

# Horse Betting Market is likely to expand US\$ 91.2 billion at 7.6% CAGR by 2032

*Horse Betting Market by Betting Type (Single, Multiple), by Application (Online, Racecourse, Lottery, Others), by Betting Volume (High Volume, Low Volume).*

WILMINGTON, DE, UNITED STATES, June 9, 2026 /EINPresswire.com/ -- [Horse betting market](#) was valued at \$44.3 billion in 2022, and is projected to reach \$91.2 billion by 2032, registering a CAGR of 7.6% from 2023 to 2032.



The global horse betting market is driven by an increase in popularity of horse racing events, availability of advanced wagering options, and upsurge in media coverage and live broadcast.

Horse betting, alternatively known as horse racing wagering, is a type of gambling activity in which individuals place bets on the predicted results of horse races. This entails evaluating various factors such as past performance, the skill of the jockey, track conditions, and other pertinent details to make well-informed betting choices. Participants choose horses that they anticipate will secure first, second, or third positions in a race, and these wagers are made through diverse means, including online platforms, off-track betting sites, and physical betting windows at racetracks.

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Growing demand for horse racing events is boosting the growth of the global betting market during the forecast period. However, one of the main restraints of horse betting is the rapid rise of alternative forms of leisure gambling, which may act as a barrier in the growth of the market. On the other hand, rising interest in horse betting among emerging nations is creating lucrative opportunities for market growth.

Rapid advancement in technology, upsurge in popularity of famous horse racing events, increase

in influence of advertisement, and live broadcasting are some of the major factors that drive the growth of the horse betting market.

The horse betting market has seen rapid growth owing to the increase in media coverage and live broadcasts. This extended coverage encompasses television, live streaming platforms, and specialized online content tailored specifically for horse betting. Consequently, a broader audience is being captivated, which results in increased market participation on a global scale. Media coverage acts as a potent promotional tool, and showcases horse racing events through comprehensive analysis, expert commentary, and detailed interviews. This creates a sense of anticipation and excitement among viewers and equips the bettors with essential information & insights to make informed wagers based on factors such as horse form, jockey performance, and track conditions. Media outlets and betting operators have the opportunity to capitalize on advertisement and sponsorship prospects within this coverage, as a result it enables them to optimize their visibility and revenue streams. The influence of social media platforms further enhances the impact of media coverage as it helps foster a sense of community and encourages active participation and the sharing of experiences among bettors. Moreover, the proliferation of media coverage and live broadcasts contributes to the dynamic growth of the horse betting market and attracts new participants through the provision of valuable information and the promotion of an immersive betting environment, which is expected to boost Horse Betting Market Size.

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The landscape of gambling has undergone a transformative shift with the rise of online casinos, sports betting platforms, and a multitude of alternative gambling options, which may affect the Horse Betting Market Share considerably. This surge in varied choices has escalated the battle for the attention and expenditure of potential bettors and presents a formidable challenge for the [horse betting industry](#). The evolution of consumer preferences and diversification of leisure gambling activities, such as the exploration of sports like football, basketball, and cricket, among others, have posed a tangible threat to the traditional allure of horse betting. In addition, horse betting operators encounter a distinct set of regulatory hurdles that impede their ability to effectively compete with other sports betting alternatives in the market. In the U.S., the intricate web of state regulations that governs horse betting results in a patchwork of permissiveness across different jurisdictions. This regulatory fragmentation places horse betting operators at a disadvantage, as they struggle to navigate the varying legal landscapes and meet the diverse demands of bettors. Similarly, in Australia, the horse betting industry is subject to a complex framework of regulations that encompasses both state and federal levels. Stringent licensing requirements and restrictions on specific bet types create additional barriers for operators, which hinder their agility and limits their ability to attract and retain customers. Meanwhile, in Japan, a strong emphasis is given to foster a fair and transparent betting environment, which is evident through the rigorous regulations enforced by the Japan Racing Association. This imposes additional compliance burdens on horse betting operators that may dampen their competitive

position in the market. This factor not only impedes their growth potential but also hampers their ability to keep pace with the expansive and diverse gambling options available to consumers, thus, impeding the Horse Betting Market Growth.

The horse betting industry has experienced a remarkable surge in opportunities, propelled by the increase in popularity of online betting platforms and mobile apps such as Bet365, William Hill, Paddy Power, Betfair, TwinSpires, TVG, and others. These platforms have revolutionized the horse betting landscape, as they offer enhanced convenience, accessibility, and exceptional user experiences. Moreover, with their user-friendly interfaces and intuitive designs, both seasoned bettors and newcomers may effortlessly navigate these platforms and place bets with confidence, which has completely changed the Horse Betting Market Trends. These online platforms provide a diverse array of betting options that caters to the specific preferences and strategies of bettors. A wide range of choices is available which includes traditional win, place, and show bets to more exotic bet types like exactas and trifectas. In addition, these platforms empower bettors with valuable data analysis and insights allowing them to make well-informed decisions. Users have access to comprehensive historical race data, performance statistics of horses and jockeys, and expert predictions which further enhances their decision-making easier. This plenty of information allows them to analyze trends, evaluate track conditions, and consider various variables before placing their bets. Online platforms often present attractive promotions and bonuses such as welcome bonuses, free bets, and loyalty rewards programs, which are designed to enhance the overall betting experience and foster sustained engagement. As a result, the horse betting industry is expected to experience a surge in growth, driven by the development and advancement of online platforms that deliver an unparalleled betting experience, which is expected to boost the Horse Betting Market Demand.

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By region, Europe held the highest market share in terms of revenue in 2022, accounting for nearly two-fifths of the market revenue and is likely to dominate the market during the forecast period. Consumers in Europe are embracing initiatives taken by the government to increase the regulation to safeguard their interest in horse betting. However, Asia-Pacific is expected to witness the fastest CAGR of 9.6% from 2023 to 2032. The interest in horse betting among the consumers along with the legalization of it in several countries has significantly driven the Horse Betting Industry growth in the region.

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Flutter Entertainment PLC  
Entain, Kindred Group plc  
OPAP S.A.

Tabcorp Holding Limited  
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