

# E-Sports Betting Market Growth Analysis With Investment Opportunities For 2024-2033

*The Business Research Company's E-Sports Betting Global Market Report 2023 – Market Size, Trends, And Global Forecast 2023-2032*

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The [e-sports betting market](#) has experienced robust growth in recent years, expanding from \$9.96 billion in 2023 to \$11.22 billion in 2024 at a compound annual growth rate (CAGR) of 12.6%. The growth in the historic period can be attributed to the popularity of esports, acceptance of online gambling, increased prize pools, youth engagement, sponsorship and investment.



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## Strong Future Growth Anticipated

The e-sports betting market is projected to continue its strong growth, reaching \$18.12 billion in 2028 at a compound annual growth rate (CAGR) of 12.7%. The growth in the forecast period can be attributed to the expansion of esports titles, global market penetration, regulatory changes, partnerships and collaborations, and growing infrastructure.

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## Growth Driver Of The E-Sports Betting Market

The growing popularity of online games is expected to propel the growth of the E-sports betting market. Online games are interactive digital games played over the internet, connecting players from various locations in a shared virtual environment. The growing popularity of online games is driven by advancements in technology, widespread internet access, engaging and immersive gameplay experiences, social connectivity, and the availability of diverse game genres catering to various interests and age groups. E-sports betting boosts online gaming popularity by increasing

viewer engagement, attracting a wider audience, and generating revenue for the e-sports industry.

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### Major Players And Market Trends

Key players in the e-sports betting market include Flutter Entertainment Plc, Entain Plc, Bet365, DraftKings Inc., Pinnacle Group Inc., Super Group Ltd., William Hill Plc, Kindred Group Plc.

Major companies operating in the E-sports betting market are focusing on developing innovative technology, such as odds and modeling feed technology, to enhance betting accuracy, improve user experience, and offer more competitive and dynamic betting options. Odds and modeling feed technology involve using statistical models and algorithms to predict outcomes and optimize decision-making in various applications.

### Segments:

- 1) By Betting Types: Pre-Match Betting, Live Or In-Play Betting
- 2) By Platform Types: Online Betting Platforms, Offline Betting Locations
- 3) By Application: Ages 18-25, Ages 26-30, Ages 31 And Above

### Geographical Insights: Europe Leading The Market

Europe was the largest region in the e-sports betting market in 2023. Asia-Pacific is expected to be the fastest-growing region in the forecast period. The regions covered in the E-sports betting market report are Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, Africa.

### E-Sports Betting Market Definition

E-sports betting refers to the practice of placing wagers on the outcome of competitive video gaming events. These events, known as e-sports, feature professional gamers and teams competing in various video games, and bettors can place bets on aspects such as match winners, tournament outcomes, and in-game events.

E-Sports Betting Global Market Report 2024 from The Business Research Company covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The E-Sports Betting Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on [e-sports betting market size](#), e-sports betting

market drivers and trends, e-sports betting market major players, e-sports betting competitors' revenues, e-sports betting market positioning, and e-sports betting market growth across geographies. The e-sports betting market report helps you gain in-depth insights into opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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