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Sports Betting - US - 2023

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- The US sports betting market and performance
- Factors impacting the sports betting landscape
- Sports betting history, interest, frequency and interest by sport
- Reasons for choosing a specific sportsbook
- Sports betting platform awareness
- Attitudes toward sports betting

The sports betting industry continues to witness growth and record breaking profits as a result of continued legalization and improved accessibility. Nearly a third (29%) of consumers aged 22+ have bet on sports in the past year and over a third (36%) are interested in betting on sports in the future. Among sports bettors, 33% are betting more often than they did last year and 7% have bet for the first time – further supporting continued revenue increases. As new states are expected to be added to the 37 that currently have legalizing sports betting, the industry will continue to grow – especially with the wider acceptance of mobile betting. Moving forward, it will become increasingly important for sportsbooks to find ways to differentiate from their competitors, as less than half (45%) of sports bettors are loyal to one sportsbook.



"Sports betting revenues in the US continue to grow, fuelled by legalization and greater accessibility. As consumers desire to engage more deeply with the sports they love, sportsbooks must continue to optimize their offerings to drive awareness, appeal and loyalty among consumers."

– Gabe Sanchez, Reports Analyst

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