



Europe's online gambling revenue in 2020 and 50.8% in 2022

As the gambling sector feels the impact of COVID-19, according to new data released by the European Gaming and Betting Association (EGBA) in partnership with H2 gambling capital.

The data, which covers the EU-27 and UK markets, predicts Europe's online gambling revenue will rise 7% this year from 24.5 billion euros in 2019 to 26.3 billion euros in 2020, despite a significant drop in online revenue during the second quarter due to the cancellation of major European sports. However, this will not compensate for major land-based declines in Europe, and land-based gambling revenue is expected to fall 33% this year from €74.1 billion in 2019 to €49.6 billion in 2020. [온라인카지노](#)

Growth continues online as mobile betting becomes increasingly popular

In the future, the steady growth of the European online gambling market is expected to continue, and the online GGR is expected to grow by about 7% annually to reach 33.6% of Europe's total gambling revenue by 2025. Another notable trend is the growing popularity of mobile device use for online betting, with mobile betting expected to account for 45.6% of Europe's online gambling revenue in 2020 and 50.8% in 2022, surpassing desktop use for the first time, and this trend is expected to continue, with mobile betting expected to account for 58.2% of the market share in 2025.

EGBA Members Strengthen Safe Gambling Efforts On European Sports

In addition to market data, EGBA has released detailed European information on customers, market values, gaming, sports investments, licenses, and compliance from member companies such as bet365, Betson Group, Entain, Kindred Group, and William Hill.

Customer:

16 million total online customers.

Average customer win/return of 94.3%.

safer gambling:

63% of customers use one or more secure gambling tools, up from 37% the previous year.

In order to promote safe gambling, we conducted 1.2 million direct interventions with customers, up 50% from the previous year.

Economic impact:

Online GGR totalled €5.6 billion euros.

Sponsorship (€107m) and streaming rights (€233m) have invested €340m in European sports, up 56% from the previous year.

Compliance:

There are a total of 145 online gambling licenses across 17 European countries.

1.8 million customer accounts have been closed due to concerns about providing information about customers, preventing fraud, money laundering, and resolving betting integrity/matching issues.

"We commend our members for their efforts in supporting safe gambling and their vital investment in European sports. Like many other sectors, Europe's gambling sector has been hit by COVID-19 this year, but the growth trend online continues to be strong. There is also still a lot of room for growth in markets such as France, Germany, Italy, and Spain, which still have relatively low online penetration of the entire gambling market compared to other European countries." - EGBA Secretary General Marten Heiser.