LSports

A MARKET IN ACCELERATION:

SPORTS BETTING SEES DATA BOOM IN 2025

FROM THE CEO

2025 was a year of fast growth, new opportunities, and bigger markets in sports betting. In our annual report, we track market activity and analyze how sports data consumption has evolved this year across sports, leagues, and regions. We don't stop there: We connect the dots behind the numbers, turning raw data into clear, actionable insight for sportsbooks.

You'll also find new sections in this year's report. For the first time, we introduce a comprehensive Bookies Comparison, offering a transparent view of how operators covered major sporting events and leagues throughout 2025. Finally, we look ahead to 2026, outlining how technology, AI, and evolving market structures are set to reshape sports betting. Enjoy the read.

Dotan Lazar
CEO, LSports

- **This report analyses trends in sports data consumption in 2025**
- **All year-over-year (YoY) comparisons reference 2024 vs. 2025**
- **All league-level comparisons and rankings are based on our normalized popularity metric (average orders per fixture)**
- **Percentages and figures are rounded unless otherwise specified**

FOOTBALL HOLDS, BASKETBALL ROARS: 2025 DRIVES A MARKET SURGE

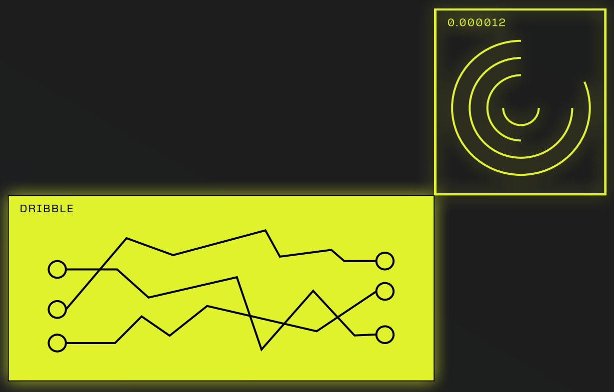
2025 saw an impressive **16%** YoY increase in consumption. While football continued to dominate as the top consumed sport, 2025 emerged as the year of basketball. Driven by the growth of major leagues such as the EuroLeague and NCAA Men's, alongside several independent competitions, basketball recorded a striking **34%** YoY growth.

Ice hockey and baseball are two sports operators should keep a close eye on: not only did they rank highly by overall consumption, but they also posted significant growth throughout 2025.

SPORTS DATA DEMAND UP 16%

TOP SPORTS BY OVERALL DEMAND	
1	FOOTBALL
2	TABLE TENNIS
3	BASKETBALL
4	ESPORTS
5	TENNIS
6	ICE HOCKEY

TOP SPORTS BY GROWTH RATE		
1	BASKETBALL	34%
2	ESPORTS	32%
3	BASEBALL	19%
4	FOOTBAL	17%
5	ICE HOCKEY	16%
6	VOLLEYBALL	12%



WHEN EACH SPORT PEAKED IN THE YEAR

FOOTBALL	Q3
BASKETBALL	Q4
TENNIS	Q3
BASEBALL	Q2
TABLE TENNIS	Q3
ESPORTS	Q3
AMERICAN FOOTBALL	Q4
CRICKET	Q3
ICE HOCKEY	Q4

NBA ENDS FOOTBALL'S REIGN, UEFA COMPETITIONS OUTPACE THE BIG–5

The NBA was 2025's star, claiming the top spot for the first time and ending football's multi-year dominance. Within football, some internal shifts stand out: UEFA continental competitions gained ground over domestic leagues, with only one big-five member (Ligue 1) recording YoY growth. North American leagues also made their mark: MLB and the WNBA entered the top 12, highlighting a growing appetite for U.S.-based sports among sportsbooks.

2025 TOP LEAGUES RANKED BY AVG. ORDERS PER FIXTURE

Rank	League	Avg. orders per fixture
1	NBA	155
2	Premier League	152
3	UEFA Europa League	152
4	UEFA Champions League	152
5	Serie A	150
6	Ligue 1	148
7	La Liga	147
8	Bundesliga	145
9	UEFA Conference League	136
10	NHL	136
11	MLB	133
12	WNBA	128

NORTH AMERICA CATCHES FOOTBALL FEVER, NICHE LEAGUES DELIVER AGAIN

The growing interest in continental European competitions relative to the domestic Big 5 becomes clear when we examine football's specific rankings. UEFA competitions show a notable lead in the **Net Ranking Shift (YoY)**, highlighting the shift in fan and betting engagement.

+12
OVERALL

UEFA COMPETITIONS

Conference League	+5 ↑
Champions League	+2 ↑
Europa League	+5 ↑

–8
OVERALL

BIG 5 LEAGUES

Serie A	–3 ↓
Premier League	+1 ↑
La Liga	–3 ↓
Bundesliga	–4 ↓
Ligue 1	+1 ↑

MOMENTUM BUILDS IN NORTH AMERICA

Football interest in North America continued to accelerate in 2025, marked by a sharp YoY increase in fixtures ordered. This growth aligns with rising momentum around major global events hosted in the region, such as the FIFA Club World Cup's expanded format in the US and the countdown to the 2026 FIFA World Cup. These trends signal strong, sustained demand ahead.

65%

The **YoY** growth in 2025

NICHE RISING

Niche, amateur-to-professional leagues, along with club and national team friendlies, may not enjoy the same glory or casual fan attention as major leagues, but they remain the bread and butter for sportsbooks seeking consistent engagement. In 2025, the top 10 leagues within this segment posted an impressive YoY surge, with honorable mentions including **Italian Serie D, the Oberliga, the ACL Indoor League, and the English Championship.**

+45%

1,275,000 → **1,845,000**

BASKETBALL: NBA SIGNALS STRONG 2026, NCAA SOARS

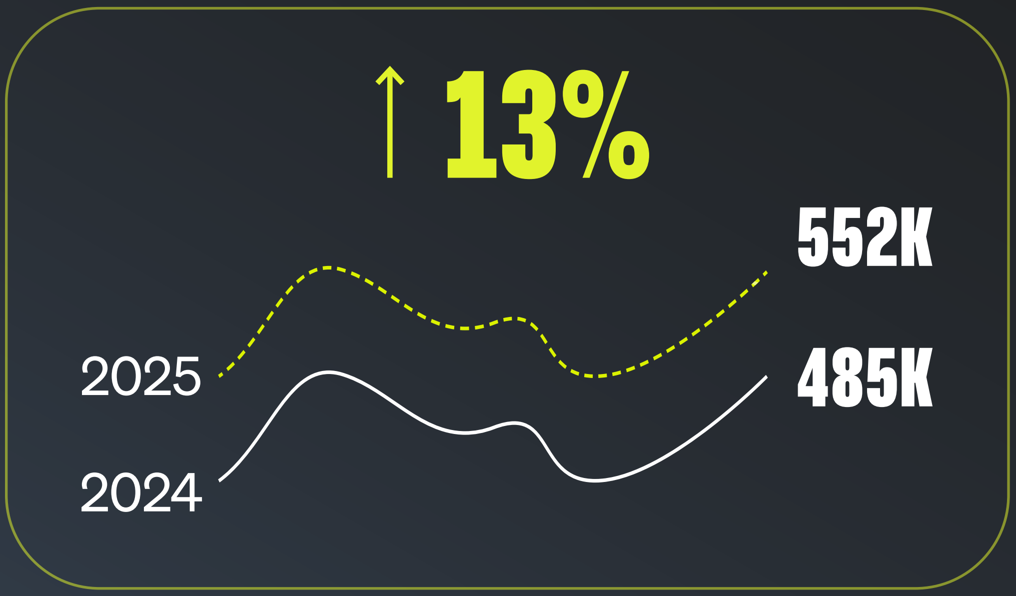
The NBA's most in-demand league in 2025 delivered an exciting season, ending with Oklahoma City's first-ever championship as the Thunder franchise. While May and June (the playoffs and Finals) drove heightened sportsbook interest, November saw even higher engagement, signaling a strong start to the 2025–26 season.

Month	Avg. orders per fixture
November	168
May	166
June	166

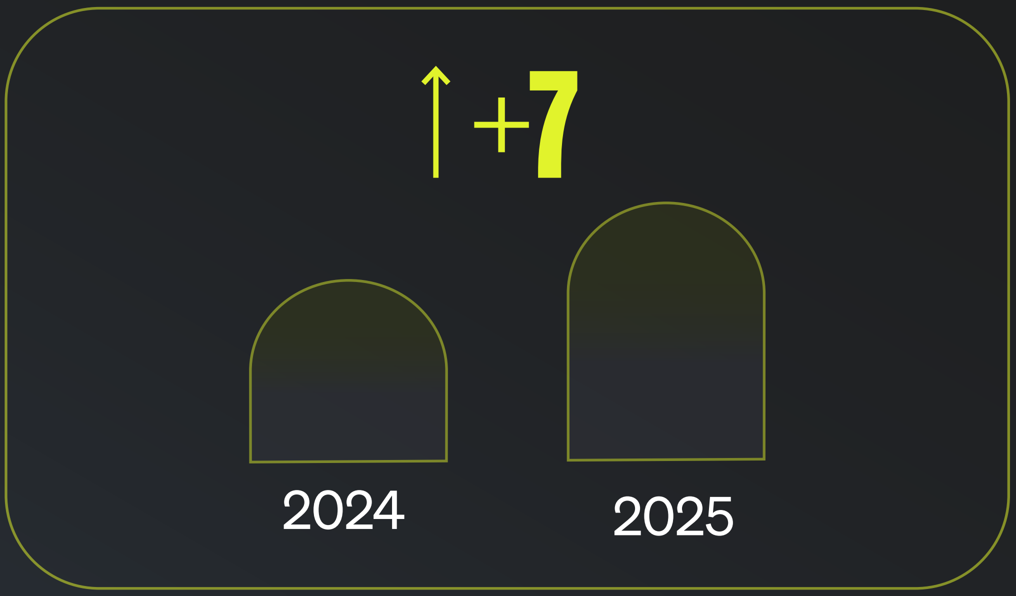
COLLEGE HOOPS TAKE OFF

A drama-packed college basketball season wrapped up in April, with four No. 1 seeds reaching the Final Four and a nail-biting championship game. The excitement around the Final Four and title game correlated with a surge in sportsbook interest, totaling over half a million fixtures ordered throughout the season. As expected, March Madness drew the greatest attention from operators.

FIXTURES ORDERED



MARCH MADNESS (AVG. ORDERS PER FIXTURE)



TENNIS: TIGHT SLAM BATTLES, ITF DRIVES BETTING GOLDMINE

2025 was an exciting Grand Slam season, with distinctive storylines for both the Men's and Women's tours. While Jannik Sinner and Carlos Alcaraz shared the major titles, cementing their rivalry as already one of the biggest in history, the WTA field remained wide open, producing four different champions. From a sportsbook perspective, the battle of the Slams resembled the women's tour more closely: a tight contest across events.

Slam	Avg. consumption per fixture
Wimbledon	80
US Open	79
French Open	77
Australian Open	76

ITF: BETTING'S NON-STOP ACTION

The ITF remained a major driver of sportsbook engagement in 2025. LSports Tennis Premium data shows it topped **2 million** ordered fixtures for the second consecutive year, with over **500,000** fixtures ordered each quarter. This steady demand underscores the ITF's strong appeal to bettors, offering a match-packed calendar.

TABLE TENNIS: FROM DARK HORSE TO NICHE POWERHOUSE

Table tennis is no longer sports betting's dark horse; it has become an essential asset for sportsbooks seeking 24/7 bettor engagement. In 2025, total fixture consumption exceeded **17 million**, with **14.5 million** coming from the top five leagues alone. **Here's how that breaks down:**

ESPORTS: SPORTS SIMULATIONS TAKE THE SPOTLIGHT

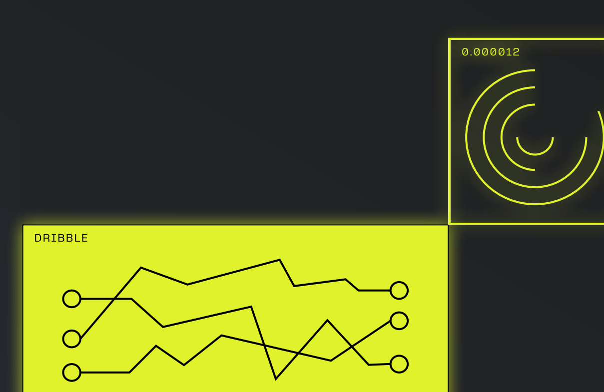
Following a year of consistent quarterly growth, esports finished 2025 as the second-fastest-growing sport, largely driven by the sports simulations vertical (sports-based esports). Spanning seven different sports, this segment grew **40%** in 2024 and **115%** over two years, solidifying its role as a key engagement driver, particularly among young bettors.

SPORTSBOOK DEMAND FOR SIMULATIONS

2023	7.2M
2024	11M
2025	15.5M

TOP 7 SPORT SIMULATIONS BY DEMAND

1	FOOTBALL
2	BASKETBALL
3	ICE HOCKEY
4	VOLLEYBALL
5	CRICKET
6	TENNIS
7	CHESS



BATTLE OF THE BOOKIES:
2025'S SPORTS COVERAGE SHOWDOWN

From off-calendar summer events to revamped formats for major football tournaments, 2025 kept operators on their toes, with over **6,500** leagues and events and nearly **700,000** fixtures worldwide.

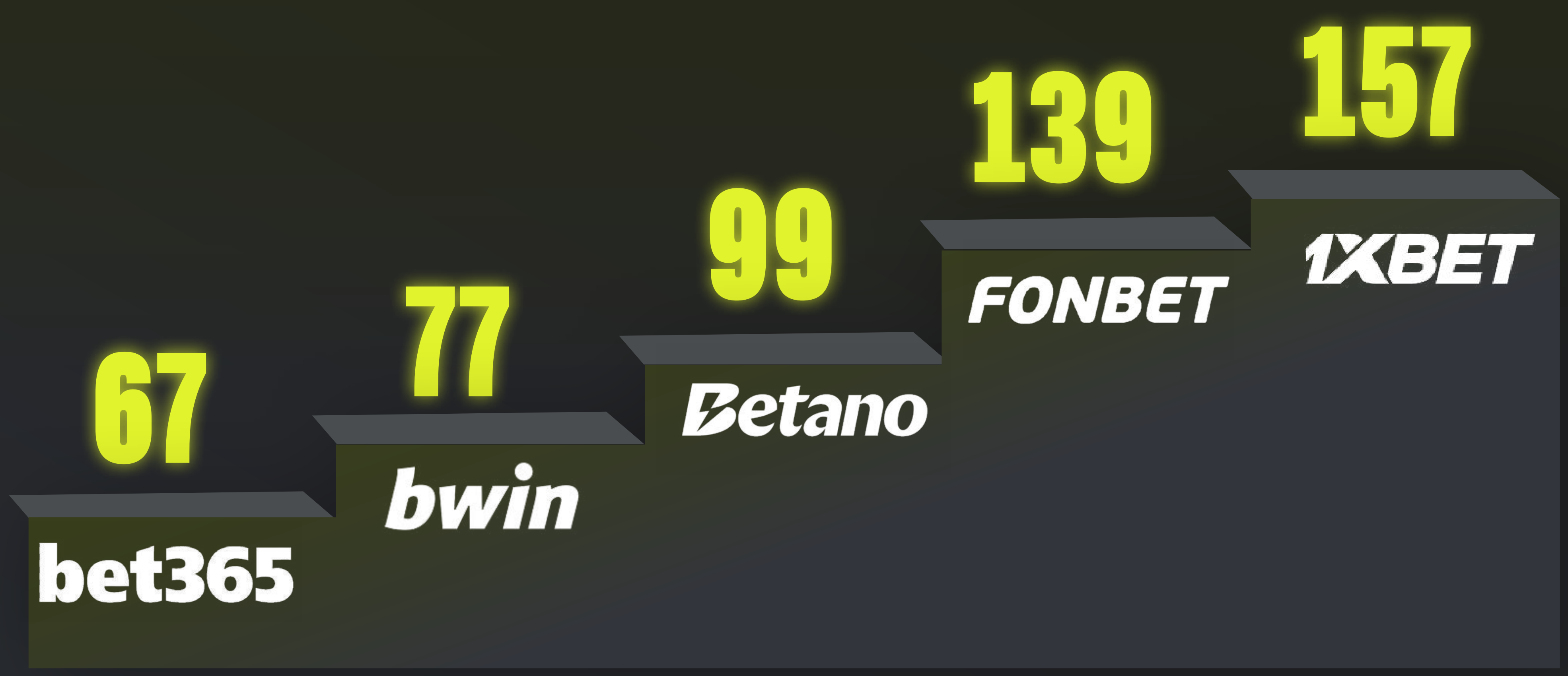
Based on benchmarking data from BOOST, LSports' real-time intelligence platform for sportsbooks, the following analysis shows how sportsbooks competed for market leadership, with two heavyweight operators at the top and others demonstrating relative strengths across regions and individual sports. Here is the complete breakdown.

MARKET COVERAGE MASTERS

1XBET DOMINATES EUROPE'S BIG-5

Across all five major European football leagues, the same five operators ranked in the top tier for unique market coverage. 1XBet set the benchmark for depth and consistency, leading each league individually and on average coverage.

AVERAGE ACROSS PREMIER LEAGUE, SERIE A, LIGUE 1, LA LIGA, BUNDESLIGA:



BET365 TOPS NORTH AMERICA'S BIG 4

Market coverage across the NFL, NBA, MLB, and NHL was led by a mix of global and regional operators. Bet365 emerged as the most consistent leader, while Fonbet, 1XBet, DraftKings, and FanDuel each excelled in specific sports, reflecting operator variation across North America's key markets.

TOP SPORTSBOOKS BY UNIQUE MARKET COVERAGE

NFL

bet365	79
PADDYPOWER.	50
FANDUEL	46
DRAFT KINGS	45
betway	42

NBA

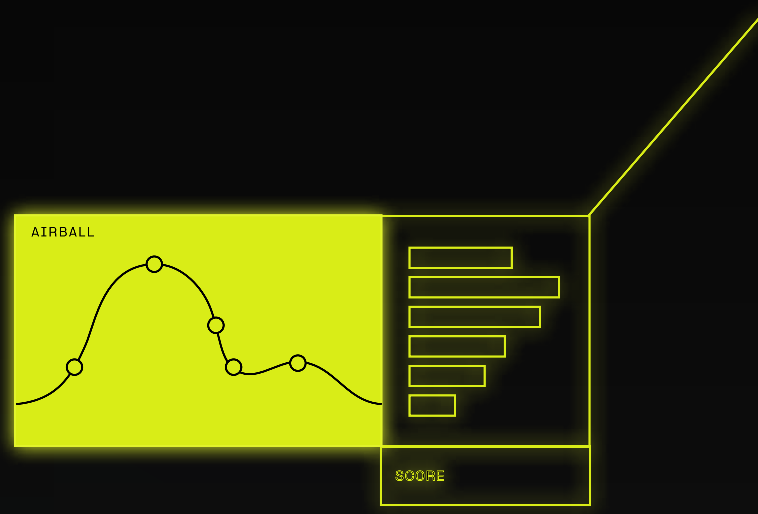
bet365	87
1XBET	59
MARATHON BET	56
FONBET	51
DRAFT KINGS	45

MLB

bet365	130
Betano	53
DRAFT KINGS	48
bwin	38
BETMGM	37

NHL

FONBET	85
1XBET	81
bet365	50
UNIBET	41
FANDUEL	40



SUMMER CLASHES

The 2025 off-calendar summer events saw fierce competition between 1XBet and Bet365, with the two giants splitting the top spots in market coverage for FIFA Club World Cup and EuroBasket 2025.

EUROBASKET

bet365	75
1XBET	67
MARATHON BET	56
FONBET	51
BETMGM	49

FIFA CLUB WORLD CUP

1XBET	158
FONBET	146
Betano	107
bwin	88
bet365	78

FIXTURE COVERAGE: 1XBET LEADS, SECOND PLACE HEATS UP

1XBet consistently ranks first in fixture coverage across sports, cementing its position as the most comprehensive operator. However, 2025 has shown that the battle for second place is fierce and shifts significantly by sport, with multiple operators excelling in different categories.

FOOTBALL

betsson	738K
Betano	634K
bet365	567K
FONBET	384K
dafabet	359K

TENNIS

1XBET	137K
FONBET	112K
bet365	109K
dafabet	93K
Betano	93K

BASKETBALL

1XBET	235K
betsson	177K
bet365	150K
FONBET	124K
MARATHON BET	100K

AMERICAN FOOTBALL

1XBET	2,172
bet365	2,164
bwin	1,874
PADDYPOWER.	1,844
PINNACLE	1,660

TABLE TENNIS

1XBET	655K
MARATHON BET	347K
FONBET	320K
SBOBET	316K
Betano	307K

ICE HOCKEY

1XBET	103K
FONBET	88K
MARATHON BET	47K
betsson	26K
SBOBET	26K

BASEBALL

1XBET	12K
FONBET	11K
bet365	10K
Betano	9K
BETONLINE	8K

2026: THE YEAR SPORTS BETTING REWIRES ITSELF

From prediction markets to AI-driven trading and hyper-personalization, 2026 promises transformative opportunities for operators, reshaping how sportsbooks engage players, manage risk, and monetize next-generation markets.

Prediction Markets: Automation and Innovation Ahead

The rising star of 2025 will continue to evolve rapidly. In 2026, prediction-market-style offerings will accelerate, driven by the need for ultra-fast live data. Automation and AI-driven pricing will reshape market-making, as data providers normalize complex, non-sports markets through unified settlement logic. Operators connected to these real-time feeds will set the benchmark for speed, scale, and accuracy.

World Cup 2026: The Data-Driven Spectacle

Every World Cup drives innovation in sports betting, and 2026 will be no exception. Operators that integrate granular micro-data—from in-game player metrics to live fan sentiment—will unlock hyper-dynamic markets. With the tournament hosted in North America, US betting demand will surge, prompting operators to rethink how they deliver markets, content, and engagement at scale.

M&A and Operational Efficiency: The Consolidation Wave

Profitability and brand power will drive a wave of mergers in 2026. Leading operators will target tech-driven efficiency—from smarter risk engines to AI-assisted trading. The most successful deals will combine complementary data capabilities, speed, and the ability to monetize next-generation markets faster than competitors.

AI in Risk and Trading: From Assist to Autonomous

AI will move from support roles to near-autonomous decision-making in risk and trading. In 2026, models will adjust odds, detect anomalies, optimize exposure, and manage trading in real time with minimal human input, giving operators lower latency, higher accuracy, and a clear edge in volatile markets.

Hyper-Personalization: The Netflixation of Betting

Player segmentation reaches a tipping point in 2026. Sportsbooks that mimic Netflix or Amazon, offering bespoke markets, content, and promotions, will outperform generic offerings. The future is a dynamic ecosystem that anticipates player behavior, personalizes engagement, and monetizes it at an individual level, rather than relying on one-size-fits-all solutions

TURN 2025 INSIGHTS INTO 2026 OPPORTUNITIES

Get a free, personalized consultation for your sportsbook, along with actionable insights drawn from our extensive dataset.

LET'S TALK

WHO WE ARE

LSports is a world-leading sports data solutions provider, setting the industry standard for accuracy and coverage. Powered by innovative technology, bulletproof data feeds, and tailored solutions, we help sportsbooks maximize profits, boost player engagement, and stay ahead of the competition.

With the industry's most extensive coverage—spanning more than 100 sports—we empower bookmakers at every stage of development to gain a competitive edge and serve every betting sector and demographic.

DELIVERING THE MOST COMPREHENSIVE COVERAGE IN THE MARKET

100+	23	15,000+	2,500	3M	CLOSE TO ZERO
SPORTS	ESPORTS	LEAGUES	MARKETS	FIXTURES	LATENCY

LSports