

Online Gambling Market to Hit \$152.7 Billion By 2035, Transforming Betting With Online Gambling Platforms

Online gambling market is booming, driven by mobile access, tech innovation, and the growing global legalization of digital betting platforms.

LOS ANGELES, CA, UNITED STATES, April 21, 2025 /EINPresswire.com/ -- According to a new report published by Market Research Future (MRFR), [Online Gambling Market](#) was valued at \$74.44 billion in 2024, and is estimated to reach \$152.7 billion by 2035, growing at a CAGR of 6.75% from 2025 to 2035.



Online Gambling Market: Global Insights and Trends

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Online gambling market is evolving rapidly, powered by mobile convenience, immersive technologies, and expanding global regulations that are redefining digital entertainment and wagering.”

Market Research Future

The online gambling market has seen transformative growth over the past decade, driven by the increasing penetration of smartphones, widespread internet access, and evolving regulations that are gradually legalizing digital betting platforms across various jurisdictions. Online gambling encompasses a wide range of activities, including sports betting, casino games, poker, lottery, and bingo, offered through digital interfaces such as mobile apps and desktop platforms. As of 2024, the global online gambling market is estimated to be worth over USD 90 billion and is expected to witness a compound annual growth rate (CAGR) of around 11% through 2030. Key trends include the adoption of AI and blockchain technologies,

personalized user experiences, and integration with virtual reality (VR) to enhance gameplay and engagement. This dynamic industry is also benefiting from the rise in digital payment solutions, enabling seamless transactions across international boundaries.

Market Key Players

Several major players dominate the online gambling industry, leveraging both brand recognition and cutting-edge technologies to capture market share. Key companies include,

- Paddy Power
- Entain
- Flutter Entertainment
- William Hill
- NetEnt
- DraftKings
- The Stars Group
- Kindred Group
- Scientific Games
- Caesars Entertainment
- Playtech
- MGM Resorts
- 888 Holdings

These giants are continually investing in technology, user acquisition strategies, and market expansion initiatives to stay competitive. Additionally, tech firms like Playtech and NetEnt are providing innovative gaming software and backend solutions, significantly contributing to the scalability and customization capabilities of online gambling platforms. These players are also focusing on responsible gambling tools, regulatory compliance, and strategic mergers and acquisitions to strengthen their market positions.

Market Segmentation

The online gambling market can be segmented by type, device, and geography. By type, the market is divided into sports betting, casino games (including slots and table games), poker, lottery, and bingo. Sports betting currently holds the largest market share, bolstered by the global popularity of sporting events and the ease of mobile-based wagering. Casino games are also experiencing robust growth, especially live dealer games, due to their immersive and interactive nature. Based on device, the market is segmented into desktop and mobile. Mobile gambling is rapidly overtaking desktop due to the convenience it offers and improved user experience on mobile apps. Geographically, the market can be divided into North America, Europe, Asia-Pacific, Latin America, and the Middle East & Africa.

Market Drivers

A combination of technological, economic, and social factors is fueling the expansion of the online gambling market. One of the primary drivers is the increased penetration of smartphones and affordable internet connectivity, especially in emerging markets. The convenience of mobile betting apps allows users to gamble from virtually anywhere, anytime. Another major driver is the liberalization and regulation of online gambling in key markets such as the United States, parts of Europe, and Latin America. The pandemic also played a critical role in accelerating the shift from traditional gambling venues to online platforms, as lockdowns forced users to explore digital alternatives. Furthermore, the growing popularity of esports and fantasy sports among millennials and Gen Z has introduced new dimensions to digital wagering, increasing user engagement and platform usage.

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Market Opportunities

The online gambling industry presents numerous opportunities for growth and innovation. Emerging markets such as India, Brazil, and several African nations are becoming hotspots for digital gambling platforms due to increasing internet usage and rising disposable incomes. The adoption of blockchain technology offers new opportunities for transparency, security, and user trust, which are crucial in a market often scrutinized for fraudulent activities. Virtual reality (VR) and augmented reality (AR) are paving the way for immersive casino experiences that could revolutionize user engagement. Moreover, artificial intelligence (AI) can be leveraged for personalized marketing, game recommendations, and fraud detection, enhancing both operational efficiency and customer satisfaction. Strategic partnerships with sports leagues, entertainment brands, and payment gateways are also opening new avenues for market expansion and user acquisition.

Restraints and Challenges

Despite the robust growth, the online gambling market faces several challenges and restraints. Regulatory uncertainty is a major concern, especially in jurisdictions where laws are ambiguous or constantly evolving. Inconsistent legal frameworks can hinder international expansion and pose compliance risks. The issue of gambling addiction is also a significant challenge, prompting calls for stricter regulations and the implementation of responsible gambling measures. Cybersecurity remains a persistent threat, with the risk of data breaches and financial fraud putting both operators and users at risk. Additionally, the highly competitive nature of the market results in high customer acquisition costs and demands continuous innovation to retain users. The integration of complex technologies like blockchain and VR can also be capital-intensive, posing entry barriers for smaller players.

Regional Analysis

Regionally, Europe currently leads the online gambling market, driven by favorable regulations, mature infrastructure, and a strong gambling culture. The United Kingdom, Italy, Germany, and France are some of the key contributors to the region's growth. North America, particularly the United States, is experiencing rapid expansion following the relaxation of federal restrictions and the legalization of sports betting in multiple states. Canada is also becoming a noteworthy market following regulatory reforms in provinces like Ontario. In the Asia-Pacific region, countries such as China, India, and the Philippines are showing immense potential due to large populations and increasing mobile penetration, although regulatory restrictions can limit growth. Latin America, especially Brazil and Mexico, is an emerging hub, with legislative developments signaling a positive outlook for online gambling. The Middle East & Africa region presents mixed opportunities, with some countries showing openness while others maintain strict prohibitions on gambling.

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Recent Development

The online gambling landscape has witnessed several notable developments in recent years. In the U.S., more states have legalized online sports betting, with platforms like DraftKings and FanDuel expanding their footprint aggressively. The United Kingdom has introduced new affordability checks and advertising regulations to ensure responsible gambling, impacting how operators market their services. In Europe, mergers and acquisitions continue to reshape the industry—Flutter Entertainment's acquisition of Tombola and 888 Holdings' acquisition of William Hill's international assets are prime examples. The integration of cryptocurrency payments has also gained traction, allowing users to deposit and withdraw funds more securely and anonymously. Furthermore, the rise of live casino streaming, powered by high-definition video and real-time interaction, is transforming the online casino segment into a more engaging and authentic experience. Regulatory bodies are also increasingly embracing digital tools to monitor compliance and protect consumers, signaling a more structured and secure future for the online gambling market.

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