

# Australia Online Gambling Market is Booming and Predicted to Hit US\$ 8.5 Billion by 2032

BROOKLYN, NY, USA, May 10, 2024 /EINPresswire.com/ -- IMARC Group, a leading market research company, has recently released a report titled "Australia Online Gambling Market Report by Game Type (Sports Betting, Casino, and Others), Device (Desktop, Mobile, and Others), and Region 2024-2032." The study provides a detailed analysis of the industry, including the Australia Online Gambling Market share, size, trends, and growth forecasts. The report also includes competitor and regional analysis and highlights the latest advancements in the market.



Australia Online Gambling Market Report By IMARC Group

## How Big is the Australia Online Gambling Market?

The Australia online gambling market size reached US\$ 4.9 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 8.5 Billion by 2032, exhibiting a growth rate (CAGR) of 6.2% during 2024-2032.

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## Australia Online Gambling Market

The Australia online gambling market is witnessing significant growth, driven by the increasing utilization of the internet and the widespread use of smartphones. Additionally, the accessibility of online platforms allows users to gamble from anywhere at any time, contributing to the expansion of the market. Moreover, the market is also influenced by the variety of gaming options available online, including sports betting, casino games, poker, etc., catering to diverse preferences. Besides this, regulatory changes and advancements in digital payment technologies, which provide secure and efficient transactions, are further augmenting the growth

of the market.

Emerging trends in the Australia online gambling market include technological advancement like artificial intelligence (AI) and blockchain to enhance user experience and ensure fairness and transparency in gambling activities. In addition to this, AI is being used to personalize gaming experiences and improve customer service, while blockchain technology offers increased security, which is acting as another growth-inducing factor. Furthermore, the growing focus on responsible gambling practices, as online platforms implementing measures to promote safe gambling, including self-exclusion tools and limits on deposits, is bolstering the market growth. Apart from this, the introduction of virtual reality (VR) casinos and the increasing popularity of esports betting are innovating new and immersive ways to gamble online, which is expected to stimulate the Australia online gambling market in the coming years.

#### Australia Online Gambling Market Segmentation:

##### Breakup by Game Type:

- Sports Betting
  - o Football
  - o Horse Racing
  - o E-Sports
  - o Others
- Casino
  - o Live Casino
  - o Baccarat
  - o Blackjack
  - o Poker
  - o Slots
  - o Others
- Others

##### Breakup by Device:

- Desktop
- Mobile
- Others

##### Breakup by Region:

- Australia Capital Territory and New South Wales
- Victoria and Tasmania
- Queensland
- Northern Territory & Southern Australia

- Western Australia

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#### Key Highlights of the Report:

- Market Performance (2018-2023)
- Market Outlook (2024-2028)
- Market Trends
- Market Drivers and Success Factors
- Impact of COVID-19
- Value Chain Analysis
- Comprehensive mapping of the competitive

If you require any specific information that is not covered currently within the scope of the report, we will provide the same as a part of the customization.

#### About Us:

IMARC Group is a leading market research company that offers management strategy and market research worldwide. We partner with clients in all sectors and regions to identify their highest-value opportunities, address their most critical challenges, and transform their businesses.

IMARC's information products include major market, scientific, economic and technological developments for business leaders in pharmaceutical, industrial, and high technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing methods are at the top of the company's expertise.

Our offerings include comprehensive market intelligence in the form of research reports, production cost reports, feasibility studies, and consulting services. Our team, which includes experienced researchers and analysts from various industries, is dedicated to providing high-quality data and insights to our clientele, ranging from small and medium businesses to Fortune 1000 corporations.

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