# The State of LatAm **Sports Betting**



Sports betting is on the rise in the Latin American (LatAm) market. The industry has enjoyed an increase in popularity all over the globe in recent years, but the legal framework in many Central and South American countries has kept widespread growth largely at bay. Until now.

### Growth in the LatAm region $\leftarrow \sim$

iGaming in the Central and Latin America regions have experienced unprecedented growth in recent years thanks to regulatory changes.



The growth of the iGaming sector in Latin America

\$54 bn \$21 bn to \$54 bn

The increase in market value from 2023 to 2026

\$3.4 bn \$1.3 bn to \$3.4 bn

The increase in CGR from bets from 2020 to 2025

# **Country specific statistics**

WELCOME

The industry is on the rise across the whole of the LatAm region, but what about individual countries?



### **\$2.4** bn

#### annual revenue

How much online betting generates in Argentina



of sports betting operators

Are planning on expanding into Peru within the next 5 years



### of the population

Place daily sports bets in Brazil





### Sports viewership in LatAm

How many people across Latin America watch sports?





Live TV

#### of the population

Across Latin America tune in to watch at least one sport per year

#### people

Tuned in to watch eSports in LatAm in 2020

### viewership stats

Traditional live TV viewership is highest in South America, including Peru (84%), Colombia (81%) and Brazil (78%)

# **Sports betting participation**

How many people across the region partake in sports betting?

46.14%

### of the population

The growth of the iGaming sector in Latin America

25-34

#### age group

Is the most active betting segment



#### of men

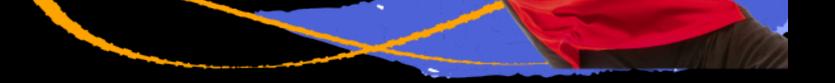
Bet more frequently this year than in the previous 12 months

20% of women

81% of sports betting dollars

Partook in betting for the first time in the past year

#### Is spent on soccer games



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