



25.09.2024

Overview of the iGaming Market in the Past 6 Months





OVERVIEW

Current trends in the market

Global Growth of the iGaming Industry: Online casinos and sports betting continue to showcase robust growth, particularly fueled by the rising popularity of mobile gaming.

Surge in Cryptocurrency Adoption: Numerous iGaming platforms have begun integrating cryptocurrencies, significantly increasing the player base and enhancing the gaming experience.

Regulatory Developments: In recent months, key markets such as the US, EU, and Latin America have ramped up gambling regulations, presenting new opportunities and challenges for operators to navigate.

Boom in Sports Betting: The return of full-scale sporting events, especially in football and basketball, has generated a skyrocketing demand for sports betting products, driving a vibrant market forward.

ABOUT Events

ICE London

February 6-8, 2024

London, UK

For gaming industry experts,
technology providers

The aim is to discuss new technologies and offers in the gaming industry, establish business contacts

SiGMA Asia Manila

June 3-5, 2024

Manila, Philippines

For gaming companies, start-ups,
investors, regulators

The aim is to expand networking, discuss trends, attract investment in the Asian gaming industry

iGB Live Amsterdam

July 16-19, 2024

Amsterdam, Netherlands

For operators and providers in the
gambling industry

The aim is to share knowledge and experience, discuss new marketing strategies and technologies in gambling

SiGMA East Europe Budapest

September 3-4, 2024

Budapest, Hungary

For gaming companies and startups in
Eastern Europe

The aim is to gather the iGaming community to discuss opportunities for development and innovation in the gaming sector in the region

SBC Summit Lisbon

September 24-26, 2024

Lisbon, Portugal

For professionals and participants of
the gaming industry, developers and
regulators

The aim is to support dialog between market players, discuss regulatory changes and technologies

ABOUT News

Stay informed to succeed in the rapidly world of gambling

March:

- Sweden raises its gambling tax by 4% starting July 1, 2024.
- Lithuania discusses restrictions on the gambling industry: a complete ban on gambling advertising, fighting gambling addiction and setting the gambling age at 21.

April:

- According to new regulations from the SPA and the Brazilian Ministry of Finance, the use of credit cards, cryptocurrency, cash and checks for betting is strictly prohibited.
- The value of the Italian license for online casinos is increased to €7 million

May

- Bulgaria's Parliament unanimously passed a law banning gambling advertising.
- Sweden plans to ban the use of credit cards for gambling, but there may be exceptions

June

- Sri Lanka is considering legalizing online casinos, including the possibility of turning one of the islands into a casino resort.
- Australia bans deposits from credit cards and cryptocurrencies

July

- Curaçao's parliament is opening an online portal to apply for B2C and B2B licenses starting July 15.
- Authorities in Buenos Aires stop issuing new licenses for online casinos in response to growing problems of gambling addiction among minors.

September

- The gambling world is excited for SBC Summit 2024, starting in Lisbon, Portugal - September 24, 2024

ABOUT Regional peculiarities

Region	Description
Europe	Europe holds a significant share of the global online gambling market, with mature markets such as the UK, Germany and Scandinavia leading the way in terms of user numbers and revenue.
The North American	United States and Canada, is characterized by the growing acceptance of online gambling, which is reflected in the gradual legalization and regulation of online sports betting and casinos.
Asia Pacific	Asia Pacific is one of the fastest growing markets for online gambling, aided by increasing internet penetration and use of mobile devices. Countries such as Japan, India and the Philippines are emerging as significant markets.
MENA	The online gambling market in the Middle East and Africa is relatively young and complex, largely due to the strict regulatory environment in many countries, but has potential for growth
LATAM	Latin America's online gambling market is in a growth phase, with countries such as Brazil, Argentina, and Mexico showing increased activity. The market is benefiting from the easing of regulatory restrictions and increasing number of mobile internet users.

Region	Forecasts
Europe	The online gambling market revenue is projected to reach \$46.74 bln in 2024, with a CAGR of 4.43% from 2024 to 2029, resulting in an estimated market volume of \$58.06 bln by 2029.
North American	By the end of 2024, the online gambling market is projected to reach a revenue of \$31.89 bln, while the online sports betting segment is expected to total \$16.52 bln.
Asia	By 2024, the online gambling market revenue is projected to reach \$5.16 bln, while the online sports betting segment is expected to be \$3.39 bln.
MENA	The Middle East and Africa stand out as pivotal markets, accounting for approximately 2% of the global income, with a market size projected to reach \$9,052.30 mln by 2024.
LATAM	The online gambling market is projected to reach \$5.10 bln in revenue by 2024, with the sports betting segment expected to account for \$2.29 bln of that total.

ABOUT Financial performance

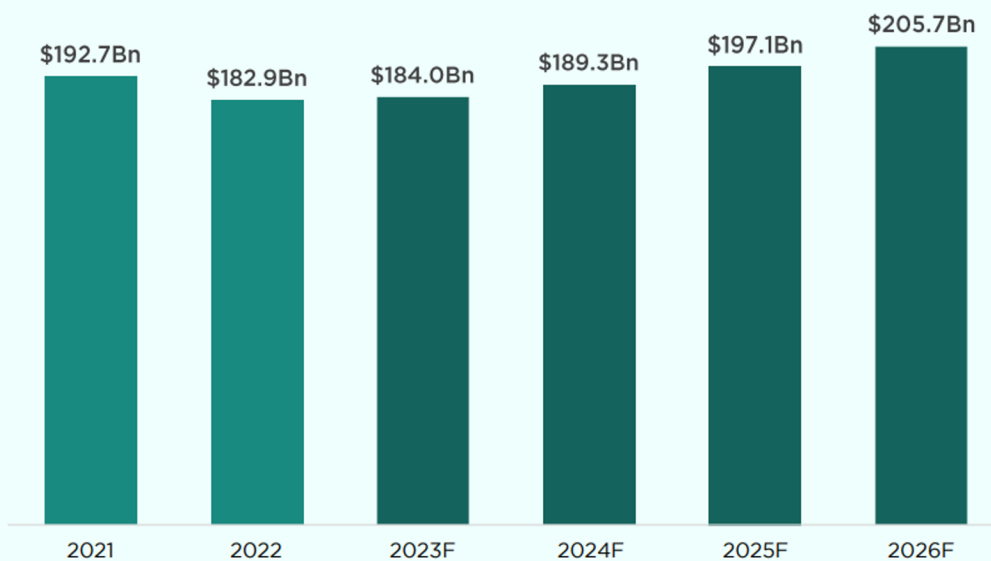
Revenue Growth of Companies

On average, companies in the iGaming sector are showing a revenue growth of 10-15% compared to 2023. The online segment continues to grow faster than the offline segment.

- The UK has the world's [largest regulated online gambling market](#).
- Asia Pacific is the [fastest growing region](#) in terms of online gambling revenue.

Global games market forecast

Revenue forecasting through 2026 (in US\$ Bn)



Growth prospects for iGaming

Financial performance

Forecasts for 2025 and Beyond

1. **Technological Innovations:** In the coming years, key growth drivers will be virtual and augmented reality technologies, along with the application of blockchain to ensure transparency and security.
2. **New Markets:** Africa and Asia remain pivotal regions with untapped potential for expansion in the next 2-3 years, fueled by increasing internet penetration and the rise of mobile devices.
3. **Live Dealer Gaming:** This segment is set to continue its growth trajectory, bolstered by advancements in streaming technology and a heightened player interest in real-time interaction.

Problems and Challenges

Regulations

The tightening of regulatory requirements may restrict operators' activities in certain markets.

In 2024, the global gambling industry faced staggering financial penalties totaling \$86.2 mln. Earlier this year, online gambling operator [Gamesys Operations Limited was fined \\$7.6 mln](#) by the UK Gambling Commission for failures in social responsibility and anti-money laundering (AML) practices. Additionally, Gammix Limited, a Malta-based online casino, was hit with a [record fine of \\$21.5 mln](#) by the Netherlands Gaming Authority for offering unlicensed gambling services to players in the Netherlands. The crackdown on compliance violations continues to send shockwaves through the industry!

Responsible Gaming

Players and regulators are expected to increasingly demand that operators adhere to responsible gaming principles.

- Obtaining necessary licenses
- Implementing anti-money laundering (AML) measures
- Ensuring data protection in accordance with local and applicable regulations
- Practicing responsible gaming (e.g., providing self-exclusion tools, setting deposit limits, and offering access to support services for gambling addiction)
- Conducting regular audits of systems and processes to ensure compliance with regulatory requirements.

ABOUT **SOFTGAMINGS**

Why **Softgaming?**

With 15+ years of experience under our belt and 250+ satisfied clients, we are the leading provider of iGaming products on the market

16+
years of experience

250+
game providers

700+
full-time employees

500+
satisfied client

100m
registered players

50bn
transactions / year

Our **Clients**

Below you will find just a small selection of our clients, both large and small

LEON^{RU}

PARI MATCH

POKERKLAS

novibet

FAVBET


RIOBET

TonyBet

 webbyslot

omni slots
Keep on Spinning

Pin-up.casino

CASOO

jungle Raja

 upgaming

sb superbet.in

Groove
GAMING

 SILMARION

sultanbet

 **SkillOnNet**
WWW.SKILLONNET.COM

VAVADA

LB
LEADERBET

Vikingbet.io

Bet COCO

ABOUT **OUR SERVICES**



01

Casino Games Integration

We offer 10,000+ games from the 200+ game providers under a single API integration



02

Sports Betting

Fully-customisable feature-rich solution for those who want to start a successful sports betting business



03

Slots Bundle

Slots Bundle includes slots from the best igaming providers, which can be integrated into your online casino within a month's time



04

Banking and Payments Solutions

We open banking and processing accounts in reliable EU banks for igaming businesses

ABOUT **OUR SERVICES**



05

Live Casino Bundle

Integrate the best Live casino games into your online casino within a month's time with SoftGamings



06

Licensing

Get your business licensed to get the best gaming providers, trust of players and reputation in the gambling industry



07

Cryptocurrency Payments

Add cryptocurrency payment option to your online casino. Get the best commercial proposal from Softgamings



08

BonusSystem Standalone

Enhance your casino with a cutting-edge, all-in-one solution that provides Bonus, Loyalty, Tournaments, and Achievements features. With seamless API integration, this standalone system requires no additional development on your side

Sportsbook by **SoftGamings**

SoftGamings sports betting software is based on the powerful SoftGamings Sportsbook solution. It gives you access to over 890,000 pre-match events annually in 100+ sports types as well as SoftGamings feature rich Front-end and customizable Bonus System. Some other exciting features include:

- Advanced reporting system
- Customizable front end
- Gamification
- Multilinguality
- Multicurrency
- Regular updates
- Expert risk management
- Promotions and bonuses
- Cross-platform mobile-friendly solution

Sports Betting: A betting platform with a wide range of sports and events, supporting many features for customizing lines and odds.

Cybersports: SoftGamings is actively developing the cybersports sector by providing products for betting on popular cybersports events.



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