

## Sports Betting: Incl Impact of COVID-19 - US - October 2020

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“As long as sports are played there will be sports betting. This truth caused turmoil in the sports betting industry during the COVID-19-induced sports shutdown, as there was very little left for consumers to bet on. However, the industry came through the other side thriving as sports bettors met the return of games with great enthusiasm.”

– Colin O’Brien, Sports Analyst

This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the sports betting market
- How the COVID-19 recession will affect sports betting
- Why consumers choose or choose not to wager on sports
- The future of sports betting

Sports betting continues to become more prominent across sports leagues and the country. At the time of publication, 18 states now have legal, regulated sports betting industries with three more states having passed laws legalizing it. As legalized sports betting becomes more widespread across the US, sports entities and brands alike are looking for ways to get involved. Every major US sports league and many individual teams have created partnerships with a sports betting firm and many consumers are adding to their sports experience through betting. In 2019, over \$13 billion was wagered legally in the US, nearly doubling the \$6.6 billion in 2018. While the COVID-induced sports stoppage impacted the betting industry, it has surged back and continues to show positive signs moving forward.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Lockdown  
 Re-emergence  
 Recovery  
 COVID-19: US context  
 Learnings from the last recession

## Market Factors

Sports bettors wagering on (state) lines  
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Promotions and rewards attract and retain customers  
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