

## 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

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Acroud	Gaming Corps
Bally's Interactive Int.	Genius Sports Betting
Bally's Interactive N. America	Gentoo Media
Bet-at-home	Golden Matrix
BetMGM	Groupe FDJ Online
Betsson	Hacksaw
Better Collective	High Roller
Betway	Inspired Interactive
Bragg	Kambi
Caesars Digital	Light and Wonder iGaming
Codere Online	Lottomatica
Denmark total	Penn Interactive Gaming
DraftKings	Rush Street Interactive
Entain Group Online	SciPlay
Entain Int. Online	Scout Gaming
Entain UK & Ireland Online	Spain total (DGOJ)
Evoke Int.	Spin
Evoke Online UK & I	Sportradar
Evolution Gaming	Super Group ex-US
Flutter International	Svenska Spel
Flutter UK & Ireland	Zeal
Flutter US (FanDuel, ...)	...
Galaxy Gaming Digital	
Gambling.com	

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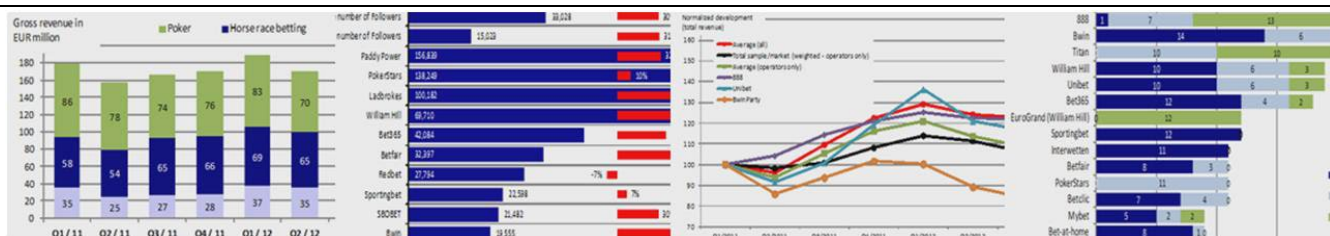
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MECN is a network of experts on issues concerning the media and entertainment industry. Together we provide in-depth knowledge, analysis, and advice to global clients. For the gambling industry, we provide market insights and strategic support to various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

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### Contact us

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