports Group., FanDuel, Yahoo Fantasy Sports LLC., MY11Circle (Games24x7), Stake, ThriveFantasy, PrizePicks, Playerzpot Media Pvt. Ltd., Boom Fantasy, and Sleeper.

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