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H2 gambling capital 2024 report

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According to H2 Gambling Capital's study, the liberalisation of these markets has led to a significant increase in channelization, reducing the risk of exposure to unregulated operators. Some notable findings from the research include: * A strong correlation between the availability of sports betting products and an increase in channelization * The disproportionate impact of popular sports like football and tennis on the channelling rate * The significant influence of in-play betting, prop markets, and side markets on channelization The International Betting Integrity Association (IBIA) notes that these findings contradict assumptions about the heightened risk of match-fixing and betting fraud associated with these markets. With a global subscription model, users can enjoy unlimited access to premium market data, reports, and research papers. The service also includes personalized dashboards, customizable datasets, and regular updates on market trends. Pricing for this service varies depending on location, with options starting at £6,000 (ex VAT) per year for the UK and €12,000 for the rest of Europe. A new study by H2 Gambling Capital has revealed a strong correlation between the liberalisation of regulated sports betting markets and an increase in channelization rates across three continents. The report, titled 'The Availability of Sports Betting Products: An Economic and Integrity Analysis', was commissioned by the International Betting Integrity Association (IBIA) and investigated the impact of wider availability of sports betting products on sports integrity, consumer protection, and tax revenue globally. The study found that a wider availability of sports betting products directly related to an increase in channelization, and in turn, reduced the risk of the public's exposure to unregulated, black-market operators. Key statistics from the report include: * A global sports betting industry worth \$94bn in gross win by 2024 * Approximately \$132bn in total revenue for the industry by 2030 The H2 Gambling Capital report also highlighted some key findings from across the markets in which it had partnered with various trade bodies, including the Brazilian Institute of Responsible Gaming, Canadian Gaming Association, Dutch Online Gambling Association, and Responsible Wagering Australia. By 2028, online sports betting is expected to generate over \$93 billion, accounting for more than 70% of total revenue. The report also forecasts that around 47% of all online sports bets will be placed in-play this year, increasing to 51% by 2028. In contrast, nations with strict regulations on sports betting, such as Australia and Germany, have lower channelisation rates, resulting in lost tax revenues. The highly liberalised UK boasts a channelisation rate of 97%, outpacing other countries like Portugal (79%), Australia (75%), and Germany (60%). H2 Gambling Capital warns that these "depressed onshore channelling rates" also have significant implications for tax revenue and market oversight. For instance, if Australia were to permit online in-play betting markets alone, it could gain an additional \$1 billion in incremental tax revenues over the next five years. The report highlights the benefits of permitting a wide range of sports betting products, including live betting. The Netherlands, for example, is predicted to experience a \$118 million increase in tax revenue if it allows access to football side markets such as cards and corners. Meanwhile, Portugal could benefit from an extra \$122 million in tax revenue over the same period if it permits the availability of ITF tennis betting products. Khalid Ali, IBIA CEO, stresses that "bet restrictions are a blunt and counterproductive instrument" that drive bettors to unregulated markets where most problems with sports integrity arise. David Henwood, director at H2 Gambling Capital, adds that limiting the choice of onshore betting types is counterproductive, and instead recommends opening up onshore offerings to a wider range of products. The report's findings suggest that best practice regulation involves offering a wide choice of sports betting products, resulting in higher channelisation rates and increased tax revenues. Since American states started legalising sports betting in 2018, the industry has seen significant growth, with H2 providing data on over 100 international markets worldwide. Gambling has become increasingly popular worldwide, with many countries allowing legal wagering. While the US was slower to adopt this trend, similar shifts can be seen globally. In most markets, online sports betting is on the rise, replacing traditional forms of gambling. This shift has led to a growing global market, with online betting becoming more mainstream. H2 Gambling Capital, a leading consultancy, provides data and insights on the gambling industry. According to their estimates, the global market for sports betting reached \$130 billion in 2024, while traditional casinos accounted for \$209 billion. Lotteries and gaming machines also contribute significantly to the market. The European Gaming and Betting Association (EGBA) reported a 5% increase in gross gaming revenue from €123.4 billion in 2024. The association emphasizes the importance of preventing match-fixing in sports competitions, which is a global responsibility involving multiple stakeholders. Responsible gaming and regulation are also key concerns for EGBA members. They advocate for a transparent, fair, and safe online gambling environment that protects consumers across the EU. Strong regulations and industry standards make money laundering through licensed operators unlikely. The global gambling market is expected to generate approximately \$483 billion in revenue for 2023, with predictions indicating a significant rise from previous estimates. According to H2 Gambling Capital's latest report, the industry's revenue in real terms will only increase by 4.2% compared to 1998 levels. However, when adjusting for inflation, total revenue is expected to increase by 16.5% in 2022.

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