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MARKET REPORT · 2026

The iGaming Market and the Case for a Premium, Modern Platform

Where the sector is heading through 2030, what is driving growth in Latin America and worldwide, and why the technology behind an operator has become its decisive competitive advantage.

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Executive summary

US$1.03 tn Global gambling GGR forecast for 2030 (H2GC)	**US$530 bn** Online GGR in 2030, up from US$293 bn in 2024	**10.4%** CAGR of online GGR, 2024–2030	**51%** Share of global GGR generated online by 2030

Gambling is one of the largest entertainment industries on the planet and it is migrating online faster than almost any other consumer category. According to H2 Gambling Capital, global gross gaming revenue (GGR) reached US$712 billion in 2024 and is projected to pass US$1 trillion in 2030. The online channel is doing the heavy lifting: online GGR is forecast to grow from US$293 billion in 2024 to US$530 billion in 2030, a compound annual growth rate (CAGR) of roughly 10.4%, and in 2029 online will represent the majority of all gambling revenue worldwide for the first time.

Growth is not evenly distributed. Latin America is expected to expand by 76% between 2024 and 2030, Africa by 121%, and Brazil, which opened its regulated market in January 2025, already generated R$20.07 billion of GGR in the first half of 2026 alone, with 87 licensed operators competing for 30.9 million active players.

The result is a market that is bigger, more regulated and far more competitive than it was three years ago. In this environment the platform an operator runs on is no longer a back-office detail: it determines how fast new markets can be entered, how much of every deposit is lost to payment friction, how well players are retained, and whether the business survives a regulatory audit. This report sets out the numbers behind that shift and describes what a premium, modern iGaming platform must deliver to compete.

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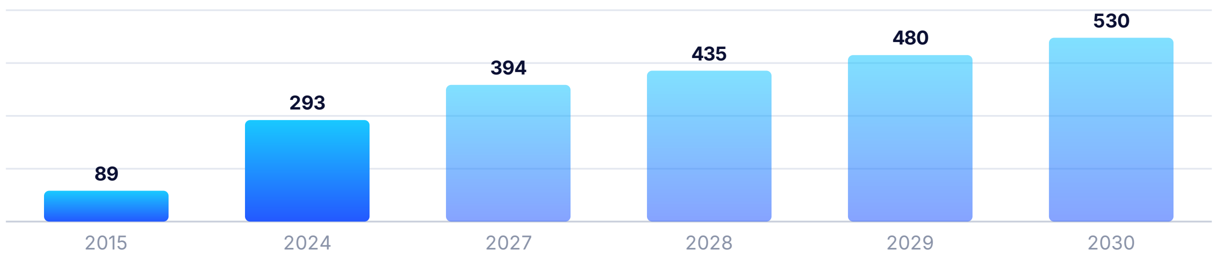
A trillion-dollar industry goes online

The long-run trend is unambiguous. In 2015 online accounted for about 20% of global gambling revenue (US$89 billion). By 2024 it had more than tripled to US$293 billion and 41% of the total. H2 Gambling Capital's forecast path takes online GGR to US$394 billion in 2027, US$435 billion in 2028, US$480 billion in 2029 and US$530 billion in 2030, when it will represent 51% of a US$1.03 trillion industry.

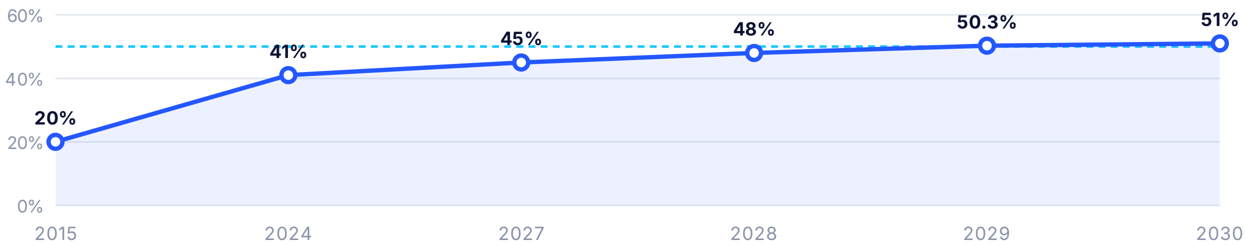
Global online gambling GGR, US$ billions



Source: H2 Gambling Capital, 2026. 2027–2030 are forecasts.

Independent research houses arrive at the same direction of travel with different scopes and definitions: Grand View Research models the online gambling market at an 11.9% CAGR to 2030, while The Business Research Company projects US$212 billion by 2030 on a narrower definition. Whichever base is used, the sector is compounding at double-digit rates while most mature consumer categories grow in low single digits.

Online share of total global gambling GGR



Source: H2 Gambling Capital. Online crosses 50% in 2029.

Two structural shifts sit underneath these totals. First, the market is moving onshore: regulated (onshore) online revenue grew from 27% of the online total in 2015 to 45% in 2024 and continues to rise as Brazil, several US states and other jurisdictions license operators. Second, product mix is converging. By 2030 online betting (US$248 billion) and online casino (US$233 billion) will be nearly equal in size, with casino growing faster in percentage terms, which is why operators increasingly need a single platform that runs both verticals from one wallet.

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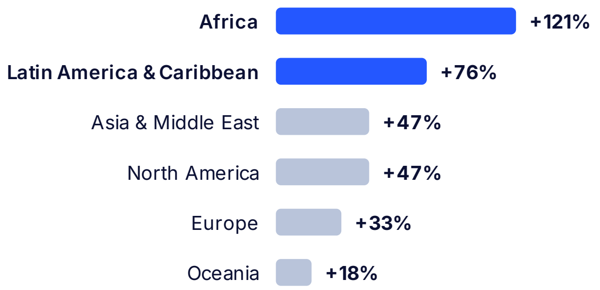
Regions: where the growth is

Asia and the Middle East remain the largest gambling region in absolute terms and North America is the biggest single growth pool in dollars, driven by US sports betting (US$12.1 billion in 2025) and online casino (US$8.1 billion across six states). Europe is the most mature and most heavily regulated region, with roughly 82% of online revenue generated in licensed markets.

REGION	GGR 2024	GGR 2030F	GROWTH	IMPLIED CAGR
Asia & Middle East	US$270 bn	US$398 bn	+47%	6.7%
North America	US$193 bn	US$284 bn	+47%	6.7%
Europe	US$177 bn	US$236 bn	+33%	4.9%
Latin America & Caribbean	**US$29 bn**	**US$51 bn**	**+76%**	**9.9%**
Africa	**US$14 bn**	**US$31 bn**	**+121%**	**14.2%**
Oceania	US$28 bn	US$33 bn	+18%	2.8%

Total gambling GGR (online + land-based). Source: H2 Gambling Capital, 2026.

Total GGR growth 2024–2030 by region



Total gambling GGR (online + land-based). Source: H2 Gambling Capital, 2026.

Measured by growth rate, however, the emerging regions lead. Latin America and the Caribbean are forecast to grow from US$29 billion to US$51 billion of total GGR between 2024 and 2030 (+76%), and Africa from US$14 billion to US$31 billion (+121%). Industry trackers put Latin American online GGR growth at around 38% year on year in 2026, the fastest of any region, with about half of that revenue already generated under local licences.

For a platform provider this matters because each of these regions imposes its own regulatory, payment and localisation requirements. An operator entering Brazil, Colombia, Mexico, Peru and Argentina faces five different licensing frameworks, five tax regimes and at least five dominant payment methods. Technology that is built for one market at a time cannot keep up.

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Latin America and Brazil in focus

Latin America has moved from 'emerging opportunity' to one of the most closely watched regions in global iGaming. The region has a population of more than 670 million, a young and mobile-first demographic, and a wave of regulation: Colombia regulated online gaming in 2016, Argentina licenses province by province, Peru introduced a full framework in 2024 and Brazil, the largest economy in the region, launched its federally regulated market on 1 January 2025.

R$20.07 bn
GGR in H1 2026 (+15.3% YoY)

R$410.9 bn
Total wagers handled in H1 2026

87
Licensed operators (188 brands)

30.9 M
Unique players (CPFs) in 18 months

87%
Share of activity on mobile devices

+38%
LatAm online GGR growth, 2026 YoY

Brazil's first eighteen months have exceeded most projections. In the first half of 2026 alone licensed operators handled R$410.85 billion in wagers and generated R$20.07 billion of GGR, 15.3% more than the same period a year earlier. The number of licensed operators rose from 78 to 87 (188 brands), 30.9 million unique CPFs placed at least one bet, and the average bettor spent R$649.60 per semester. Mobile accounts for roughly 87% of Brazilian activity and PIX has become the dominant payment rail, making instant deposit and withdrawal a baseline expectation rather than a differentiator.

The Brazilian framework is also demanding: operators must integrate with the regulator's SIGAP reporting system, enforce facial-recognition KYC, apply strict advertising rules, contribute 12% of GGR to social allocations and block more than five million excluded or ineligible players. Regulation raises the bar for technology, and it rewards operators whose platform was designed for compliance rather than retrofitted for it.

Sources: Brazilian Ministry of Finance / SPA data reported by iGaming Today (Aug 2026); Track360 iGaming Industry Statistics Q1 2026; AffPapa LatAm 2026.

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What players expect in 2026

The modern player has been trained by fintech apps, streaming services and social media. Their expectations of a betting or casino product are set by those benchmarks, not by the industry's own past.

1

Mobile-first, always

85–91% of activity in the US, Brazil and Africa is on mobile. Sessions are short (2–5 minutes) and interfaces must be touch-native, fast and lightweight on low-end devices and slow networks.

2

Instant, local payments

PIX in Brazil, Mercado Pago in Argentina, UPI in India and open banking in Europe. Multi-PSP orchestration with smart routing can cut processing costs by 15–20% and lift approval rates; payment orchestration platforms are growing almost 25% a year.

3

Personalisation and AI

Machine-learning recommendations, dynamic bonusing and 'gamification 2.0' journeys replace one-size-fits-all promotions. The same models now detect harmful play early and trigger responsible-gambling interventions.

4

One wallet, every vertical

Players move between sportsbook, live casino, crash games and micro-betting in one session. A single wallet and a single account across verticals is expected.

5

Live and social

Live-dealer streaming over WebRTC, in-play and micro-markets, tournaments and leaderboards drive engagement and lift lifetime value.

6

Trust and safety

Biometric KYC, source-of-funds checks, predictive anti-money-laundering and transparent RTP. Trust converts, and regulators now require it.

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The hidden cost of legacy platforms

Many operators still run on platforms designed a decade ago: monolithic codebases, a single payment gateway, hard-coded rules per country and reporting that is assembled by hand. In a slow, lightly regulated market these limitations were tolerable. In today's market they translate directly into lost revenue and regulatory risk.

Slow time to market

Launching in a new jurisdiction or adding a new game provider takes months of custom development instead of weeks of configuration. Every month of delay in a market growing 38% a year is revenue handed to competitors.

Payment leakage

A single PSP with no cascading means failed deposits are simply lost. In markets where a 2–3 point difference in approval rate separates profitable from unprofitable acquisition, this is decisive.

Compliance by spreadsheet

Regulators such as Brazil's SPA expect real-time reporting, player-limit enforcement and audit trails. Manual processes fail audits and expose the licence.

Generic player experience

Without a real-time data layer there is no personalisation, no dynamic bonusing and no early detection of churn or harmful play. Retention suffers and acquisition costs, already the largest line item for most operators, keep rising.

Downtime at peak

Legacy architectures buckle during major football fixtures or jackpot events, precisely when margins are highest.

Vendor lock-in

Closed platforms limit the choice of games, payment providers and data tools, and make migration painful. Operators end up paying for the platform's limitations twice.

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Anatomy of a premium modern platform

A premium platform is defined less by any single feature than by architecture: it is modular, API-first, cloud-native and compliance-aware from the ground up. The building blocks below are what separates an operator that can seize the growth described in this report from one that can only watch it.

1

Modular, API-first core

Player account management, wallet, bonus engine, CRM and back office as independent services, exposed through documented APIs so operators can integrate any front end, game aggregator or data tool.

2

Multi-jurisdiction compliance

Configurable rules per licence: limits, self-exclusion, KYC tiers, tax calculations and regulatory reporting (e.g. SIGAP in Brazil), so entering a new market is a configuration task, not a rebuild.

3

Payment orchestration

Native integration with local rails (PIX, Mercado Pago, cards, open banking, MiCA-compliant stablecoins), smart routing and cascading across multiple PSPs, automated reconciliation.

4

Sportsbook + casino, one wallet

Pre-match, in-play and micro-betting alongside slots, live dealer and crash games, with unified balance, bonuses and loyalty across every vertical.

5

AI-driven engagement and safety

Real-time segmentation, recommendation and bonus optimisation, plus behavioural models that flag problem play, fraud and multi-accounting before they cause harm.

6

Real-time data and BI

Event streaming, dashboards and open data access so marketing, finance and compliance teams work from the same live numbers.

7

Security and identity

Biometric and document KYC, device fingerprinting, AML screening, encryption at rest and in transit, and independent certification.

8

Elastic cloud infrastructure

Auto-scaling for peak events, multi-region deployment for latency and data-residency requirements, and 99.9%+ uptime targets.

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The NextPlaySoft approach

NextPlaysoft

NextPlaySoft builds iGaming technology for operators who intend to compete in regulated, high-growth markets rather than merely be present in them. Our platform is engineered around the principles set out in this report: a modular, API-first architecture; native support for the payment methods and regulatory frameworks of Latin America and other emerging regions; sportsbook and casino on a single wallet; and a real-time data layer that powers both personalisation and responsible-gambling controls.

Because the platform is configurable rather than custom-coded per market, operators can move from contract to launch in weeks, add game providers and payment rails without release cycles, and adapt to new regulatory requirements as they are published. And because it is delivered as a managed, cloud-native service, the operator's team can focus on brand, acquisition and player experience while NextPlaySoft takes responsibility for scale, security and uptime.

Evaluation checklist for operators

- [x] Can a new jurisdiction be launched by configuration, without a code fork?
- [x] Does the platform support multi-PSP routing and local instant-payment methods out of the box?
- [x] Is regulatory reporting automated for each licence you hold or plan to hold?
- [x] Do sportsbook and casino share one wallet, one bonus engine and one loyalty programme?
- [x] Is player data available in real time to marketing, risk and compliance teams?
- [x] Are responsible-gambling controls and AML checks built in, not bolted on?
- [x] What are the contractual uptime, latency and peak-load commitments?
- [x] How open is the platform to third-party games, data tools and front ends?

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Conclusion

The iGaming sector is on course to more than double its online revenue between 2024 and 2030 and to become a majority-online industry before the decade ends. The fastest growth is happening in newly regulated markets such as Brazil, where the combination of enormous demand, mobile-first behaviour, instant payments and demanding regulation has created a market that rewards operational excellence.

In that market the platform is the product. Operators who run on premium, modern technology enter markets faster, keep more of every deposit, retain more players and pass audits with less effort. Those who do not will find that the cost of their platform is measured not in licence fees but in the share of a trillion-dollar industry they fail to capture.

Sources

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