

Global Sports Betting Market: Analysis
By Platform (Online and Land-Based), By
Type (Onshore and Offshore), By Betting
Type (Fixed Odds Wagering, Exchange
Betting, Live/In Play Betting, eSports
Betting, and Others), By Sports Type
(Football, Horse Racing, Basketball,
Baseball, Cricket, Hockey, and Others) By
Region Size and Trends with Forecast up
to 2030

June 2025



Global Sports Betting Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Impact Of COVID-19

Dynamics

Competitive Landscape

Company Profiling

Global Sports Betting Market: Coverage

Scope of the Report

Attributes	Details
Title	Global Sports Betting Market: Analysis By Platform (Online and Land-Based), By Type (Onshore and Offshore), By Betting Type (Fixed Odds Wagering, Exchange Betting, Live/In Play Betting, eSports Betting, and Others), By Sports Type (Football, Horse Racing, Basketball, Baseball, Cricket, Hockey, and Others) By Region Size and Trends with Forecast up to 2030
Coverage	Global and Regional
Regional Coverage	Asia Pacific (China, Japan, Australia, India, and Rest of Asia Pacific), Europe (UK, France, Italy, Germany, Spain, and Rest of Europe), North America (The US, Canada, and Mexico), and Rest of the World
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2025-2030
Competition in the Market	Highly Competitive
Key Players	International Game Platform Plc. (IGT), Super Group Limited (Betway), Kindred Group Plc, Flutter Entertainment Plc., Evoke plc, Entain Plc., Churchill Downs Incorporated, Sun International (SunBet), Rivalry Corp., Draftkings Inc., ComeOn Group, and Fortuna Entertainment Group A.S.

Global Sports Betting Market: Coverage

Executive Summary

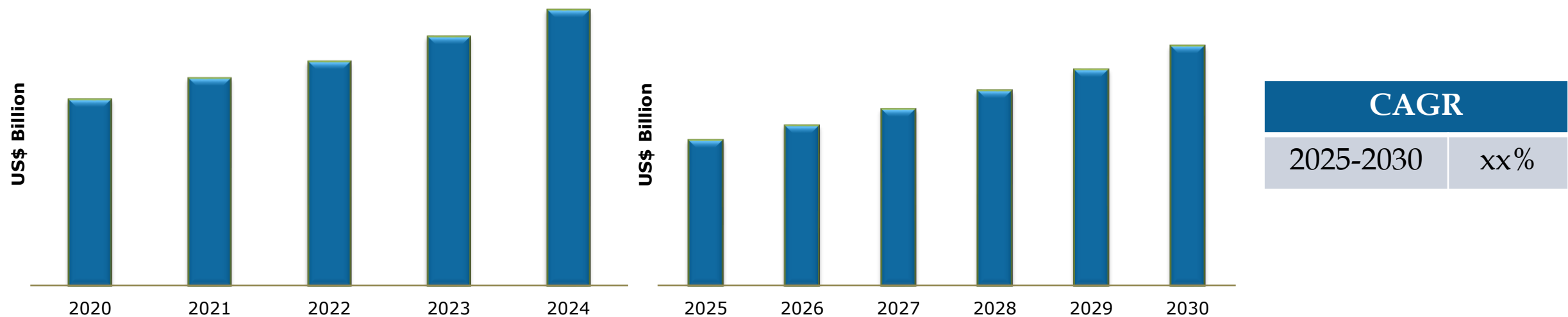
Sports betting involves predicting the outcome of sporting events and placing wagers on those predictions. It's a form of gambling where individuals, known as bettors, place bets on various sports events such as football, basketball, baseball, horse racing, and more. The global sports betting market was valued at US\$108.92 billion in 2025. The market value would grow at a CAGR of 10.48% over the projected period of 2025-2030.

The global sports betting market can be segmented based on platform (Online and Land-Based), betting type (Fixed Odds Wagering, Exchange Betting, Live/In-Play Betting, eSports Betting, and Others), sports type (Football, Horse Racing, Basketball, Baseball, Cricket, Hockey, and Others). The online sports betting market has been further bifurcated based on type (Onshore and Offshore). Among the platforms, the online segment lead the market with the maximum share in 2025. On the other hand, North America is expected to be the fastest-growing region in the forthcoming years.

The global sports betting market observed progressive growth in the past few years and anticipations are made that during the forecasted period (2025-2030), the market will further augment at an escalating growth rate. The global sports betting market growth is predicted to be supported by numerous growth drivers such as rising purchasing power, increasing number of internet users, increasing casino visitation, growing popularity of sports events, integration of sports betting with media and entertainment, favorable government regulations, and many other factors. Conversely, the market growth would be negatively impacted by various challenges such as increasing gaming tax revenues, data integrity & security, match-fixing and integrity concerns, etc. Moreover, the market growth would succeed in various market trends like growing popularity of e-sports, increasing 5G adoption, insourcing of sportsbook technology, consolidation in the online gambling market, growing impact of technologies (AI & ML, AR/VR, and blockchain), increasing engagement through social betting platforms, multicurrency factor, etc.

Sports Betting Market: Global Analysis

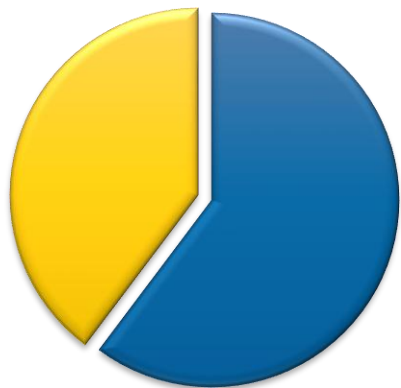
Global Sports Betting Market by Value



Global sports betting market was valued at US\$... billion in 2024 and is anticipated to reach up to US\$... billion by 2030 from US\$... billion in 2025, with a CAGR of xx%.

Sports Betting Market: Global Analysis

Global Sports Betting Market by Platform; 2024



Platform	Share
Online	xx%
Land-Based	xx%

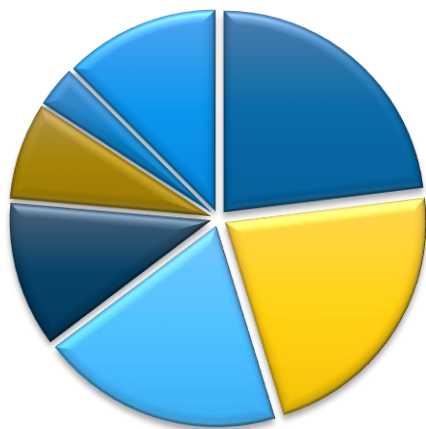
Global Sports Betting Market by Betting Type; 2024



Betting Type	Share
Fixed Odds Wagering	xx%
Exchange Betting	xx%
Live/In-Play Betting	xx%
eSports Betting	xx%
Others	xx%

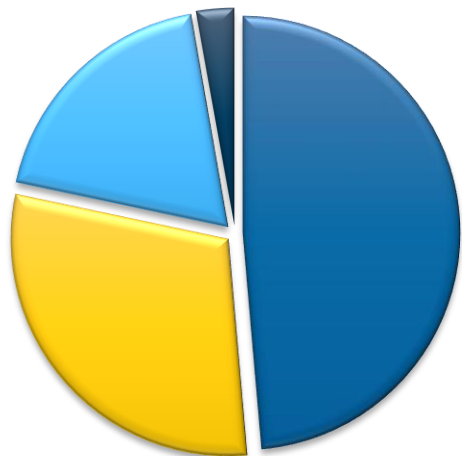
Sports Betting Market: Global Analysis

Global Sports Betting Market by Sports Type; 2024



Sports Type	Share
Football	xx %
Horse Racing	xx %
Basketball	xx %
Baseball	xx %
Cricket	xx %
Hockey	xx %
Others	xx %

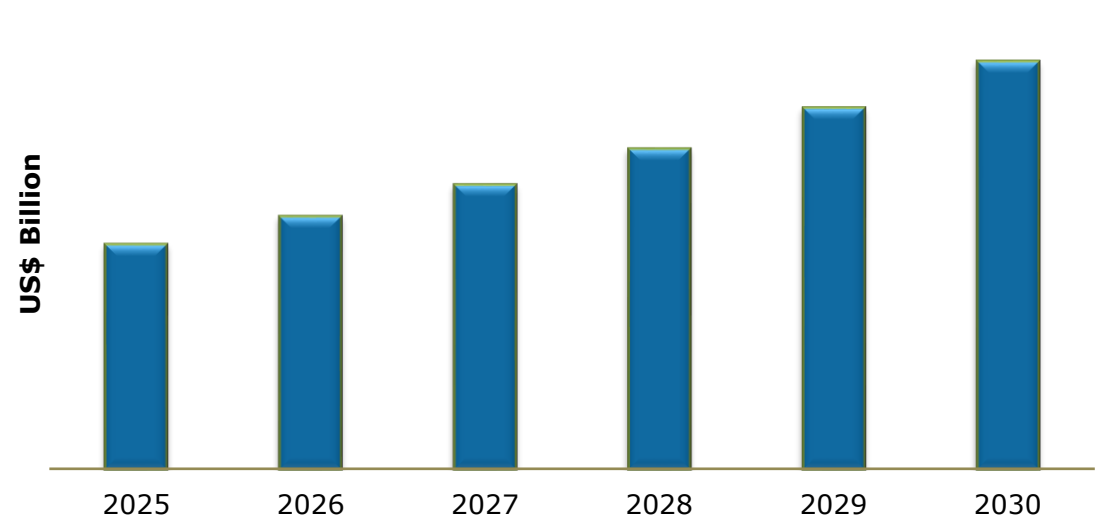
Global Sports Betting Market by Region; 2024



Region	Share
Asia Pacific	xx %
Europe	xx %
North America	xx %
Rest of the World	xx %

Sports Betting Market: Platform Analysis

Global Online Sports Betting Market by Value



Platform	CAGR (2025-2030)
Online	xx%
Land-Based	xx%

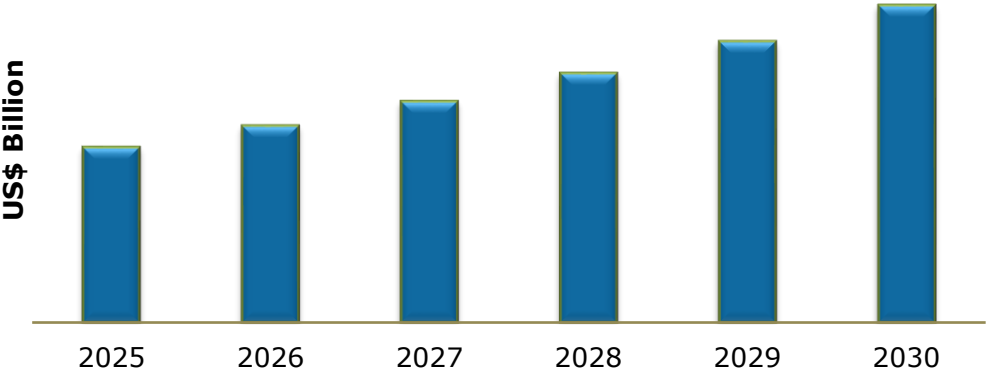
Global Online Sports Betting Market by Type; 2024



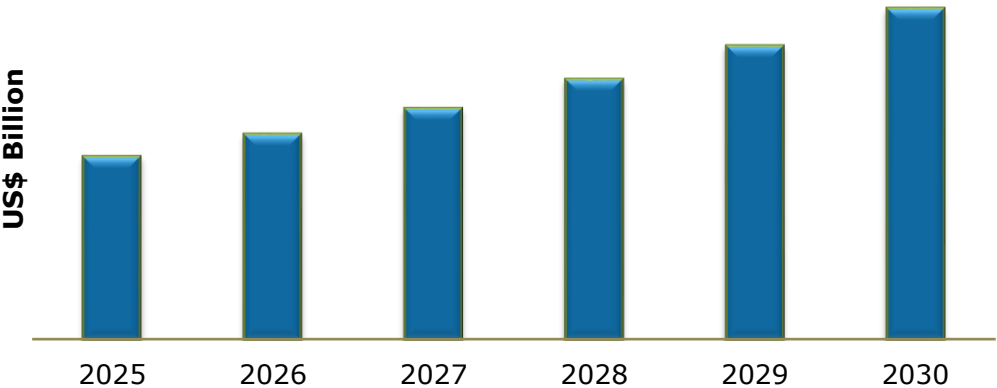
Type	Share 2024	CAGR (2025-2030)
Onshore	xx%	xx%
Offshore	xx%	xx%

Sports Betting Market: Betting Type Analysis

Global Fixed Odds Wagering Sports Betting Market by Value



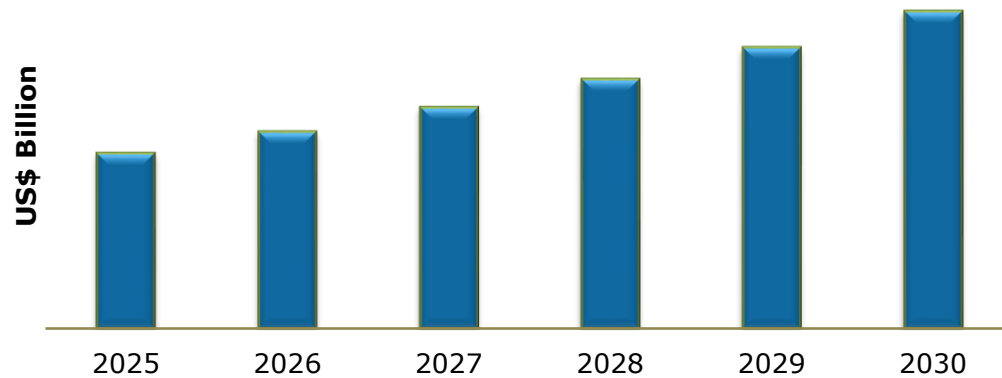
Global Exchange Sports Betting Market by Value



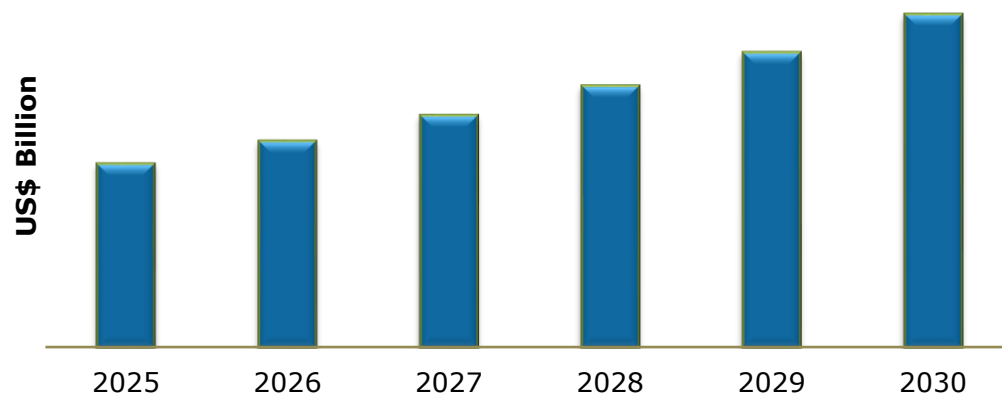
Betting Type	CAGR (2025-2030)
Fixed Odds Wagering	xx%
Exchange Betting	xx%
Live/In-Play Betting	xx%
eSports Betting	xx%
Others	xx%

Sports Betting Market: Sports Type Analysis

Global Football Betting Market by Value



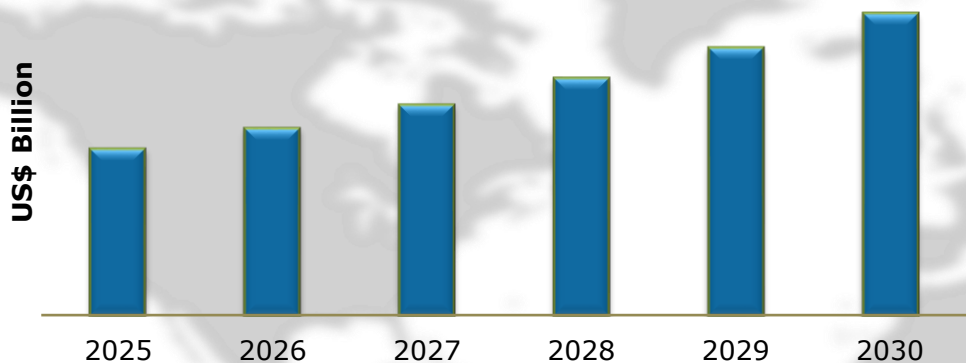
Global Horse Racing Betting Market by Value



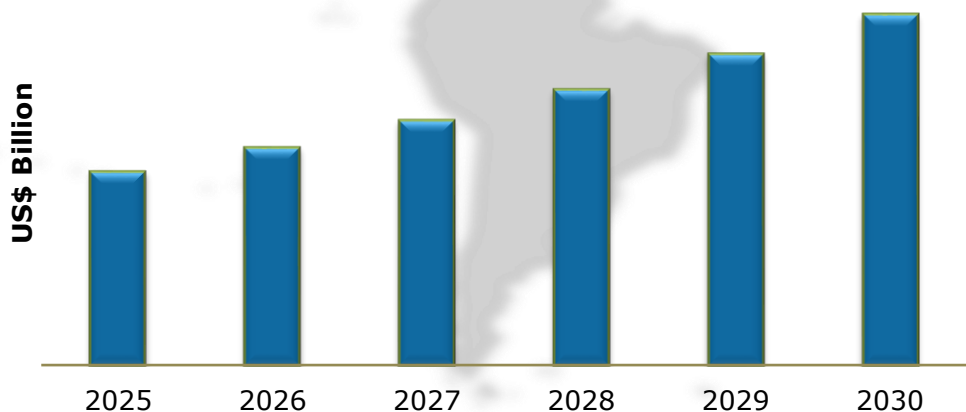
Sports Type	CAGR (2025-2030)
Football	xx%
Horse Racing	xx%
Basketball	xx%
Baseball	xx%
Cricket	xx%
Hockey	xx%
Others	xx%

Sports Betting Market: Regional Analysis

Asia Pacific Sports Betting Market by Value



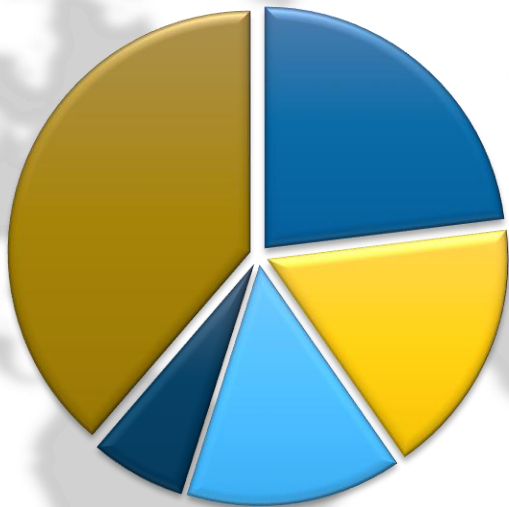
North America Sports Betting Market by Value



Region	CAGR (2025-2030)
Asia Pacific	xx%
Europe	xx%
North America	xx%
Rest of the World	xx%

Asia Pacific Sports Betting Market: An Analysis

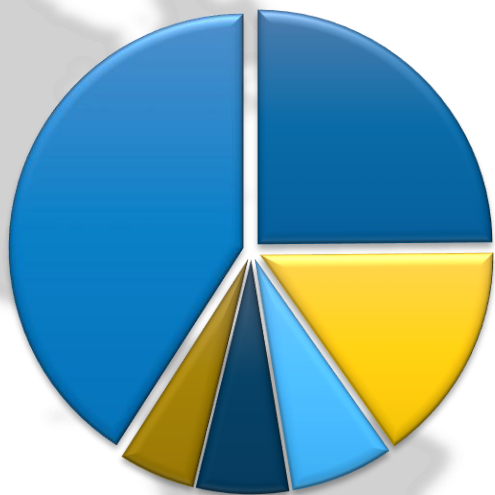
Asia Pacific Sports Betting Market by Region; 2024



Region	Share (2024)	CAGR (2025-2030)
China	xx%	xx%
Japan	xx%	xx%
Australia	xx%	xx%
India	xx%	xx%
Rest of Asia Pacific	xx%	xx%

Europe Sports Betting Market: An Analysis

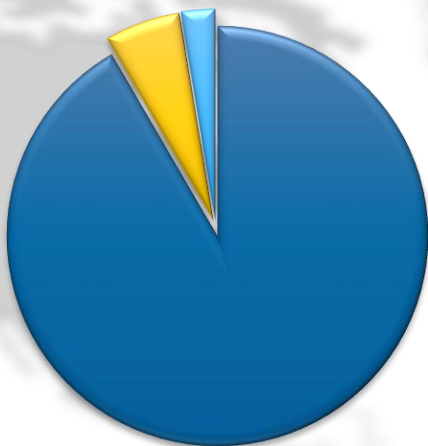
Europe Sports Betting Market by Region; 2024



Region	Share (2024)	CAGR (2025-2030)
The UK	xx%	xx%
France	xx%	xx%
Italy	xx%	xx%
Germany	xx%	xx%
Spain	xx%	xx%
Rest of the Europe	xx%	xx%

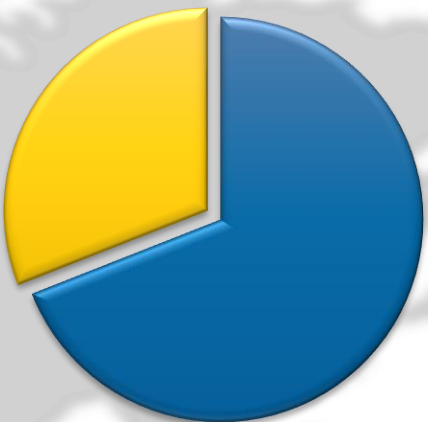
North America Sports Betting Market: An Analysis

North America Sports Betting Market by Region; 2024



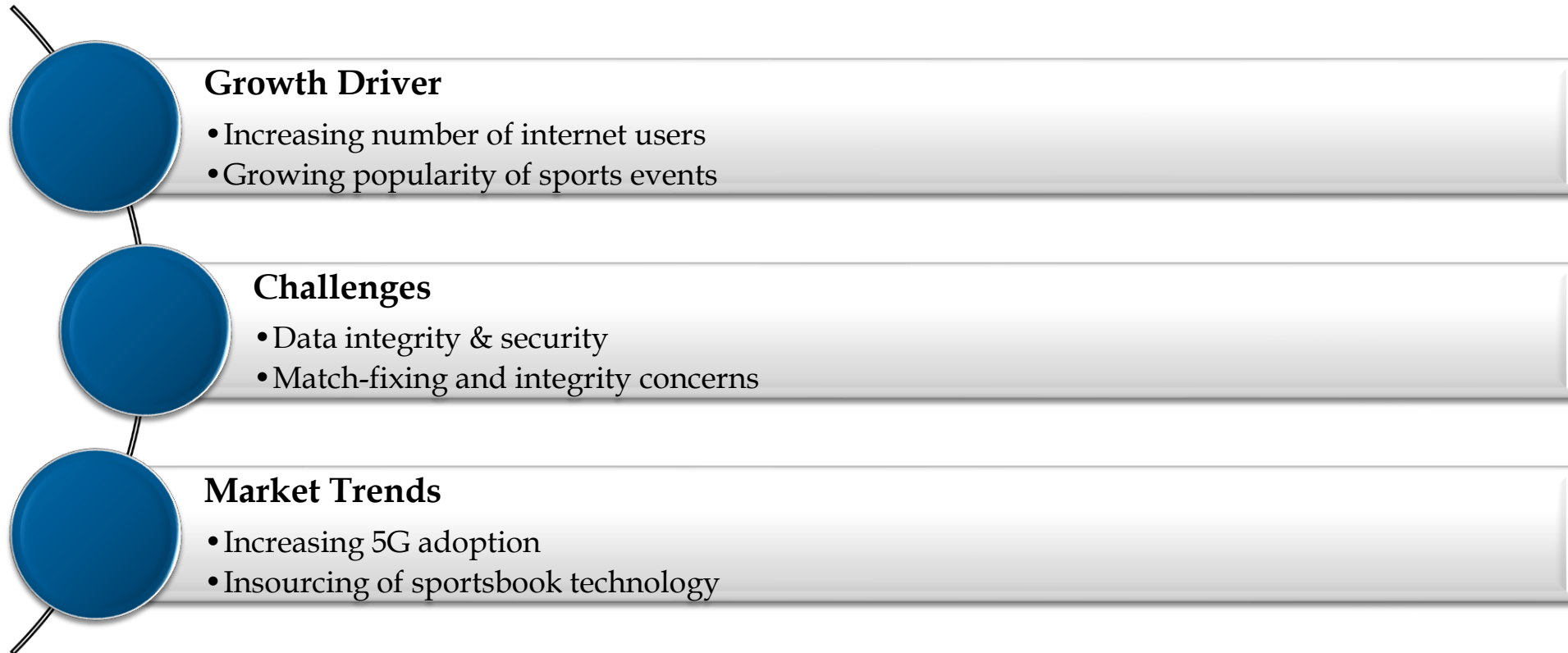
Region	Share (2024)	CAGR (2025-2030)
The US	xx%	xx%
Canada	xx%	xx%
Mexico	xx%	xx%

The US Sports Betting Market by Platform; 2024



Platform	Share (2024)	CAGR (2025-2030)
Online	xx%	xx%
Land-Based	xx%	xx%

Global Sports Betting Market: Dynamics



Global Sports Betting Market: Competitive Landscape

Players Profiled

- ❑ International Game Technology Plc. (IGT)
- ❑ Churchill Downs Incorporated
- ❑ Super Group Limited (Betway)
- ❑ Sun International (SunBet)
- ❑ Kindred Group Plc
- ❑ Rivalry Corp.
- ❑ Flutter Entertainment Plc.
- ❑ Draftkings Inc.
- ❑ Evoke plc.
- ❑ ComeOn Group
- ❑ Entain Plc.
- ❑ Fortuna Entertainment Group A.S.