



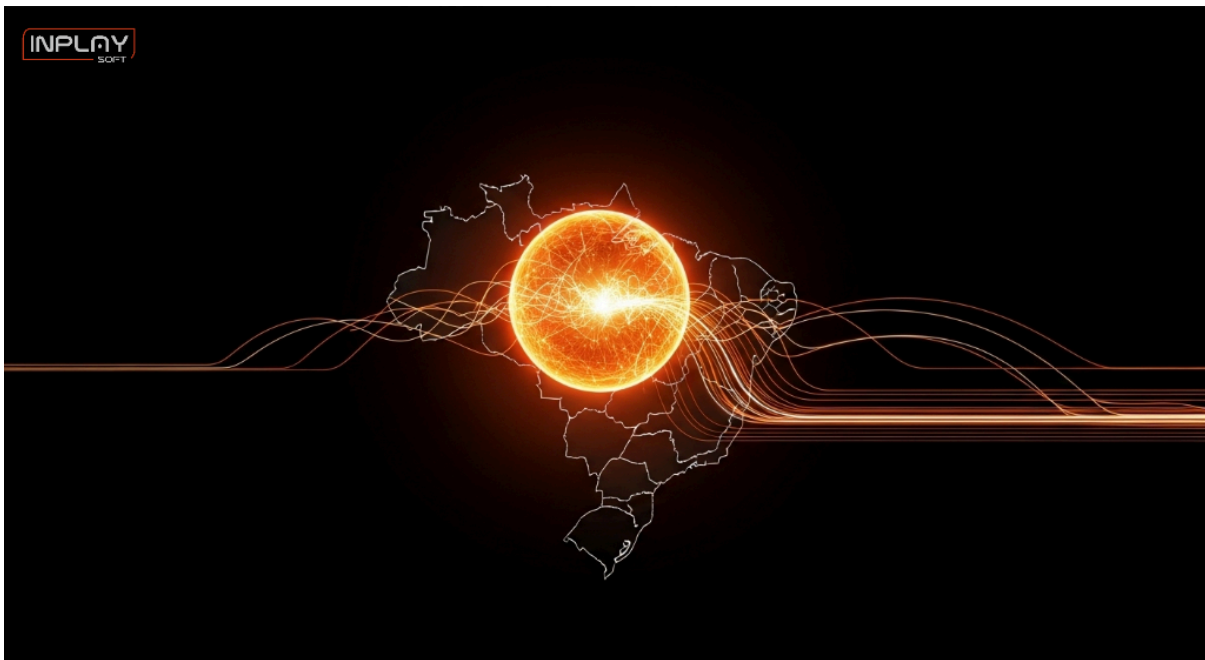
**Market Report:**  
**Brazil's First Six Months  
of Regulated Betting.**



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## Introduction.



Brazil is known world-wide for soccer, festivities such as Carnaval, the beautiful city of Rio de Janeiro and the statue of Christ with its open arms facing the beaches of Copacabana, and, as of 2025, we can also add another item to this list: **regulated bets**. With a population of over 215 million people, Brazil is the **seventh most populous country** on the planet, which means that, combined with the love that Brazilians have for sports and gambling, the country might rapidly become one of the biggest iGaming markets in the world.

"Brazil has already become one of the **largest and most dynamic iGaming markets in the world** due to its passionate fans, a growing digital infrastructure, and a regulatory framework that's taking shape. The opportunity here is not just significant, it's transformative." - Alex Rose, InPlaySoft's CEO.

Before the start of this year, iGaming companies operated in Brazil in a legal gray area. Although sports betting was legalized in 2018 through [Law No. 13.756](#), the sector remained unregulated for years, with **no clear framework for licensing or taxation**. As a result, many international operators offered services to Brazilian players remotely, without local authorization, offices, or tax obligations. This allowed the market to grow rapidly, but informally, leaving consumers with limited protections and the government with no direct revenue from the booming industry.

On January 1st 2025, however, Brazil entered a new chapter in its history as new iGaming regulations came into effect. With [Law No. 14.790/2023](#), which was sanctioned by President Luiz Inácio Lula da Silva in December 2023 and refined through additional regulatory frameworks, Brazil officially established a **legal structure for fixed-odds betting** on both sports and non-sports events, which include online casino-style games, under the jurisdiction of the Ministry of Finance.

As of July 2025, we can take a look back at the first six months of regulated bets in Brazil and better understand the effects of the regulation of the betting market in the country. In this report, [InPlaySoft \(IPS\)](#) will provide a comprehensive overview of these first six months, examining not only the legislative and regulatory shifts, but also the **evolving behavior of Brazilian bettors**. We will highlight how much individuals are wagering, who is engaging with these platforms, how traffic and revenues have shifted since legalization, and what trends are beginning to emerge. Ultimately, this analysis serves as both a record of the foundational half-year of legalized iGaming in Brazil and a lens through which to forecast its future trajectory.

## Brazil's Legislation and Regulations.



Before 2024, Brazil's iGaming market was characterized by **legal ambiguity**, lack of formal regulation, limited consumer protections, and fragmented enforcement. In the late 2010s, several legislative proposals and provisional measures sought to regulate and tax iGaming, which included sports betting and casino games. In 2018, [Provisional Measure \(MP\) 846/2018](#) legalized fixed-odds sports betting in Brazil and allowed operation under limited conditions, but without comprehensive regulation or licensing framework. Two years later, [MP 984/2020](#) was introduced to regulate sports betting and proposed licensing and taxation. However, it failed to become a law and left the sector largely unregulated.

In the following years, with increased political and public debate about iGaming regulation, multiple bills were introduced in Congress aiming to legalize and regulate various gambling modalities. Finally, in July 2023, [Law 14.790/2023](#) was approved by Congress, establishing **formal regulation for sports betting and online gaming**, and creating the Secretariat of Prizes and Bets (SPA) under the Ministry of Finance for oversight. On January 1st 2025, the Law came into effect. According to it:

- iGaming companies must pay a **R\$ 30 million** (US\$ 5.39 million) license fee, which covers up to 3 brands for five years, and maintain R\$ 5 million (US\$ 900.000) in financial reserves.
- Operators are required to incorporate in Brazil, with at least **20% Brazilian ownership**, and host data within Brazil or in approved cooperative jurisdictions.
- Licensed platforms must use the **.bet.br** domain exclusively; non-compliant sites are considered illegal and subject to blocking by Anatel and ISPs.
- Platform requirements include **KYC with CPF checks**, biometric/facial recognition, geolocation, self-exclusion tools, deposit limits, and transaction monitoring.

- **AML/PLD policies** became mandatory under SPA/MF Ordinance No. 1,143/2024, with a March 2025 deadline to submit detailed AML frameworks and reporting mechanisms .
- Promotions, bonuses, and celebrity endorsements **are banned**; advertising must be responsible, non-misleading, and avoid targeting minors.
- Platforms must allow withdrawals **within 120 minutes**.
- Players are required to pay a **15% income tax** on their net winnings from regulated bets, if their winnings are above R\$ 2,112 (US\$ 380) - the tax, in this case, is applied only to the portion that exceeds the threshold.
- Tax proceeds are allocated to **funding public services** like sports, education, public security, health, and tourism.
- Severe penalties for operating without a license, money laundering, manipulation of betting outcomes, allowing minors to gamble or failing to comply with responsible gaming regulations include fines up to **R\$ 2 billion** (US\$ 360 million), license suspension or revocation, blacklisting from future licensing, and bans on individuals from holding board positions.

This year, [Provisional Measure No. 1.303/2025](#) introduced significant amendments to Law No. 14.790/2023, aimed at intensifying **the crackdown on unauthorized fixed-odds betting operations**. The key update is found in Section VIII, particularly in Article 21, which states: “It is prohibited to maintain any relationship with legal entities that operate fixed-odds betting activities without the authorization provided for in this Law.”

This prohibition applies to all companies that may, directly or indirectly, support unauthorized operators. The most impacted sectors include:

- Internet service providers and digital platforms.
- Advertising and marketing agencies.
- Financial institutions and payment processors.
- Media and communications companies.
- Sports organizations and sponsors.

These entities must implement internal compliance procedures to ensure they do not maintain commercial, technical, or promotional ties with unlicensed operators.

The Provisional Measure also reinforces the role of the Ministry of Finance as the primary regulatory authority, expanding its powers to sanction companies that contribute to illegal betting activities. New obligations include:

- Mandatory data reporting to the Ministry.
- Accountability of executives in regulated companies.
- Ban on advertising for unauthorized operators.

These measures aim to establish a safer and more transparent regulatory environment for Brazil’s betting industry.

## Taxes on iGaming Operators.

iGaming operators currently have to pay a 12% tax on gross gaming revenue (GGR). However, a new rate of **18%** is due to take effect on October 1, 2025, due to MP 1303/205. This increase, which represents a significant 50% hike over the prior rate, is part of a broader fiscal policy shift to boost public revenues - it strengthens the framework for redistributing the revenue collected from betting games, ensuring that the majority is used to sustain the currently deficit-ridden operational system, while also securing social investments, particularly in public health.

There is active debate about whether this tax should be raised even further. Geraldo Alckmin, Vice President of Brazil, [has publicly supported](#) a possible bump to **27%**, proposed by Fernando Haddad, Minister of Finance.

In addition to this tax, iGaming operators also remain subject to:

- 9.25% in PIS/COFINS (federal social contributions).
- Up to 2% - 5% ISS (municipal service tax).
- 34% corporate profit tax.

The new regulatory environment for betting in Brazil is still in the process of consolidation. Alongside it, important debates are emerging around **accounting and tax parameters** that must be carefully aligned with technical precision. It's a moment of construction — and like any complex undertaking, it demands dialogue, flexibility, and cooperation.

Finance, accounting, and auditing professionals have been coming together to **thoughtfully weave these concepts**, proposing practical solutions and sharing experiences. Initiatives like BetTax Brasil demonstrate that when the sector organizes itself, knowledge flows and progress gains consistency.

## Who is Not Allowed to Bet?

According to the new regulations, the following will not be allowed to bet:

- People under the age of 18 - at the time of writing of this report, there is a proposal to increase the minimum age to 21.
- Public agents who oversee the sector at federal level.
- People with access to computerized fixed-odds lottery betting systems.
- People who may have influence on the results of games, such as coaches, referees and athletes.
- People registered in national credit protection registries.

## Benefits of the Changes.

Changes in Brazilian online gaming legislation brought several challenges, including ensuring security for users and adapting to the [General Data Protection Law \(LGPD\)](#). However, they also brought **benefits**, such as:

- **Revenue:** since iGaming is now regulated, the Brazilian government will be able to collect taxes from the operations.
- **Job creation:** with the exponential growth of the industry, the trend for the future is the creation of thousands of jobs in the area.
- **Reliability:** with regulation, bettors tend to trust iGaming companies more, which now have to implement mandatory security measures to prevent fraud and scams.
- **Better identification of users:** the trust of iGaming platforms in the bettors themselves also increased, since they have to go through identity validation processes.
- **Reduced risk of crime:** since the legislation now requires iGaming platforms to identify and validate the identity of users, and to implement security measures, the chances of identity fraud, money laundering, among other virtual crimes, decrease.

## Player Protection and Responsible Gambling.

The changes in the Brazilian legislation also aimed to increase player protection and promote responsible gambling. The main benefits include:

### Mandatory Licensing and Oversight.

- All operators must obtain a license from Brazil's Ministry of Finance.
- This ensures that **only vetted, reliable, and financially stable companies** operate in the country.
- It provides players with **legal recourse** in case of fraud or misconduct.

### Stronger Responsible Gambling Tools.

- Licensed platforms are **required to offer responsible gambling features**, including:
  - Deposit, loss, and time limits.
  - Self-exclusion and cool-off periods.
  - Reality checks and session reminders.
  - Links to help centers and gambling addiction hotlines.

This empowers players to **set personal boundaries** and manage their behavior more safely.

### Ban on Credit Card Use for Betting.

- The law **prohibits the use of credit cards** for placing bets.
- This reduces the risk of **gambling on borrowed money**, a common cause of gambling debt and financial harm.

### KYC (Know Your Customer) and AML (Anti-Money Laundering) Requirements.

- Operators must verify player identity and source of funds.
- This helps:
  - Prevent underage gambling.
  - Detect compulsive gambling behaviors.
  - Combat money laundering and fraudulent activity.



All of this adds a layer of **player safety and financial transparency**.

### Restrictions on Advertising and Bonuses.

- Advertising is now regulated to:
  - Prohibit false or misleading claims.
  - Avoid targeting vulnerable groups.
  - Include **responsible gambling messages**.

Bonus offerings must be **clearly explained** and not designed to mislead or exploit impulsive behavior.

### Player Data Protection.

- Operators must comply with **LGPD (Lei Geral de Proteção de Dados)** and store data securely.
- This protects players from **data breaches, identity theft**, and the misuse of personal information.

Strong data protection policies are now a licensing requirement.

### Increased Transparency and Dispute Resolution.

- The regulation mandates that operators:
  - Maintain clear terms and conditions.
  - Provide accessible complaint channels.
  - Submit to oversight from Brazilian authorities.

This increases **player trust** and reduces the risk of unfair practices or predatory terms.

### Combatting the Influence of Illegal Sites.

- Legalization and regulation help divert users from **unregulated offshore operators**, who often:
  - Don't protect player funds.
  - Ignore responsible gambling.
  - Have no dispute resolution mechanisms.

A well-regulated market gives players a **safer alternative** and encourages responsible operators to thrive.

### Monitoring and Enforcement.

- The government can now **monitor betting volumes, enforce compliance, and punish violations**.
- This deters bad actors and encourages safer practices across the industry.

### Support for Public Health Initiatives.

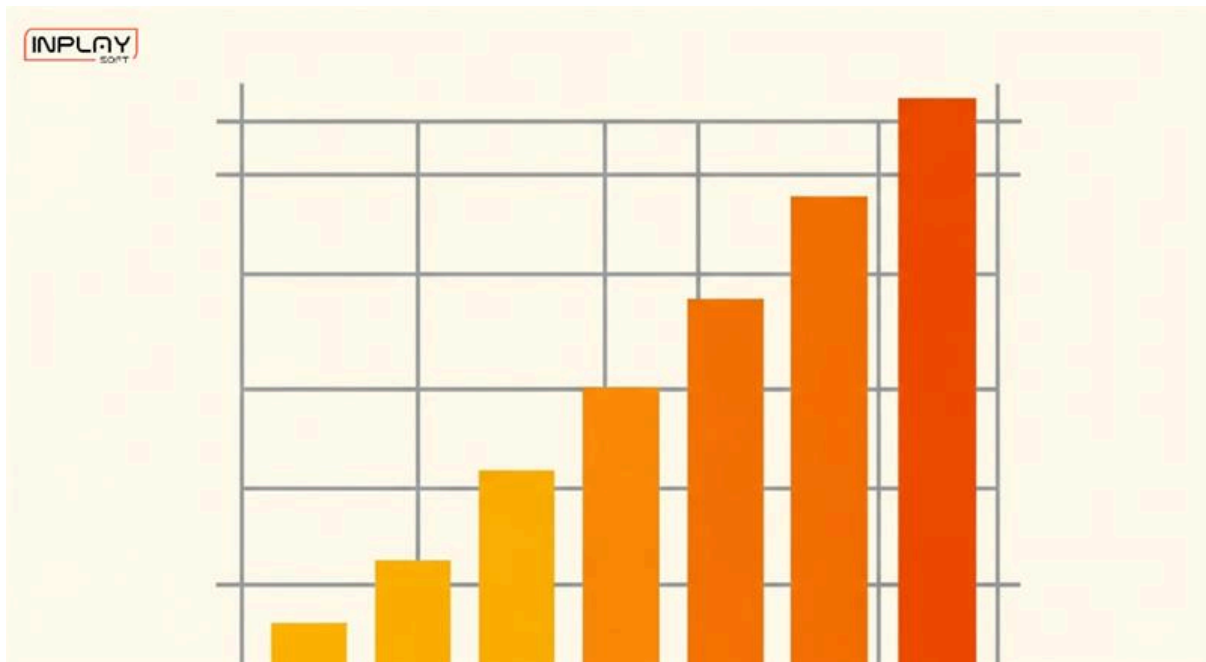
- Part of the tax revenue from regulated operators is expected to be directed toward:

- Addiction prevention programs.
- Research on gambling behavior.
- Public health campaigns.

This reflects a **long-term, systemic approach to player protection**, not just reactive regulation.

With changes in the legislation and new regulations in effect, Brazilians were ready to start using online casinos and sports betting websites. Let's see next how much the population of Brazil bet in the first six months of 2025.

## How Much do Brazilians Spend on Bets?



After the first six months of regulation in Brazil, we learned that there was a predominance of **small deposits** in the country. A study by Pay4Fun showed that 94% of sports betting deposits during the first two months of regulation in Brazil were under R\$ 100 (US\$ 18), with just 1.4% above R\$ 1,000 (US\$ 180), and a mere 0.3% exceeding R\$ 2,500 (US\$ 450). This underscores that the vast majority of bettors are making micro-stakes bets, meaning they are likely recreational users rather than high-rollers.

As to how much Brazilians bettors spend on bets, a research from [Raio X do Investidor Brasileiro](#), conducted by the Brazilian Association of Financial and Capital Market Entities (Anbima) and Datafolha, revealed that the number is close to **R\$ 216 (US\$ 39) per month**. The same study revealed that 15% of Brazilians, or over 23 million people, made at least one sporting bet in 2025.

The Central Bank of Brazil and the Ministry of Finance indicate that Brazilians are betting an average of **R\$ 25 to R\$ 30 billion (US\$ 4.5 to US\$ 5.4 billion) per month** and the total wagered volume from January to May 2025 exceeded R\$ 150 billion (US\$ 27 billion). January's number was lower as operators and players adjusted to post-regulation, and from March to June the number increased as momentum grew.

- **Estimated monthly average**
  - **January:** R\$ 20 billion (US\$ 3.6 billion)
  - **February:** R\$ 25 billion (US\$ 4.5 billion)
  - **March to June:** R\$ 28 – 30 billion per month (US\$ 5 - 5.4 billion)
- **First Six Months Total:** R\$ 157 – 165 billion (US\$ 28.2 - 29.6 billion)

It is important to say that these numbers represent **gross turnover**, which is the full amount staked by players — not the net revenue or winnings. In May, when the tax was 12% on the

GGR, the government collected **R\$ 814 million** (US\$ 146 million) in taxes, implying an estimated GGR of R\$ 6.78 billion (US\$ 1.22 billion) for that 31-day period.

This surge in betting activity far exceeded pre-regulation projections. In August 2024, [Itaú released a report](#) with estimates on the size and impact of the online gambling market. Based on the balance of payments, the institution projected that the sector would move between R\$ 8 billion (US\$ 1.44 billion) and R\$ 20 billion (US\$ 3.6 billion) per year. Brazil, therefore, can easily become one of the largest iGaming markets in the world by volume in the near future.

## Why Do Brazilians Bet?

But why do Brazilians bet? What are their main motivations?

To answer these questions, [a survey by KTO](#) revealed that:

- 48% of people in Brazil said they play because - or when - they have **extra money to spend**.
- 40% seek the thrill and excitement of iGaming.
- 31% are attracted by the **quality of online games**. For operators and game developers, this is a clear sign of the importance of user interface, game design, and user experience;
- 25% follow **recommendations** from friends or peers, with social circles revealing an influence.
- 24% said they now trust the legislation and new regulations;
- 20% got involved in iGaming because of **ads they saw or heard**.

## Demographics of Betting in Brazil.



But who bets more in Brazil? Men or women? Young or old? And from which social class?

As for sex, reports from the [Association of Women in Gaming \(AMIG\)](#) indicate that women now represent 51% of online bettors, marking the first time female participation exceeds male. [ENV Media similarly confirms that women make up 51% of active real-money players](#), with 54% of female players participating in sports betting and 49.8% in casino games. A study conducted by AMIG also revealed that female bettors tend to be more cautious, as **37% of women limit expenditures to R\$ 200 (US\$ 36) per week**, and many actively use tools to manage spending.

Sports betting, on the other hand, remains more **male-dominated**, as 53% of participants are men and 47% are women. This gap, revealed by a research conducted by [Agência Brasil](#), is decreasing.

### Age Segmentation.

The average age of Brazilian bettors is approximately **39 years old**. According to a [Start.io](#) survey, 56% of bettors are between 18 and 24 years old, and 35% are between 25 and 34 years old. People between 35 and 44 years old make up 5% of bettors, while people aged 45 represent only 3% of bettors.

### Socio Economic Profile.

When looking into the socio economic profile of the Brazilian bettor, a [research by KTO](#) revealed that more than half of all bettors in Brazil are from **middle and upper social classes**, with 12% being from Class A, and 40% from Class B. Class C represents 48% of

the remaining bettors, and Class D has fewer than 2%. The same study claims that 48% of bettors have at least a high-school degree, and 44% have a college degree.

A study by Idwall/Opinion Box also revealed that [51% of sports bettors have a family income of up to R\\$ 4,554 \(US\\$ 818\) per month](#), and only 4% earn above R\$ 22,770 (US\$ 4090) per month.

According to the Central Bank of Brazil, about **20% of formal workers** placed at least one bet in the first semester of 2025, with around 20% of wages collectively poured into online gambling. A concern that Brazil will need to deal with in the future is the fact that nearly **5 million Bolsa Família recipients** reportedly bet, spending together about R\$ 3 billion (US\$ 540 million), an average of R\$ 600 (US\$ 108) per person.

These patterns reveal a **diverse bettor ecosystem** in Brazil, with balanced gender representation, youth-driven high-stakes involvement, and socioeconomic divides that reflect both recreational play and risky financial behavior.

## Devices and Types of Bets.

InPlaySoft's database indicates that **94%** of a total of bets were placed via **mobile**, and only 6% via desktops. This trend is likely driven by a high mobile internet penetration in the country, app-based platforms from operators and easier access during live sports events.

The gap in this percentage decreases when it comes to money wagered, as **82% of turnover comes from mobile devices** and 18% from desktops - the average stake for mobile players is around three times bigger.

"We've observed that **desktop users are generally more analytical**, often making decisions based on deeper analysis. This results in higher profits and, consequently, larger stakes", says Joel Silva, Head of Sportsbook at InPlaySoft. "On the other hand, **mobile users tend to be more impulsive**, typically not engaging in detailed team analysis - likely due to the less user-friendly nature of mobile devices for this kind of research".

As to the most popular types of bets Brazilians make, in July 2024 [Env Media](#) reported that **66.9% of Brazilian real-money gamblers** engage in sports betting, which made it the most popular vertical, followed by lotteries with 58.2% and online casinos with 51.1%. Slots and scratch cards came next, with 35%, followed by card games, such as poker and blackjack, with 30%.

InPlaySoft data, however, suggests that there has been a **change in the preference** of Brazilians since the start of the regulation, with the majority of bets being placed in online casino games.

## Sports Betting and Sportsbook.

In InPlaySoft's sportsbook, **soccer ranks first** among the most betted sports, being nine times more popular than basketball, which comes in second place, followed by tennis in third place. The top league for sports betting in Brazil is Campeonato Brasileiro Série A, while NBA is the most popular non-soccer league.

The top-10 most popular tournaments for bettors are:

1. Campeonato Brasileiro Série A.
2. FIFA Club World Cup.
3. UEFA Champions League.
4. Campeonato Brasileiro Série B.
5. Copa Libertadores.
6. NBA.
7. LaLiga.
8. Copa do Brasil.
9. Premier League.
10. UEFA Europa League.

### Online Casino Games.

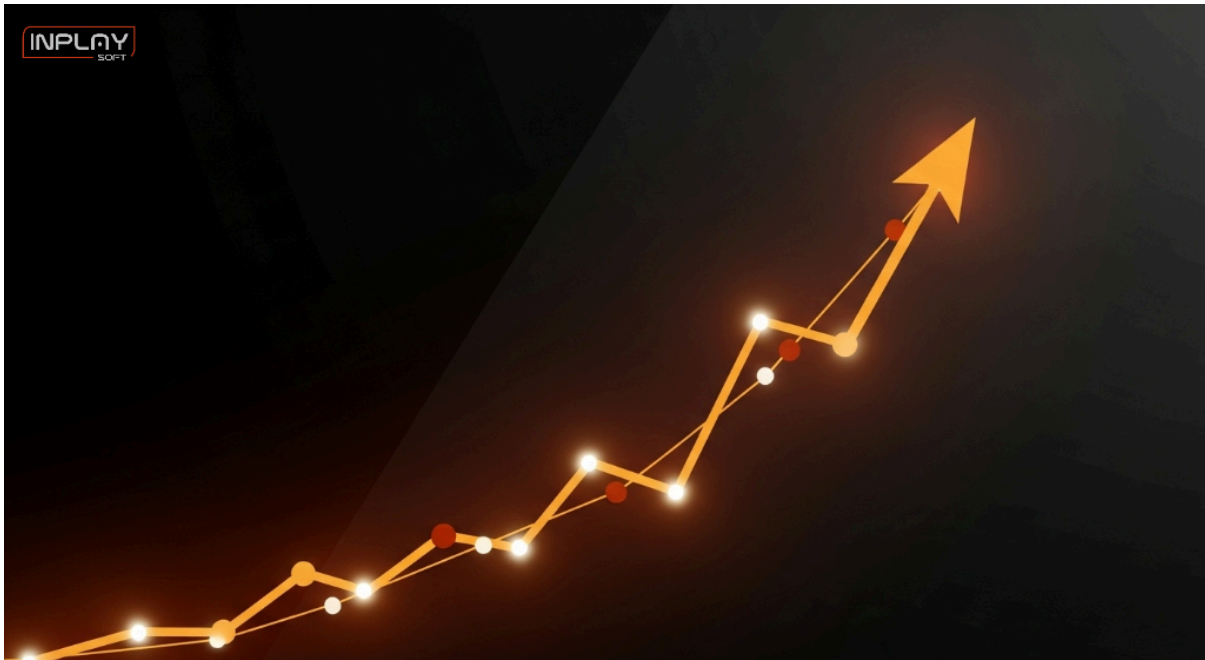
As to casino games, **slots** are the favorite in Brazil. InPlaySoft's data indicate that 63% of the casino betting share comes from them, with crash games coming in second place, with 17%. Completing the top-5 are live casino games, with 8%, table games, with 3%, and video slots, with 2%.

"The best operators **use data for their decisions** and not popular perceptions. It's quite interesting that, while crash games are making a lot of noise in the industry and are certainly growing in popularity, betting share is still way off that for the classic, tried-and-tested format of slots", says Fabio Gabriel Pinho, Casino Manager at InPlaySoft.

The popularity of slots is probably related to the media buzz around **Fortune Tiger** (known as Jogo do Tigrinho in Brazil). This game made the top-3 in InPlaySoft's ranking of most played games by total betting volume, with 12,7% of the betting share, following only Fortune Rabbit, with 13,7%, and Aviator, with 13,3%.

While still smaller than sports betting, online casino betting has shown double-digit growth year over year. [Statista, for instance, projects 14.4% growth in casino market revenue for 2025](#), with a solid 7.75% Compound Annual Growth Rate (CAGR), which is the annualized rate of growth over a stated period, through 2029.

## Traffic & Visits to Betting Sites.



Aware of the potential Brazil has of becoming one of the largest iGaming markets in the world, many companies and brands entered the country after the regulation started. While over 300 operator applications were submitted by early 2025, according to [Gaming America](#), less than one third of these are fully licensed. As of July, **the total number of licensed iGaming companies was 80**, spanning [179 distinct brands](#) operating under full federal authorization - six of which are licensed according to court actions.

These betting platforms [received over 5 billion visits](#) in the first three months of 2025, marking an impressive 90% increase compared to the last three months of 2024 (2.66 billion visits). The 5 billion quarterly visits translate to about 650 visits per second, enough to fill Rio's Maracanã stadium (which has 78.000 seats) in about 2 minutes.

- Monthly breakdown:
  - **January:** 1.7 billion visits
  - **February:** 1.4 billion visits
  - **March:** 1.8 billion visits

As of the publication of this report, there are no trusted sources that account for the number of visits to betting platforms in Brazil in the months of April, May and June. However, considering sustained interest and operator expansion, traffic likely remained between **1.6 and 1.9 billion visits per month** in the second quarter of 2025. The 90% traffic uptick and sustained monthly visits evidence strong consumer demand and platform adoption, which indicates long-term profitability prospects for licensed businesses.



## Frequency and Duration of iGaming Sessions.

According to a [survey by KTO](#), Brazilian gamers tend to adopt a **moderate and responsible approach** when it comes to iGaming, with most playing occasionally and spending only a small amount of time per session.

- **Game Frequency:** about 61% of Brazilian gamers play occasionally throughout the year, equivalent to approximately once a month. While 22% play two or more times a week, only 8% of gamers report playing daily.
- **Game Duration:** most respondents of the survey said they spend less than an hour per week playing, often less than 30 minutes.

This suggests a preference for iGaming as a fun and relaxing pastime, rather than a daily or intensive activity.

## Risks and Challenges.



As Brazil's betting market goes through rapid growth, several risks and challenges remain, for both operators and society. While the sector presents business opportunities and tax revenue potential, it also introduces **complex social and regulatory dynamics** that must be carefully managed. Some of them include:

### Gambling Addiction and Public Health Concerns.

One of the most pressing social challenges is the potential rise in **gambling addiction**. With greater accessibility through mobile apps, 24/7 online platforms, and aggressive marketing, more Brazilians are exposed to the risk of problem gambling.

Vulnerable populations, including youth and individuals with existing mental health issues, are particularly at risk, and the lack of nationwide prevention and treatment programs makes this issue even more critical. Therefore, **responsible gaming mechanisms** must be adopted by iGaming platforms, such as:

- Deposit limits.
- Self-exclusion tools.
- Age verification.
- Clear warnings and access to support resources.

Responsible gambling and player protection **are a priority** for InPlaySoft. Besides having regional compliance and integrated KYC (Know Your Customer) and AML (Anti-Money Laundering) tools, we make sure all of our partners provide the above-mentioned mechanisms to their players, so that entertainment remains what it should always be: fun, not a problem.

## High Operational Costs.

The cost of operating a legal betting platform in Brazil is high - and rising. Licensing fees, compliance requirements (KYC, AML, data protection), and tech infrastructure demand **significant investment**, and marketing costs to compete with global brands are expensive for startups or small operators.

Companies must also invest in customer service, payment systems, and cloud infrastructure to ensure reliability and performance. This creates a **barrier to entry** and, as a result, the Brazilian market risks becoming dominated by a few large international players.

## Impact on Low-Income Populations.

Another serious concern is the economic vulnerability of low-income bettors. Studies show that individuals with lower income are more likely to bet higher proportions of their earnings, often chasing losses. [According to a research center conducted by Locomotiva Institute](#), **86% of Brazilians bettors already had some kind of debt** when they first placed a bet on a sports betting platform or online casino.

Also, [according to the Sociedade Brasileira de Varejo e Consumo \(SBVC\)](#), **63% have already experienced a negative impact on their budgets** - cutting spending on groceries, clothing, hygiene, and even medications to finance betting. According to the [8th edition of the Brazilian Investor X-Ray](#), 52% of bettors said they attempt to recover losses by continuing to bet, and 30% admitted that they bet more than they could afford to lose, and 10% resorted to loans or selling assets to sustain gambling.

The popularity of quick-win formats, such as crash games and instant lotteries, makes these platforms especially attractive, and risky, to those in financial distress.

In Brazil, as shown in reports from [Folha de S.Paulo](#), [Agência Brasil](#) and [AP News](#), there is also concern that welfare payments or government subsidies could indirectly fund gambling behavior. Without financial literacy or self-limiting tools, betting can exacerbate poverty and debt cycles. This issue demands targeted regulation, awareness campaigns, and mandatory **responsible gaming practices** from all operators.

## International and Economic Impact.



Brazil's new legal framework is not only a turning point for domestic operators and consumers, but can also be a magnet for **international investment**, job creation, and long-term economic development.

### Foreign Investment in Brazilian iGaming.

One of the most immediate effects of Brazil's regulation was a surge in **foreign interest and capital** flowing into the country's newly legitimized betting market - of the first 113 license applications received by the Brazilian Ministry of Finance, 40 were from foreign companies. The data is part of a survey conducted by Pedro Simões and Felipe Getz from Veirano Advogados, shared with Brazilian newspaper O Globo.

Many of these companies are forming **local partnerships** or setting up regional offices to meet regulatory demands and localize their offerings. The transparency and predictability offered by the regulation have reduced legal risk, enabling more aggressive capital deployment, especially in areas like:

- Platform development.
- Payment processing.
- Affiliate marketing.
- Sponsorships in sports and esports.

### Job Creation and Economic Development.

The impact of regulation extends beyond the platforms themselves, touching multiple layers of the Brazilian economy. Key sectors that were benefited include:

- **Marketing & Advertising:** betting companies are investing heavily in brand positioning, sponsorships (especially in football), and performance campaigns, driving demand for media, PR, and digital marketing professionals. According to information published on Folha de S.Paulo, in 2025, sports betting companies are projected to invest R\$ 2 billion (approximately US\$ 360 million) in sponsorships and advertising within Brazilian football. This includes R\$ 600 million (US\$ 108 million) allocated directly to clubs, R\$ 160 million (US\$ 29 million) to federations, and R\$ 790 million (US\$ 142 million) for stadium signage. Additionally, R\$ 320 million (US\$ 57 million) is earmarked for open TV, R\$ 150 million (US\$ 27 million) for closed TV, R\$ 100 million (US\$ 18 million) for digital media, and R\$ 35 million (US\$ 6.3 million) for radio. A significant portion of this investment is directed towards Série A clubs, with 18 out of 20 teams securing betting companies as their main sponsors. This trend reflects the growing reliance on betting sponsorships, which now constitute a substantial part of club revenues.
- **Customer Service & Support:** to serve millions of users in Portuguese and meet regulatory standards, operators are investing in training their customer support teams to handle responsible gaming inquiries effectively. This includes equipping staff with the knowledge to assist users in setting limits, understanding self-exclusion options, and providing information on seeking help for gambling-related issues, as shown in a [report from ENV Media](#).
- **Payments and Fintech:** seamless integration with Pix and other local payment systems has created new partnerships and revenue streams for payment processors and fintechs

Together, these dynamics have the potential to create tens of thousands of direct and indirect jobs, especially in urban hubs like São Paulo, Rio de Janeiro, and Recife.

## Brazil Compared to the Top iGaming Markets in the World.

Brazil's new regulatory framework places it among a growing group of countries that have opted to formalize and tax online betting. Here's how Brazil compares to the **top iGaming markets in the world and in Latin America**, including: United States, one of the biggest iGaming markets in the world; United Kingdom, the biggest iGaming market in Europe; Mexico, the biggest iGaming market in Latin America; and Colombia, the biggest iGaming market in South America, apart from Brazil.

### United States.

- **Market size:** [U.S. gaming hit a record R\\$ 400 billion \(US\\$ 72 billion\) GGR in 2024](#), marking a 7.5% increase when compared to 2023.
- **Taxation:** in the United States, taxes vary according to each state. It ranges from 6.75%, in states such as Iowa and Nevada, to 51%, in states such as New York, Rhode Island, New Hampshire. Gambling winnings, on the other hand, are taxed at 24%, plus states apply their own income tax.
- **Sports betting:** Same Game Parlays (SGPs) have surged in popularity and revenue share. Nationally, in 2024, [parlays made up 27%](#) of all sports wagers in major states like IL, NJ, and CO.

- **Casino games:** [slots dominated online casino play in the United States](#) in the first three months of 2025, while live-dealer table games are also among the most played, reflecting growing player interest.
- **Demographics:** in 2024, 25 to 40 year-olds represented [the largest segment of gamblers in the USA](#), capturing roughly 52% of online gambling market share. Men accounted for 69% of the market in 2024, but female participation is increasing.
- **Device usage:** approximately [75% to 80% of users](#) access iGaming platforms via mobile devices.

### United Kingdom.

- **Market size:** the Gross Gambling Yield (GGY) for the online sector (remote gambling) in the UK [reached R\\$ 49 billion \(US\\$ 8.8 billion\)](#) during the financial year April 2023 - March 2024, which was the highest annual figure recorded, marking a 2.8% increase on the previous year.
- **Taxation:** in the UK, the Point of Consumption Tax (POCT) ensures that all gambling profits are taxed where the player is located, not where the operator is based. The tax is 21% of the GGR.
- **Sports betting:** around [45% of active bettors](#) place wagers on football, and it accounts for approximately 40% of all sportsbook bets. The Premier League, Champions League, FA Cup, and international matches dominate betting activity.
- **Casino games:** slots are the UK's favorite casino games, [capturing 65% of online casino revenue](#).
- **Demographics:** there's a nearly 50/50 split when it comes to gender in iGaming, with approximately [53% male and 47% female](#).
- **Device usage:** mobile gambling in the UK accounts for [58% of online GGR in 2024](#).

### Mexico.

- **Market size:** Mexico's iGaming market had a [GGR of R\\$ 15 billion \(US\\$ 2.7 billion\) in 2024](#).
- **Taxation:** in Mexico, operators pay 30% tax on Gross Gaming Revenue (GGR) for both online casino and sports betting.
- **Sports betting:** sports betting accounted for [56% of online gambling revenue in 2024](#). Around 40% of Mexicans have placed a bet on sports in 2024, and football is the main driver behind this activity.
- **Casino games:** [slots consistently top player activity charts](#) in Mexico across multiple casinos.
- **Demographics:** 25 - 40 years old made up [nearly 50% of the iGaming users](#) in Mexico in 2024. Approximately 60% of them were male and 40% female.
- **Device usage:** the same source indicates that about 64% of the iGaming activity occurred on mobile/tablet, with the rest on desktop.

## Colombia.

- **Market size:** in 2024, Colombia's iGaming market reached an [estimated R\\$ 7.18 billion \(US\\$ 1.29 billion\)](#) in annual GGR.
- **Taxation:** licensed operators must pay 15% of Gross Gaming Revenue (GGR) if their games have a return-to-player (RTP) ratio of  $\geq 83\%$ . If RTP is below that threshold, the rate increases to 17% of GGR. A further 1% administrative fee is levied on GGR to cover oversight and operational costs.
- **Sports betting:** [football is the dominant sport in terms of betting in Colombia](#). Both Liga BetPlay (Primera A) and international leagues command major attention in cities like Bogotá, Cali, and Medellín.
- **Casino games:** [slots dominate online casinos in Colombia](#). By offering diversity, strong themes, and high accessibility, they remain the top choice for Colombian players.
- **Demographics:** more than [8 million active online betting accounts](#) are registered in Colombia and 45 - 54 year-olds are the most active group of iGaming users, with 75% betting weekly, compared to 52% among 18–24 year-olds.
- **Device usage:** precise figures for Colombia aren't published, but broader Latin America suggests a [mobile-first engagement model](#), with over 60% of online bets placed via mobile devices.

## Why Does Brazil Have Competitive Advantages?

While the biggest iGaming markets in the world today arguably have more mature regulations and experience, Brazil has competitive advantages that make it extremely attractive for iGaming companies. The main ones are:

- **A large population which has a massive fan base of football and esports:** Brazil has 215 million people and is the seventh most populous country. And [roughly 80% of them](#), or 172 million people, identify as football fans. The country also [ranks 7th worldwide for percentage of esports fans](#), reflected by search trends and competitive engagement. Among Brazilian gamers:
  - 80% are game enthusiasts.
  - 50% watch video game content.
  - 25% actively follow or participate in esports.
- **Widespread smartphone adoption:** [Brazil has 183 million active smartphones in 2025](#), making it the largest smartphone market in Latin America.
- **Cultural openness to betting and lotteries:** [a survey found that 68% of Brazilians participate in some form of betting or lottery](#). Besides, [research indicates that the Brazilian lottery market generated approximately R\\$ 17.5 billion \(US\\$ 3.15 billion\) in revenue in 2024](#), and is projected to reach R\$ 25.6 billion (US\$ 4.6 billion) by 2030 - a compound annual growth rate (CAGR) of 6.5%.
- **Strong financial system with real-time payments:** Pix supports P2P, P2B, B2B, B2G payment flows, fueling financial inclusion and enabling access to banking services in underserved regions, including indigenous and rural communities. The system's interoperability, near-zero fees, and mobile-first design have made real-time payments ubiquitously available, even for micro and everyday transactions. According to the [Financial Times](#), 76% of the population (around 160 million people)

use Pix, making it the most widely used payment method, surpassing both cards and cash. In 2024, Pix processed a staggering 68.7 billion transactions, marking a 52% year-over-year increase, with a total value close to R\$ 5 trillion (US\$ 900 billion).

These factors position Brazil to quickly become one of the largest regulated betting markets in the world, possibly rivaling the US or the United Kingdom in the coming years.



## The Road Ahead for iGaming in Brazil.



As we have seen throughout this report, the first six months of legalized iGaming in Brazil have exceeded nearly all expectations in terms of market activity, user engagement, and government revenue generation. With more than **R\$ 160 billion** (US\$ 28.74 billion) wagered by June, a consistent R\$ 25–30 billion (US\$ 4.5–5.4 billion) in monthly betting volume, over 5 billion platform visits in the first three months alone, and a robust licensing pipeline forming, Brazil has rapidly become one of the most dynamic iGaming markets in the world.

### Predictions for the Future.

But what can we expect for the future? Here are some **predictions for the next six months** of the regulated betting market in Brazil:

#### 1. Betting Volume Will Stabilize Near R\$ 30 Billion (US\$ 5.4 billion) per Month.

With seasonal sports events like the Brasileirão, Copa Libertadores, and international fixtures resuming in the second half of the year, the average monthly betting volume is likely to remain between **R\$ 28 and R\$ 32 billion** (US\$ 5 and US\$ 5.75 billion). This prediction is in accordance with Banco Central's Executive Secretary, Rogério Lucca. As a result, if no major legislative disruptions occur, total 2025 wagering could exceed **R\$ 350 billion** (US\$ 62.8 billion).

#### 2. Tax Revenue Will Surpass R\$ 20 billion.

With an 18% tax rate on gross gaming revenue (GGR), the federal government could see **over R\$ 20 billion** in tax revenue by the end of 2025. By the end of **May 2025**, Brazil's Federal Revenue Service had already collected more than **R\$ 3 billion** in taxes from online betting.

#### 3. User Base Will Become More Sophisticated and Diverse.

As the novelty of legalization fades, user behavior is expected to mature. Retention will

depend on platform quality, game variety, responsible gambling tools, and trust. We may also see a rise in **mobile-first innovation** and greater segmentation of content for women, older adults, and casual players.

#### 4. Regulation Will Tighten Further.

Expect more frequent **audits, enforcement actions, and stricter controls** on advertising, KYC, and AML. New consumer protections, such as deposit limits, time-outs, and self-exclusion tools, may become mandatory as lawmakers respond to growing public concern around gambling addiction and use of public welfare funds in betting.

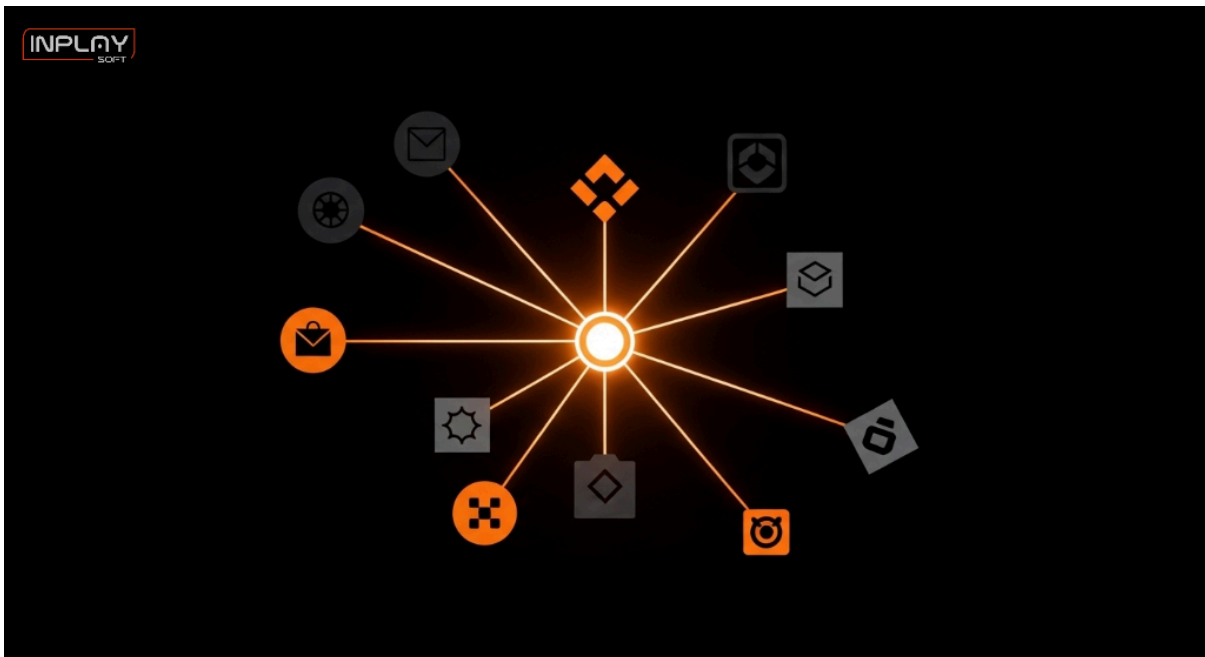
#### 5. International Investment Will Intensify.

With the scale of Brazil's digital betting economy now proven, expect increased interest from foreign software providers, affiliate networks, payment processors, and marketing agencies. The iGaming sector may also start influencing **Brazilian stock markets** and venture capital ecosystems.

#### 6. Social & Ethical Discussions Will Escalate.

As the economic upside of legalized betting becomes clearer, so will the **social costs**. Debates around advertising during soccer matches, minors accessing platforms, and gambling within vulnerable communities will likely shape future reforms in 2026 and beyond.

## What Can Operators Do to Prepare for the Future?



So, given the current scenario of iGaming in Brazil, the trends and predictions for the future, what can operators do today to prepare for the years ahead? Some suggestions include:

### Strengthen Regulatory Compliance Infrastructure.

- **Hire Brazilian legal and compliance experts** to navigate evolving federal and local laws.
- Ensure **robust systems** for:
  - KYC (Know Your Customer).
  - AML (Anti-Money Laundering).
  - Geo-fencing/geolocation.
  - Responsible gaming tools.
- Prepare for possible future requirements like **open audits**, **local data storage**, and **real-time reporting** to the government.

### Prioritize Localization.

- Fully translate platforms into **Brazilian Portuguese**, including:
  - UI/UX.
  - Customer support.
  - Marketing materials.
- Adapt promotions, user journeys, and onboarding to **local habits and cultural references**.
- Integrate **Pix** and other popular Brazilian payment methods (including installment options).

### Build a Strong Local Team.

- Establish **Brazil-based operations** or partnerships to:
  - Run local customer support teams.
  - Hire talent in performance marketing, tech, and compliance.
  - Offer live support (chat, phone, email) in Portuguese.
- Tap into local expertise for **PR, brand positioning, and influencer partnerships**.

### Invest in Mobile-First UX.

- Ensure lightweight, fast-loading apps and mobile web experiences, optimized for:
  - Slower data connections.
  - Older Android devices.
- Consider launching a **progressive web app (PWA)** if native apps aren't an option due to Google/Apple restrictions.

### Develop Brand Trust & Visibility.

- Invest in **football sponsorships, esports, influencers, and regional activations**.
- Focus on **responsible messaging**, showing concern for user well-being and financial safety.
- Join industry associations and **support education about legal and responsible betting**.

### Innovate Through Gamification & Personalization.

- Incorporate **gamified features** like tournaments, leaderboards, loyalty missions, and challenges.
- Use **AI-powered personalization** to improve recommendations, retention, and bonus targeting.

### Monitor and Adapt to Future Legislation.

- Keep a close eye on:
  - The regulatory rollout for online casinos.
  - Future tax changes.
  - Advertising restrictions.
- Have legal and lobbying representation ready to **engage with regulators** and **shape public policy** where appropriate.

### Fortify Cybersecurity & Data Protection.

- Invest in **local cloud hosting or edge computing** for latency and compliance.
- Prepare for Brazil's **LGPD** (General Data Protection Law) and any additional iGaming-specific privacy regulations.
- Conduct regular **penetration tests and risk assessments**.

### Diversify Product Offerings.

- Add **non-sports content** like:
  - Online casino (slots, live dealer).
  - Fantasy sports.
  - Crash games.
  - Bingo or instant win games, which have cultural relevance in Brazil.
- Offer **low-stakes, high-frequency games** appealing to Brazil's wide income spectrum.

### Prepare for Market Consolidation.

- As the market matures, expect mergers, acquisitions, and international giants entering.
- Strengthen your **unique value proposition** now—whether it's localized content, pricing, UX, or community-building.

### Final Thoughts.

Brazil's iGaming market has moved from potential to reality. What began as a legislative shift has become a full-scale digital phenomenon, economically potent, socially visible, and legally complex. The challenge for stakeholders now is to **balance growth with responsibility**, ensuring that the industry delivers sustainable benefits while minimizing harm. The coming months will test not just the resilience of platforms and regulators, but the maturity of a nation newly awakened to the realities of legal digital betting.

## About InPlaySoft.

InPlaySoft is an innovative iGaming software provider that creates, delivers and maintains scalable, stable and fast-to-market iGaming platform technology for casino and sportsbook solutions that work for operators who demand not just success but persistent growth.

Identifying a gap in an already crowded market back in 2021, we ripped up the iGaming platform playbook and started from scratch, with a cloud-first approach that provides the power to scale hard, fast and automatically, empowering operators to experience growth like never before. That's what we're all about, helping our partners to grow beyond their wildest expectations – whether you're looking for turnkey iGaming software or a white label gaming platform, it's together we thrive.

In terms of values, we hold three key beliefs: that partners are royalty; that long-term growth beats quick wins, and that we never stop improving even when we provide the best iGaming platform. We're also proud to be a globally local provider of software for iGaming – offering true tropicalization that really works, with localised content for more engaged, retained players.

For more information on InPlaySoft and our platform built for growth, visit:  
<https://inplaysoft.com>.