

Online Gambling Industry Set to Triple by 2034, Driven by 10.86% CAGR

global online gambling market was valued at approximately USD 78.77 billion in 2024 and is expected to reach around USD 220.85 billion by 2034. CAGR 10.86%

PUNE, MAHARASHTRA, INDIA, July 25, 2025 /EINPresswire.com/ -- The [global online gambling market](https://www.zionmarketresearch.com/sample/online-gambling-market-size) is entering a high-growth era, as advancements in technology, the proliferation of mobile devices, and increasing legalization

efforts reshape the digital betting and gaming landscape. Valued at approximately USD 78.77 billion in 2024, the market is forecast to reach USD 220.85 billion by 2034, expanding at a compound annual growth rate (CAGR) of 10.86% between 2025 and 2034.

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Deepak Rupnar

Access key findings and insights from our Report in this sample -

<https://www.zionmarketresearch.com/sample/online-gambling-market-size>

This remarkable growth trajectory is being driven by the convergence of high-speed internet connectivity, innovative platforms, virtual and live gaming experiences, and a growing global appetite for digital entertainment.

While traditionally concentrated in North America and Europe, the online gambling boom is now becoming a worldwide phenomenon.

Online Gambling Market: Overview

Online gambling is a digital platform offering online betting on sports, casino games, poker, lotteries, and other chance-based entertainment, with no geographic restrictions and convenient and accessible gaming. These platforms have multiple game options, secure payment processing, personalized promotions, 24/7 access, and responsible gambling tools.



Online Gambling Market

Online gambling is for recreational players looking for entertainment, dedicated bettors looking for profit, sports fans looking to add excitement to their viewing experience, and technology-savvy adults looking for convenience.

Products range from traditional sportsbooks and virtual casinos to live dealer games, instant lotteries, and specialized betting markets for different types of players, experience levels, and risk tolerance.



The digital transformation of the gambling industry, increasing smartphone penetration, evolving regulatory landscapes across key markets, and technological innovations enhancing user experiences are expected to drive substantial growth in the global online gambling industry over the forecast period.

Key Insights:

As per the analysis shared by our research analyst, the global online gambling market is estimated to grow annually at a CAGR of around 10.86% over the forecast period (2025-2034). In terms of revenue, the global online gambling market size was valued at around USD 78.77 billion in 2024 and is projected to reach USD 220.85 billion by 2034.

The online gambling market is projected to grow significantly due to progressive regulation in key jurisdictions, the normalization of online betting through mainstream media coverage, advancements in payment processing technology, and increasing consumer preference for at-home entertainment options.

Based on type, sports betting leads the segment and will continue to lead the global market. Based on the device, the mobile segment is expected to lead the market during the projected period.

Based on components, software is anticipated to command the largest market share.

Based on end-user, gambling enthusiasts are expected to lead the market during the forecast period.

Based on region, North America is projected to lead the global market during the forecast period.

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Online Gambling Market: Competitive Analysis

The global online gambling market is led by players like:

Flutter Entertainment plc (Paddy Power Betfair)
Entain plc (formerly GVC Holdings)
888 Holdings
Bet365 Group Ltd.
William Hill plc
Kindred Group plc
The Stars Group Inc.
DraftKings Inc.
MGM Resorts International
Caesars Entertainment Corporation
Churchill Downs Incorporated
Betsson AB
LeoVegas AB
Evolution Gaming Group AB
Scientific Games Corporation
Playtech plc
IGT (International Game Technology)
BetMGM LLC
Rush Street Interactive
Penn National Gaming

Key Market Drivers

1. Rising Smartphone and Internet Penetration

Widespread access to smartphones and affordable internet has made online gambling platforms accessible to millions of users globally. With mobile-first strategies now standard, gambling operators are optimizing their platforms for seamless, on-the-go experiences—fueling exponential growth in user numbers, especially in Asia-Pacific, Latin America, and Africa.

2. Technological Innovations

Emerging technologies like AI, blockchain, AR/VR, and real-time data streaming are transforming the online gambling experience. These innovations enable personalized betting, enhanced security, provably fair games, and immersive live dealer casinos that replicate the feel of land-based venues.

Virtual reality (VR) casinos are offering more engaging environments.

Artificial intelligence is being used for user profiling and fraud prevention.

Cryptocurrency integration allows for faster, anonymous transactions, appealing to tech-savvy users.

3. Legalization and Regulatory Changes

Countries worldwide are shifting their stance on online gambling, recognizing it as a source of

tax revenue and job creation. Several regions—including parts of the U.S., Europe, India, and Latin America—are adopting licensing frameworks to regulate and legitimize online betting and gaming activities.

This trend is fostering market confidence, attracting global investors, and pushing existing players to enter newly legalized or previously underpenetrated markets.

4. Evolving Consumer Behavior

Modern gamblers seek convenience, variety, and entertainment value. Online platforms offer a wide range of experiences—from sports betting and online poker to fantasy leagues, live casinos, and esports betting. Features like live streaming, in-play betting, and social gaming add to the appeal, especially among younger demographics.

Market Segmentation

By Type:

Sports Betting

Casino Games (Slots, Roulette, Blackjack, etc.)

Poker

Bingo

Esports Betting

Fantasy Sports

Sports betting and casino games dominate the market share, while esports and fantasy sports are witnessing rapid growth, particularly among Gen Z and millennials.

By Device:

Desktop

Mobile (Smartphones & Tablets)

Mobile gambling accounts for the largest and fastest-growing segment due to ease of access, push notifications, and mobile-optimized interfaces.

By Payment Mode:

Credit/Debit Cards

Digital Wallets

Cryptocurrency

Bank Transfers

The rise of cryptocurrency and e-wallets supports secure, fast, and borderless transactions, particularly in regions with tight financial regulations.

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By Region:

North America: Leading in revenue, with the U.S. experiencing rapid growth post-legalization in several states.

Europe: A mature market with strong regulatory oversight, especially in the UK, Germany, and Italy.

Asia-Pacific: Fastest-growing due to smartphone adoption and rising disposable incomes.

Latin America & Middle East: Emerging hotspots with favorable legislative changes and high demand for mobile gaming.

Challenges in the Market

Despite its strong growth, the online gambling market faces several key challenges:

Regulatory Uncertainty: Laws differ widely across countries, and sudden shifts in legislation can disrupt operations.

Addiction and Responsible Gambling: Operators face pressure to implement safeguards and promote ethical practices.

Cybersecurity Risks: Online platforms are vulnerable to hacking, fraud, and data breaches.

Payment Restrictions: In some jurisdictions, banking regulations make it difficult to process gambling-related transactions.

To address these, top operators are investing in compliance technology, user authentication systems, and responsible gambling tools like self-exclusion and betting limits.

Future Trends and Opportunities

AI-Powered Personalization: Tailored content, odds, and game recommendations based on player behavior.

Live and Interactive Gambling: Real-time gaming experiences with chat, tipping, and player-host

interaction.

Social Gambling: Platforms that blend gaming with social networking features.

Gamification Elements: Leaderboards, achievements, and in-game rewards to enhance user engagement.

Expansion in Untapped Markets: Africa, Southeast Asia, and South America present huge growth opportunities as digital infrastructure improves.

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