

# Key Drivers of the 2024 Fantasy Sports Market: Rise of Social Media Usage

*The Business Research Company's  
Fantasy Sports Global Market Report  
2024 - Market Size, Trends, And Global  
Forecast 2024-2033*

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Fantasy Sports Global Market Report 2024 - Market  
Size, Trends, And Global Forecast 2024-2033

The fantasy sports market has experienced significant growth in recent years. It is expected to increase from \$25.43 billion in 2023 to \$28.41 billion in 2024, reflecting a compound annual growth rate (CAGR) of 11.8%. This growth can be attributed to factors such as the widespread adoption of the internet and mobile devices, the rising popularity of major sports leagues, enhanced social connectivity, the expansion of interactive and engaging platforms, and greater accessibility across different platforms.

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The fantasy sports market size is expected to see rapid growth in the next few years. It will grow to \$47.02 billion in 2028 at a compound annual growth rate (CAGR) of 13.4%.”

*The Business Research  
Company*

What Is the Future Market Size of the [Global Fantasy Sports Market](#) and Its Yearly Growth Rate?

The fantasy sports market is poised for significant growth in the coming years, with projections estimating it will

reach \$47.02 billion by 2028, growing at a compound annual growth rate (CAGR) of 13.4%. This growth is expected to be driven by factors such as the introduction of new sports, improved user engagement features, the rise of gamification elements, the legalization and regulation of fantasy sports, and deeper integration with social media.

Discover Key Insights and Market Trends with a Free Sample Report of the Global Fantasy Sports Market:

[https://www.thebusinessresearchcompany.com/sample\\_request?id=5171&type=smp](https://www.thebusinessresearchcompany.com/sample_request?id=5171&type=smp)

## What Are the Main Factors Driving Fantasy Sports Market Expansion?

The increasing use of social media is likely to drive the growth of the fantasy sports market in the coming years. Social media encompasses online platforms and technologies that allow users to create, share, and exchange content, information, and ideas within virtual communities. These platforms provide a space for fans to interact, share experiences, and form communities, facilitating real-time discussions, team interactions, and updates that enhance the overall fantasy sports experience and encourage greater user engagement.

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## Who Are the Main Competitors Driving the Fantasy Sports Market Forward?

Key players in the fantasy sports market include ESPN Inc., FanDuel Group, DraftKings Inc., CBS Sports, Dream Sports, PlayON Fantasy Sports, Mobile Premier League, PlayUp Limited, PrizePicks, RotoWire.com LLC, Bovada, FantasyPros, Good Gamer Corporation, Fantrax LLC, Sleeper, Boom Sports, Battlefy Inc., MyFantasyLeague.com, 11Wickets, Sofa Superstars, WinView Games, SportTechie, BalleBaazi, NFL Fantasy Football, Yahoo Fantasy Sports, NBC Sports Edge, Fox Sports Fantasy Football, Victiv, Draft Team Fantasy Sports, Sportito, Own The Play, FSM Fantasy Sports

## How Are New Trends Transforming the Fantasy Sports Market Size?

Major companies operating in the fantasy sports market are developing innovative products, such as fantasy sports platforms, to meet larger customer bases, increase sales, and increase revenue. A fantasy sports platform is an online application or website that enables users to create and manage virtual sports teams composed of real-life players from professional sports leagues.

## What Are the Key Segments Within the Global Fantasy Sports Market?

- 1) By Sports Type: Football, Baseball, Basket Ball, Hockey, Cricket, Other Types
- 2) By Platform: Website, Mobile Application
- 3) By Usage Type: Free, Paid, Hybrid
- 4) By Application: Individual Competition, Team Competition

## North America's Role as the Foremost Player in the Fantasy Sports Market

North America was the largest region in the market in 2023. Asia-Pacific is expected to be the fastest-growing region in the report during the forecast period. The regions covered in the report

are Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, Africa.

### What Does The Fantasy Sports Market Definition?

Fantasy sports, also referred to as rotisserie sports or roto, encompass a range of games where participants manage virtual teams in a simulated league season. These teams compete based on the actual performance of players in real-life games. In fantasy sports, participants accumulate points according to the real-world statistics of players, which are converted into fantasy points. Players assume the roles of both general manager and coach, building their team through drafts and trades, and creating lineups with the goal of maximizing statistical performance.

The Fantasy Sports Global Market Report 2024 from The Business Research Company includes the following key information:

- Market size data for both historical and future periods
- Analysis of both macro and microeconomic factors that have impacted the market over the past five years
- Regional market analysis covering Asia-Pacific, China, Western Europe, Eastern Europe, North America, the USA, South America, and the Middle East and Africa
- Country-specific market analysis for Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, the UK, and the USA.

### [Overview of the Global Fantasy Sports Market](#) Report: Trends, Opportunities, Strategies, and More

The Fantasy Sports Global Market Report 2024 from The Business Research Company is an extensive resource that delivers insights into fantasy sports market size, fantasy sports market drivers and trends, fantasy sports competitors' revenues, and fantasy sports market growth across geographies. This report provides valuable in-depth insights into potential opportunities and strategies. Companies can utilize the information presented to target segments with the greatest growth potential.

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