

The State of LatAm Sports Betting 2026

Sports betting in Latin America is no longer an emerging story. The legal framework that once kept growth at bay across Central and South America has shifted, and the region is now **one of the fastest-growing regulated betting markets in the world**, led by Brazil's January 2025 licensing launch.



Growth In The LatAm Region

Regulation is opening one market after another, and sports betting is the segment **leading the charge**.

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Sports betting is LatAm's largest and fastest-growing online gambling segment

Source: Mordor Intelligence

\$7_{bn}

Gross gaming revenue in Brazil's first year of regulated betting (2025), from BRL 37bn

Source: Brazil Secretariat of Prizes & Bets (SPA)

\$10.4_{bn}

Projected LatAm online gambling revenue by 2030 (from US\$10,407.1m)

Source: Grand View Research

Country-specific Statistics

The opportunity is regional, but every market regulates and advertises on its own terms.

78

Licensed operators in Brazil, running 138 brands (2026)

Source: SBC Events

39_m

Active online betting & iGaming accounts in Brazil by 2026

Source: H2 Gambling Capital

\$5.38_{bn}

Annual online betting volume in Colombia, across 7m+ accounts

Source: Coljuegos

- Brazil**
Regulated market live since 1 January 2025
The largest regulated market in the region. Dozens of operators licensed within the first year, with sports betting the dominant product.
Source: Brazil Secretariat of Prizes & Bets (SPA)
- Colombia**
Licensed since 2016 · regional pioneer
The first LatAm country to regulate online gambling. A structured framework that generates meaningful tax revenue and stable demand.
Source: Coljuegos (Regulator)
- Peru**
Online gambling regulated under national decree
A newly licensed market with early-mover advantage still available. Strong operator appetite to expand here.
Source: MINCETUR (Peru Regulator)
- Argentina**
Regulated province by province
Significant demand, but operators must manage compliance jurisdiction by jurisdiction. Advertising is heavily controlled.
Source: LOTBA (Buenos Aires City)
- Chile**
Licensing regime in progress
Forecast to open as legislation advances. Operators are positioning early ahead of regulation.
Source: Chilean Senate

Who is Betting And How

Participation is broad and rising across the region, and it is overwhelmingly mobile and football-led.



22m+

Brazilians placed a sports bet in a single month

Source: DataSenado (Brazilian Senate)

67%

of Colombian online bettors bet at least weekly

Source: Playtech Survey (2024)

62%

of Brazilian bettors are men, with female participation rising

Source: DataSenado (Brazilian Senate)

The Catch: Invalid Traffic Follows The Money

When a region regulates and dozens of operators compete for the same users, acquisition costs rise sharply, and fraud follows the budget. LatAm is no exception.

17%

Average invalid traffic rate in the sports betting industry

Source: Performance Marketing World

36%

of paid sports betting traffic is invalid: bots, repeat users, fake clicks

Source: TrafficGuard platform data

44%

Invalid traffic rate on Google Search for some Tier 1 operators

Source: TrafficGuard platform data

\$10.5_{bn}

of sports betting digital ad spend could be lost to click fraud

Source: Statista

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A further **12% of spend** is typically lost to navigational clicks from returning users who would have arrived anyway, and up to **25% of affiliate-generated leads** can be fraudulent. The regional opportunity is real, but the operators who keep it protect their ad spend from fraud, not just outbid rivals on it.

Source: TrafficGuard's Click Fraud Statistics

Winning LatAm starts with clean traffic

See how much of your sports betting ad spend is being lost to invalid traffic, before you scale into a new market.

Book a free demo with TrafficGuard →