

Online Gambling Quarterly Report – Fall 2025 Edition

Comprehensive quarterly report analysing updated benchmarks, KPIs, trends, ... covering all sectors of the online gambling industry

Q3/2025 analyses incl. Q2/2025 financial data

London/Munich, September/October 2025

Summary

Based on our well-received Online Gambling Benchmarking Study, we have been asked by many clients to monitor the online gambling industry also on a quarterly basis. We are happy to comply with this request and are now publishing our Online Gambling Quarterly reports.

We are happy to announce the release of our newest Quarterly Online Gambling Report - Fall 2025 Edition. In addition to the financial analyses, our quarterly report again covers many online gambling industry benchmarks, KPIs, and topics from key company sectors, such as finance, marketing, strategy, ...

Content of report

This new regular report offers unprecedented insights into the industry, including:

- **US and LatAm focus** – Many analyses in the Fall 2025 Edition have a specific focus on key markets in the US and LatAm.
- **Strategic issues** – Strategic topics, such as overall industry climate, trends, stock market development, ...
- **Financial benchmarks** – Quarterly (Q2/2025) revenue benchmarks (net revenue, gross revenue / gross win, growth, margins, ...) broken down by segments/verticals, ...
- **Marketing benchmarks** – Social benchmarks (e.g., number of Twitter Followers, ...), SEO benchmarks (e.g., Google ranking analyses in key countries and segments), affiliate marketing benchmarks (e.g., top online gambling advertisers/brands on affiliate websites), ...
- **Product-related topics and benchmarking** – Growth potential for selected products, benchmarking of product offers, such as the number of bets, casino games, ...

In total, the report has ca. 60 pages and ca. 100 graphs/exhibits.

More detailed insights will be presented in our regular mailings (to subscribe, [click here](#)).

Contents

Trends

- Online gambling industry climate
- Future “winners” in the online gambling market
- Key trends and topics
- Mobile gambling KPIs and app rankings
- Share development and market cap analyses
- Analyst recommendations

Financial Figures and KPIs

- Total revenue
- Betting revenue
- Casino revenue

Marketing Analyses

- Marketing cost benchmark
- Social marketing benchmarks – US and LatAm focus
- SEO benchmarking – US and LatAm focus
- Affiliate marketing benchmarking – US and LatAm focus

Product Analyses

- Live/in-play betting analysis
- US live betting analysis
- Casino games/offers – US and LatAm focus
- Brazil slot analyses

Methodology

List of mentioned/analyzed companies

Acroud
Bally's Interactive Int.
Bally's Interactive N. America
Bet-at-home
BetMGM
Betsson
Better Collective
Betway
Bragg
Caesars Digital
Codere Online
Denmark total
DraftKings
Entain Group Online
Entain Int. Online
Entain UK & Ireland Online
Evoke Int.
Evoke Online UK & I
Evolution Gaming
Flutter International
Flutter UK & Ireland
Flutter US (FanDuel, ...)
Galaxy Gaming Digital
Gambling.com

Gaming Corps
Genius Sports Betting
Gentoo Media
Golden Matrix
Groupe FDJ Online
Hacksaw
High Roller
Inspired Interactive
Kambi
Light and Wonder iGaming
Lottomatica
Penn Interactive Gaming
Rush Street Interactive
SciPlay
Scout Gaming
Spain total (DGOJ)
Spin
Sportradar
Super Group ex-US
Svenska Spel
Zeal
...

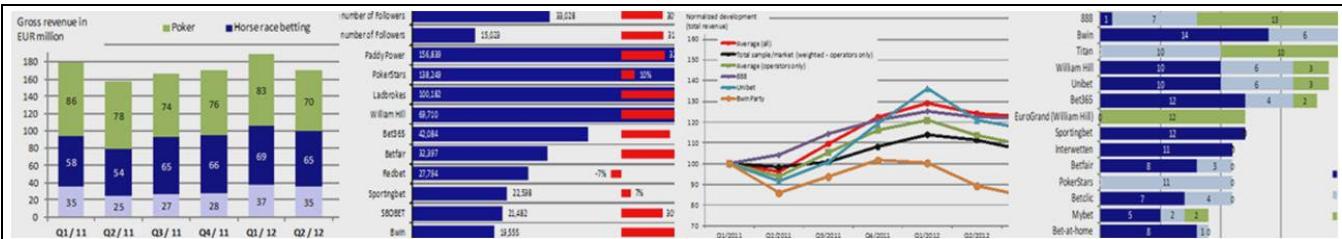
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MECN is a network of experts on issues concerning the media and entertainment industry. Together we provide in-depth knowledge, analysis, and advice to global clients. For the gambling industry, we provide market insights and strategic support to various clients ranging from bookmakers to state/public operators.

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