

# Increasing Wallet Share during the 2022 World Cup

20th November - 18th December

**5 billion** people watching at home



**1.5 million** people watching in the stadiums

## Team odds of winning the World Cup

32 Teams 64 Matches

Brazil 4/1	Argentina 11/2	France 6/1	England 7/1	Spain 8/1	Germany 10/1	Belgium 14/1	Netherlands 14/1
Portugal 14/1	Denmark 28/1	Uruguay 40/1	Croatia 50/1	Switzerland 66/1	Serbia 80/1	Mexico 100/1	Poland 100/1
Senegal 100/1	USA 100/1	Ecuador 150/1	Wales 150/1	Japan 200/1	Morocco 200/1	South Korea 200/1	Cameroon 250/1
Ghana 250/1	Iran 250/1	Australia 500/1	Canada 500/1	Qatar 500/1	Costa Rica 750/1	Saudi Arabia 750/1	Tunisia 750/1

Total sports betting and gaming revenue is over **\$736 billion**



Total betting turnover for 2018 World Cup was **\$137.1 billion**

Bookmakers made \$36.4 billion in profit in the last world cup

Both figures are expected to rise dramatically this year after the 2018 ruling in the US allowing sports betting

On average, there's a **43%** increase in sports betting during football tournaments

with a **30%** increase in multi-bettors

In the UK **90%** of all sports wagers are on football

**43%** of football fans plan to gamble on the World Cup

**54%** of 18-34 more likely to place a bet

During the World Cup gambling increased from **£1 billion to £2.5 billion in 2018**

SBG providers have the opportunity to engage players through mobile notifications (SMS or push notifications) while matches are taking place.

This is down to:

**31%** of fans using mobile devices to watch matches

**42%** of fans interested in live, in-play betting while watching

**80%** of fans watching on TV use their phone to find stats and video replays of goals and other events

Bettors are likely to wager **50%** more than they did during 2018

The vast majority of football consumption is supplemented by a secondary screen

Massive opportunity for sports books to engage with players here

Spending roughly the same money on bets as they will on food, drink, merchandise and socialising combined

**28%** of football fans can't enjoy the World Cup without placing a bet

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Sources:

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