

Kambi

Sports Betting Trends Report

2025

Key industry trends from the home of premium sports betting solutions

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Welcome

Welcome to Kambi's 2025 Sports Betting Trends Report. The coming year is set to be a landmark one for sportsbooks, with an expanded World Cup driving global engagement and creating unique opportunities for operators worldwide.

The insights in this report are drawn from Kambi's extensive global partner network of more than 50 Turnkey Sportsbook operators and the 1.5bn+ bets taken annually, giving us a truly comprehensive view of the market ahead of such a crucial year. From the continued growth of bet builder to the increasing popularity of stats-based props markets, in the following pages you will discover some of the key trends shaping the sports betting market.

It would be remiss not to talk about AI – already a global technology disruptor which is set to fundamentally change the sports betting landscape too. At Kambi, we were an early adopter of AI and have been embracing its potential for a number of years, not least in enhancing our leading pricing and trading capabilities. Read on to see how AI is delivering faster, more accurate odds and enabling our partners to offer a premium experience at scale.

As the industry continues to evolve rapidly, this report aims to help you stay ahead in what promises to be an extraordinary year for sports betting. Thank you for reading, and here's to an exciting 2026.

Simon Noy,
SVP Trading, Kambi



2025 in review

Top markets on the Kambi network by region (2024 position)*

*by number of bets

| US and Canada | Most popular sports | Most popular events | Most popular events for first-time bettors |
|---------------|--------------------------|---|---|
| | 1. Basketball (1) | 1. Super Bowl LIX | 1. Super Bowl LIX |
| | 2. American football (2) | 2. AFC Championship Game | 2. Philadelphia Eagles vs Dallas Cowboys (Sep 2025) |
| | 3. Baseball (3) | 3. NFC Championship Game | 3. NFC Championship Game |
| | 4. Soccer (4) | 4. Buffalo Bills vs Baltimore Ravens (divisional round) | 4. Baltimore Ravens vs Detroit Lions (Sep 2025) |
| | 5. Tennis (5) | 5. The Masters | 5. Detroit Lions vs Green Bay Packers (Nov 2025) |

| Latin America | Most popular sports | Most popular events | Most popular events for first-time bettors |
|---------------|---------------------|---|---|
| | 1. Soccer (1) | 1. Champions League final | 1. Real Madrid vs Arsenal (Champions League QF) |
| | 2. Basketball (2) | 2. Brazil vs Colombia (World Cup qualifier) | 2. Champions League final |
| | 3. Tennis (3) | 3. Inter Milan vs Barcelona (Champions League SF) | 3. Genoa vs Fiorentina (Serie A) |
| | 4. Table tennis (5) | 4. Nations League final | 4. Brazil vs Colombia (World Cup qualifier) |
| | 5. Baseball (4) | 5. PSG vs Real Madrid (Club World Cup SF) | 5. Inter Milan vs Bayern Munich (Champions League QF) |

2025 in review

Top markets on the Kambi network by region (compared to 2024)*

*by number of bets

| Europe | Most popular sports | Most popular events | Most popular events for first-time bettors |
|--------|---------------------|--|---|
| | 1. Soccer (1) | 1. Grand National | 1. Grand National |
| | 2. Horse racing (2) | 2. Champions League final | 2. Arsenal vs Aston Villa (Premier League) |
| | 3. Ice hockey (3) | 3. Inter Milan vs Barcelona (Champions League SF) | 3. Brest vs Real Madrid (Champions League) |
| | 4. Tennis (4) | 4. Liverpool vs Manchester United (Premier League) | 4. Supreme Novices' Hurdle (Cheltenham Festival) |
| | 5. Basketball (5) | 5. Nations League final | 5. Festival Trophy Handicap Chase (Cheltenham Festival) |

Did you know?

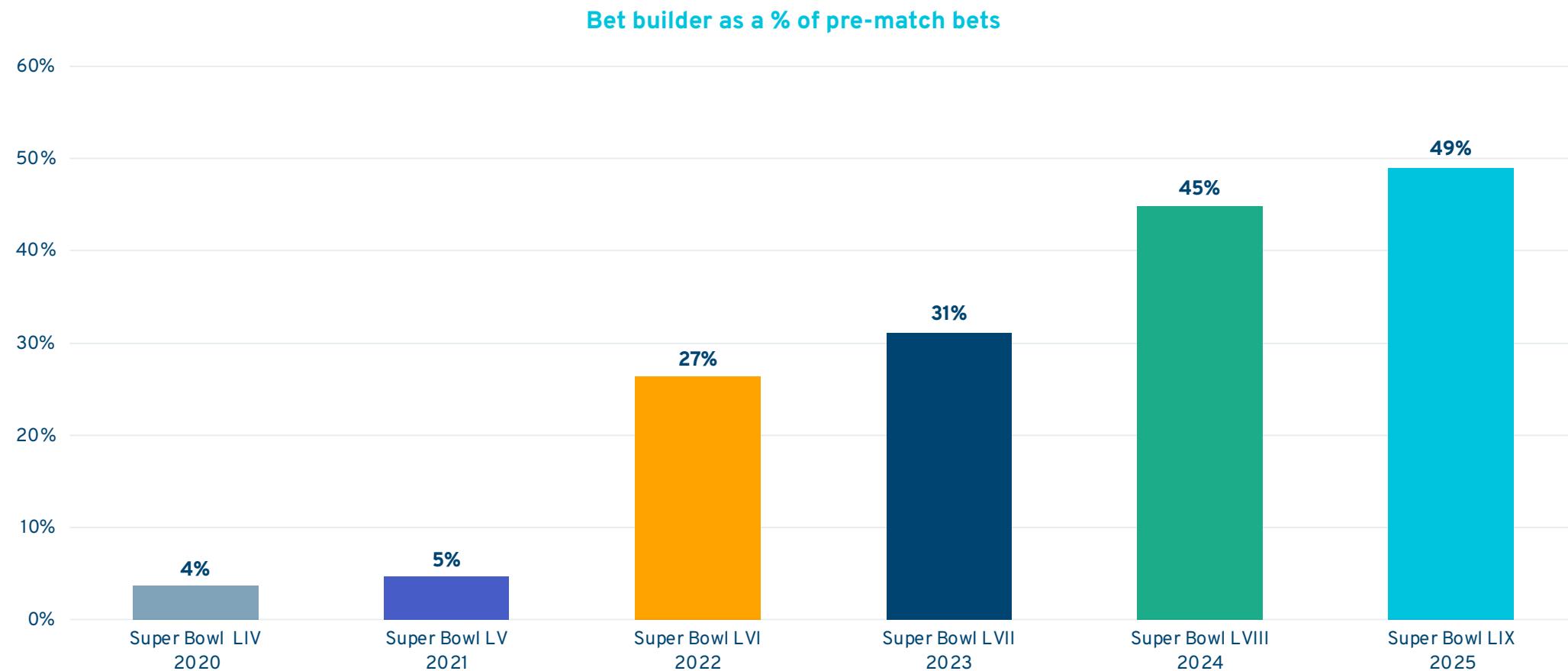
Table tennis was the eighth most bet on sport globally on the Kambi network in 2025, and the fourth most popular in-play

Grand National's wide appeal is illustrated by the fact 40% of bettors made it their only racing bet of the year

In Latin America, there were 18x the number of bets on soccer than on basketball in second place, highlighting the necessity to have a high-quality soccer offering in the region

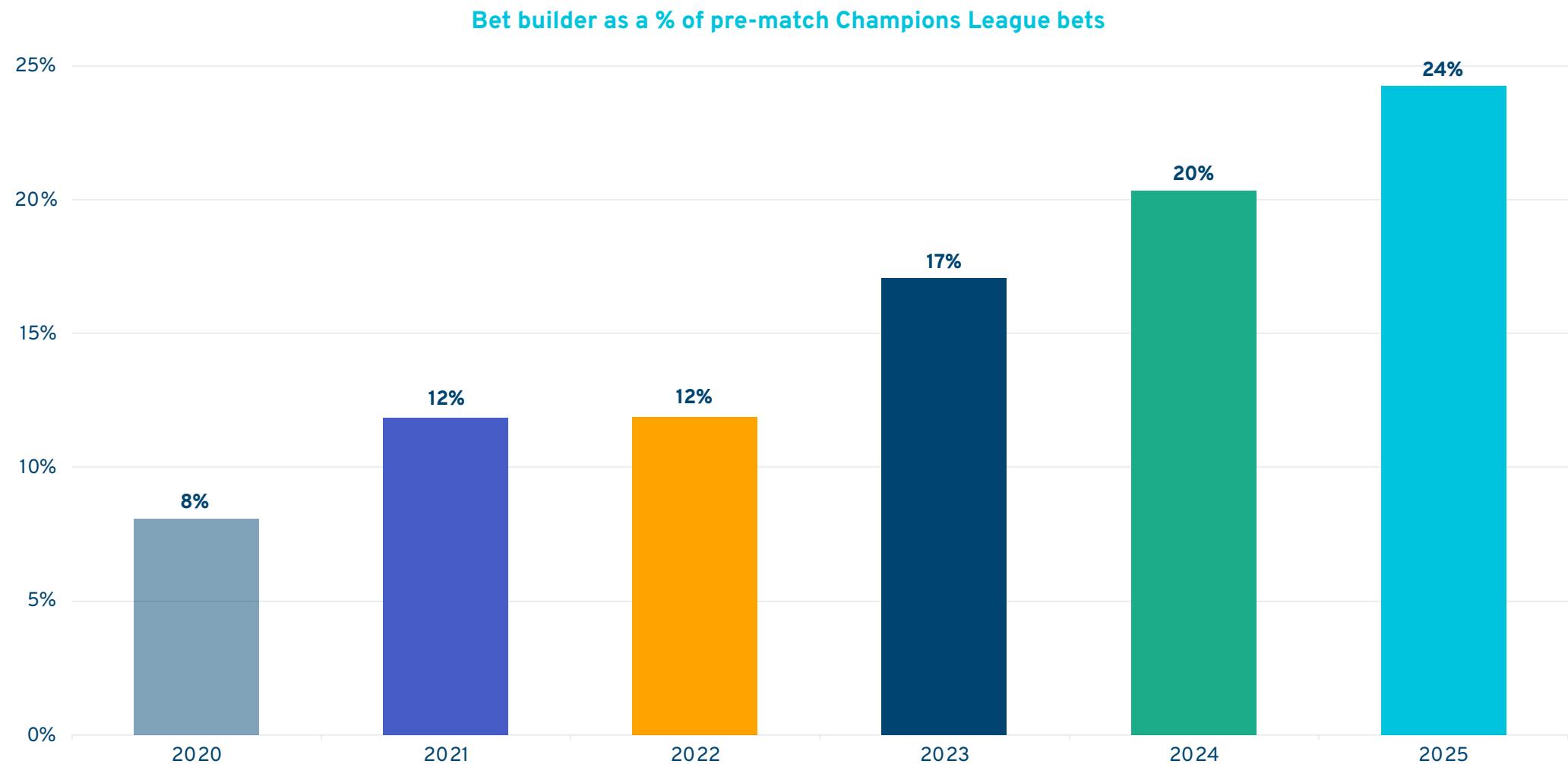
Bet builder

Few trends have fundamentally changed the sports betting landscape in recent years as much as bet builder. Kambi's product continues to evolve to meet bettor demand, with greater combinability being offered across games, leagues and sports, as well as the incorporation of more player props markets. The growth of bet builder, as yet, shows little sign of slowing down, as seen during Super Bowl LIX when almost half of all pre-match bets were bet builders.



Bet builder

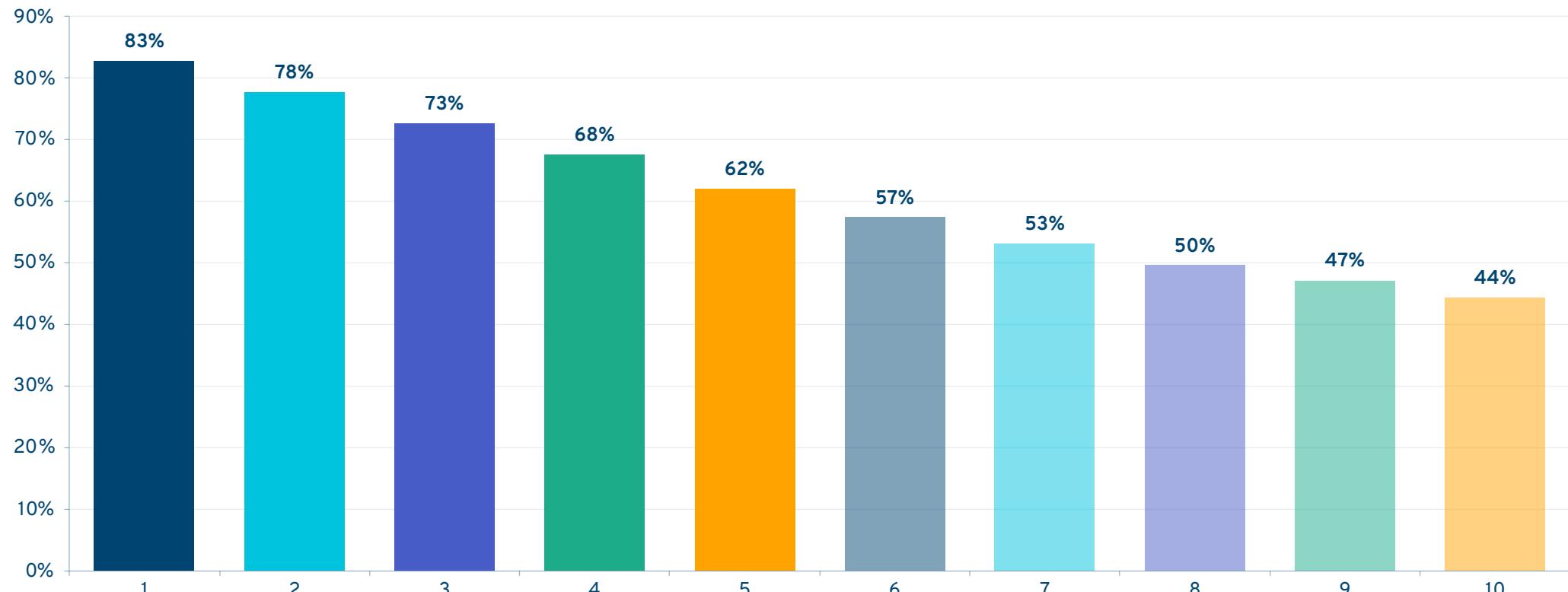
We also continue to see strong bet builder growth in top-tier soccer, as seen in the Champions League in recent years.



Bet builder

Not only do we see bet builder uptake continue to rise, but Kambi network insights also show how the product appeals with more engaged bettors. Using a behavioural value segmentation*, we see that 83% of the most engaged bettors placed at least one bet builder bet in 2025 compared to just 44% of the least engaged.

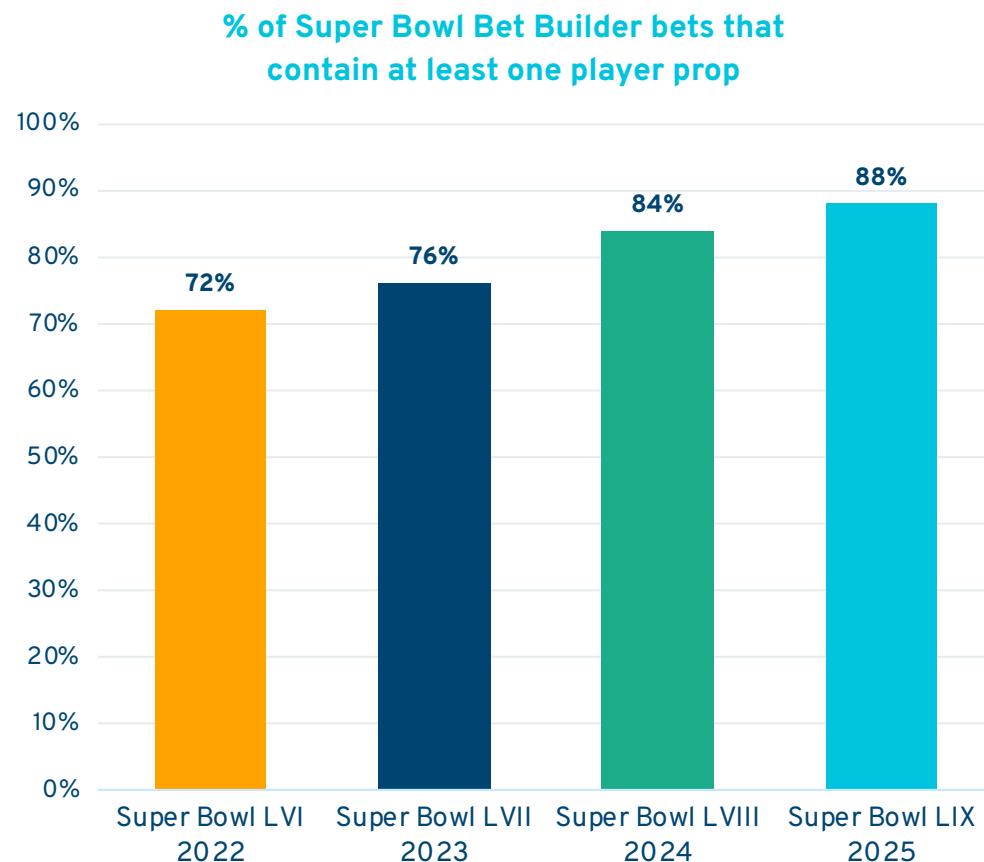
Average proportion of bettors using bet builder by value group (2025)



*bettors are segmented from 1-10 (with 1 being the most engaged group) based on recency, frequency and monetary criteria

Player props

Looking again at the Super Bowl, we can see just how much stats-based betting has grown in recent years, and continued to do so in 2025, with 88% of pre-match bet builder bets containing at least one player prop at Super Bowl LIX.



Most popular NFL markets so far this season*

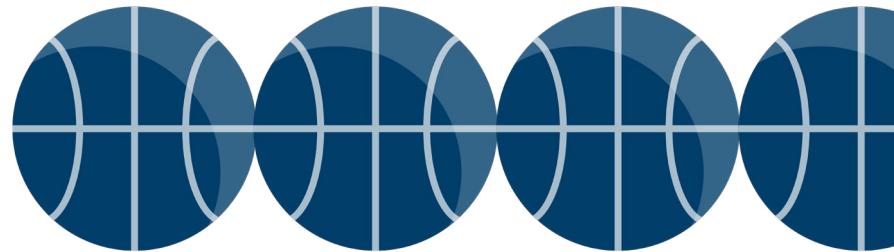
Player props have consolidated their position among the top markets, with 'touchdown scorer' keeping 'total points' out of the top three, and account for seven of the 10 most popular NFL markets (both pre-match and live).

1. Point spread (1)
2. Moneyline (2)
3. Touchdown scorer (3)
4. Total points (4)
5. More than X receiving yards by the player (-)
6. First touchdown scorer (9)
7. More than X rushing yards by the player (-)
8. More than X passing yards by the player (-)
9. Over/under receiving yards by the player (5)
10. Touchdown to be scored by the player (11)

Player props

Not only is betting on player props growing across the network, we also see that player props bettors are often more valuable than non-prop bettors as seen below during the 2024/25 NBA season.

An NBA player prop user...



... places **3.6X** as many **bets**



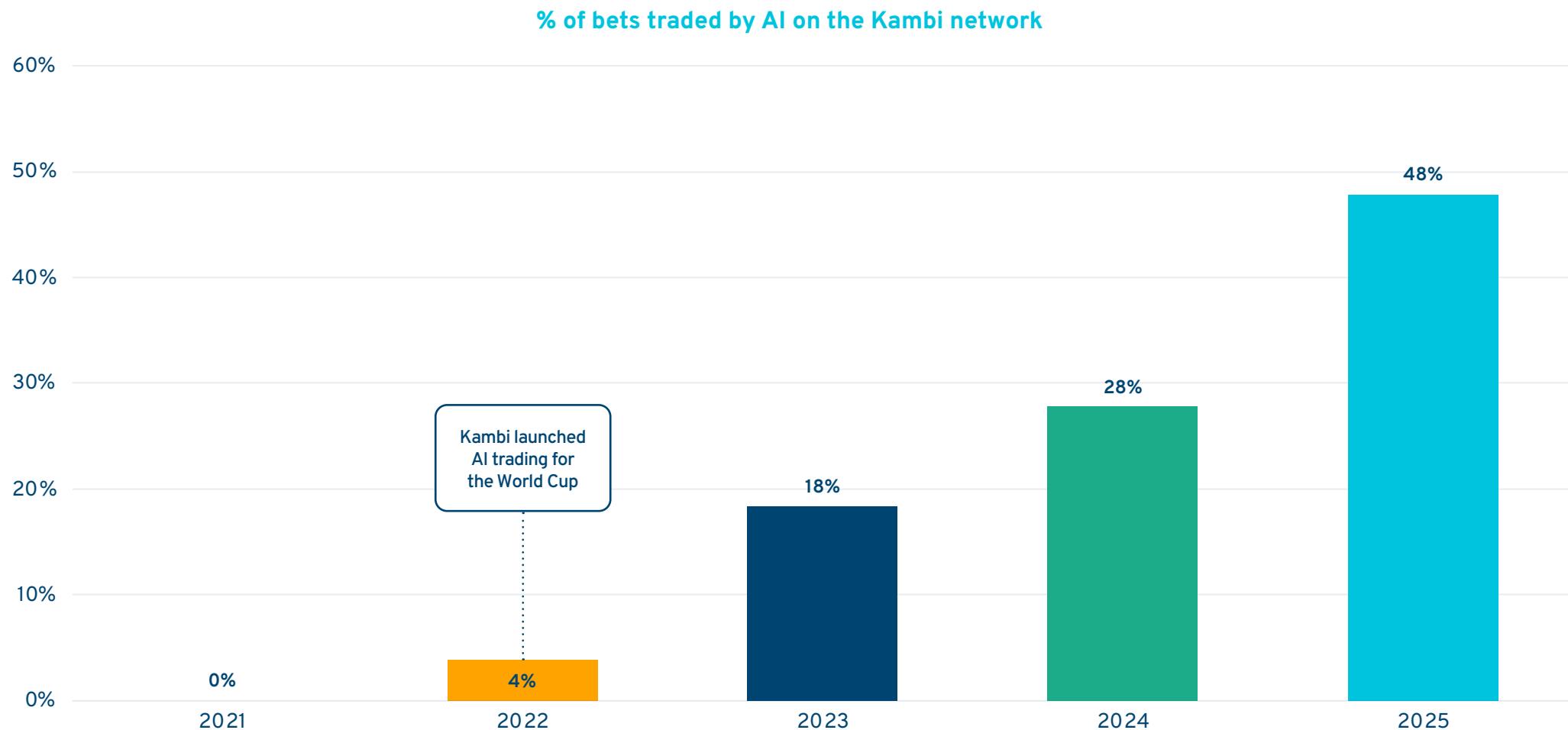
... generates **3.2X** as much **GGR**



... wagers on **2.9X** as many **games**

AI trading

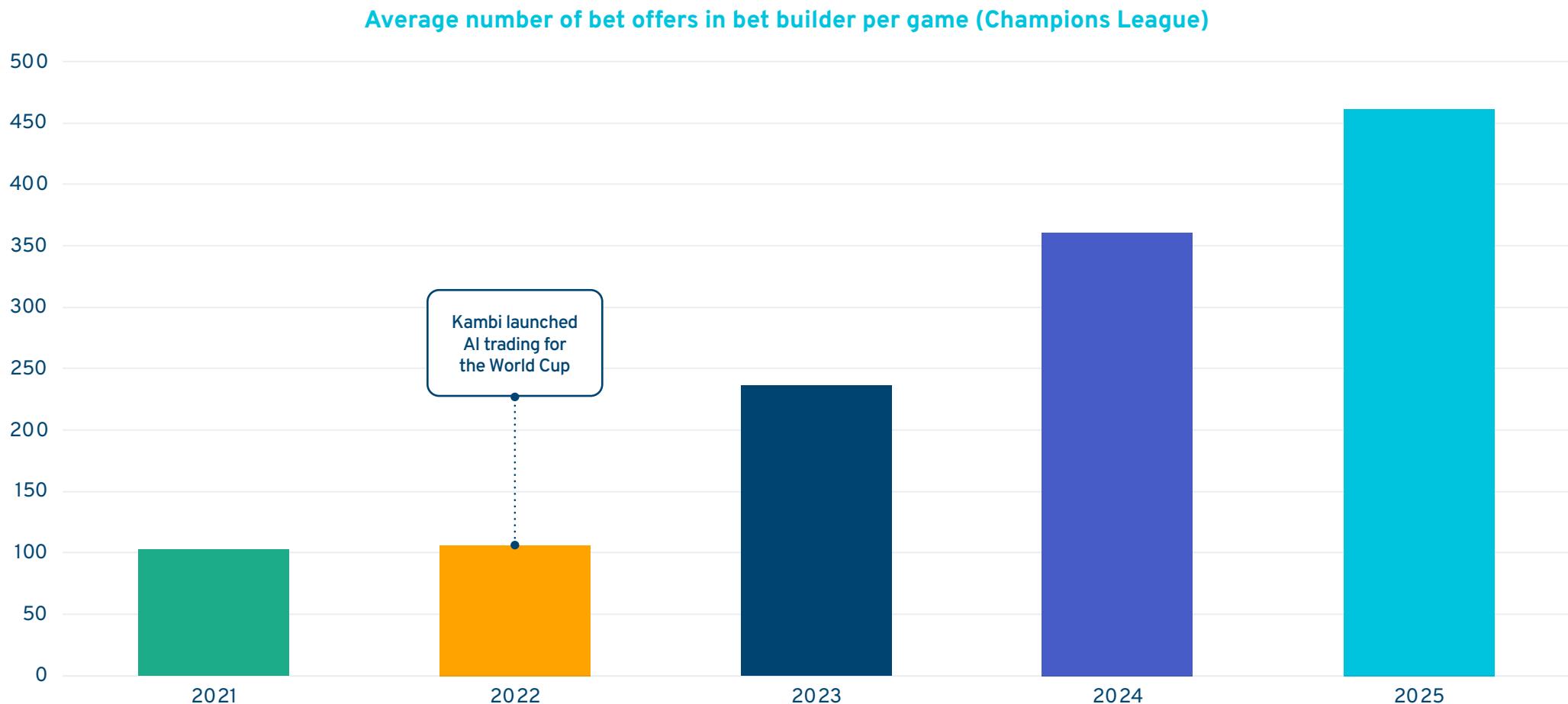
Across the industry, AI is transforming how sportsbooks operate, from marketing to personalised user experiences. At Kambi, we have leveraged AI for many years to deliver odds with unprecedented precision and speed of delivery through fully automated trading



AI trading

What impact has the roll-out of AI-powered trading had?

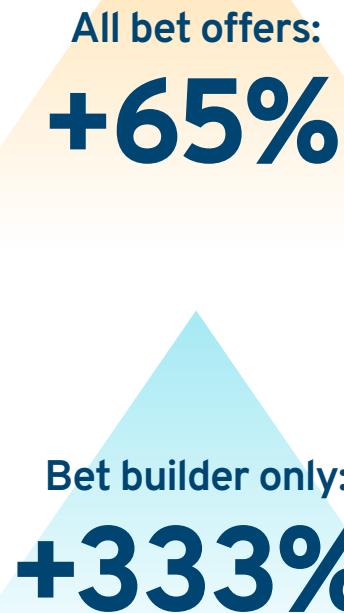
Not only is AI improving the quality of our pricing, it is also enabling Kambi to offer a far more expansive offering, especially within bet builder.



AI trading

AI has driven offering expansion across the whole of soccer, not just the top leagues. For example, since 2022, the number of bet offers have increased substantially on both the Dutch Eredivisie and English Championship.

Dutch Eredivisie

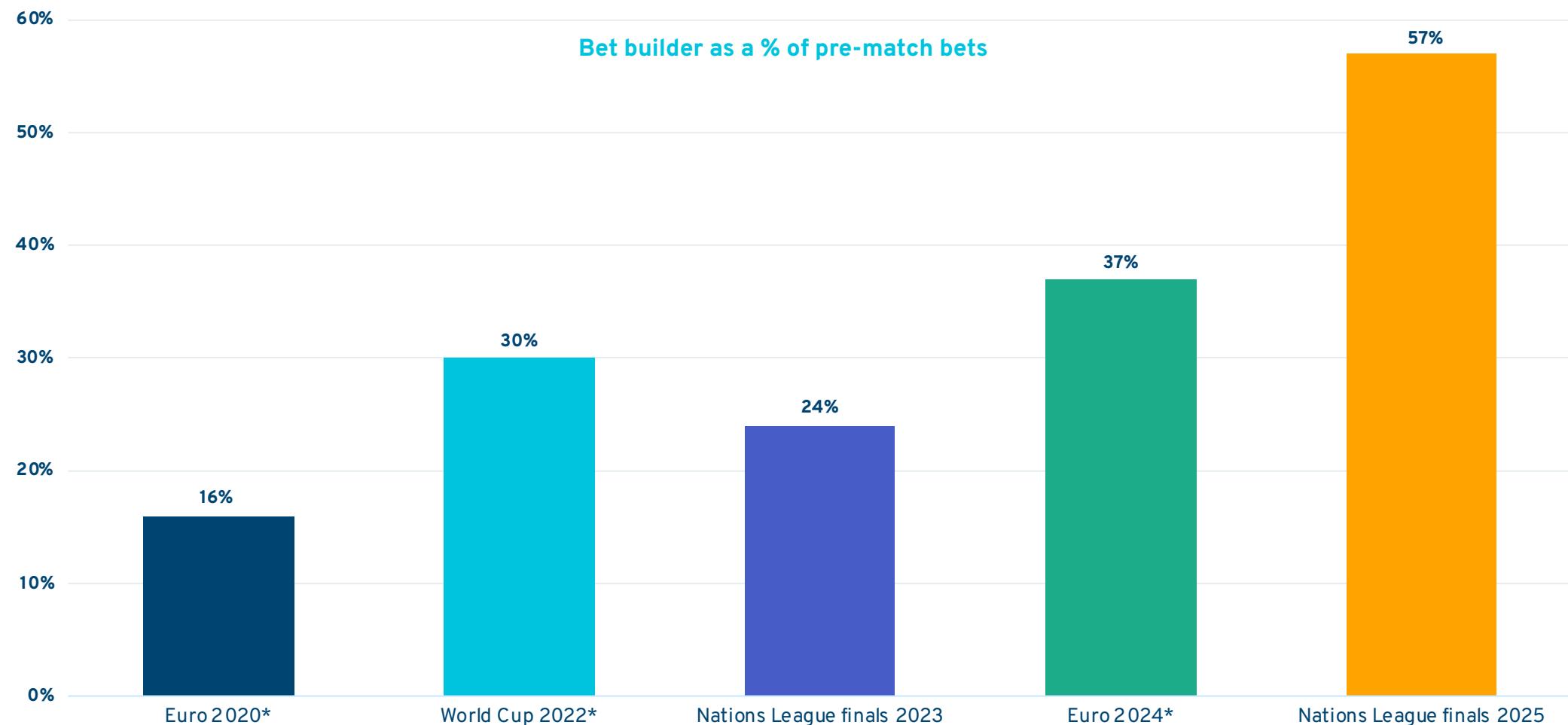


English Championship



International soccer

With the 2026 FIFA World Cup on the horizon, having an in-depth offering with a high level of combinability from start to finish during the tournament will be crucial for sportsbooks. Looking at the data below, we can see that bet builder betting during international soccer tournaments continues to grow.

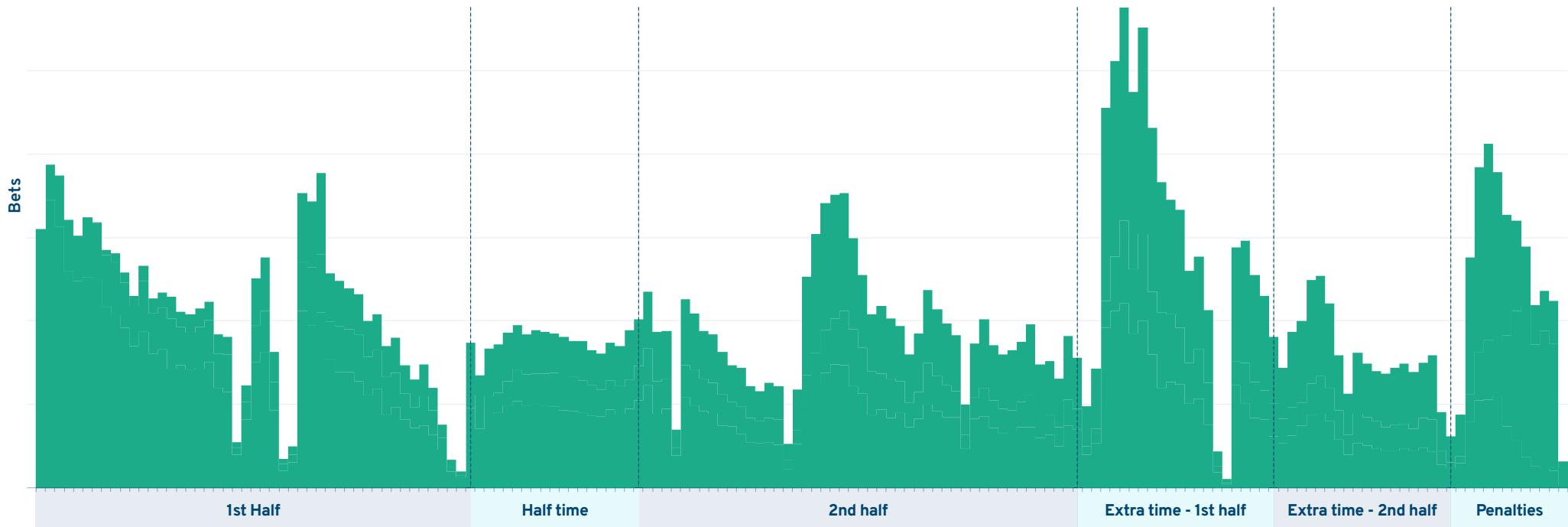


*quarter finals to final

International soccer

The new World Cup format will see the introduction of a new knockout round of 32, increasing the likelihood of seeing more games go the distance into extra-time and even penalties. Kambi has a market-leading offering for extra-time and penalties, with our product proven to drive extensive spikes in betting activity as we saw during the Nations League final between Spain and Portugal below.

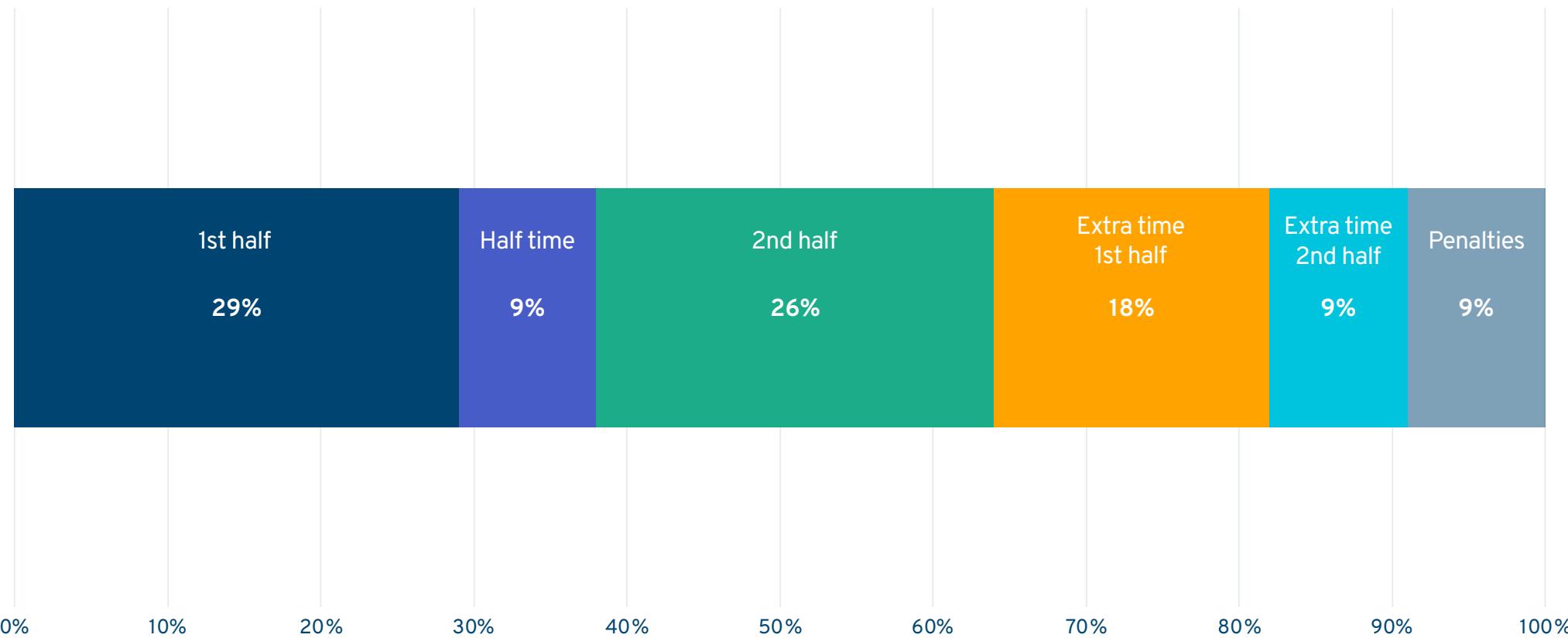
Bets per minute during the Nations League final



International soccer

The chart below further shows how extra time and penalties see such high activity. While extra time and penalties accounted for 32% of total match time, they accounted for 36% of all live bets and were also the periods of the match when player reactivation was at its highest.

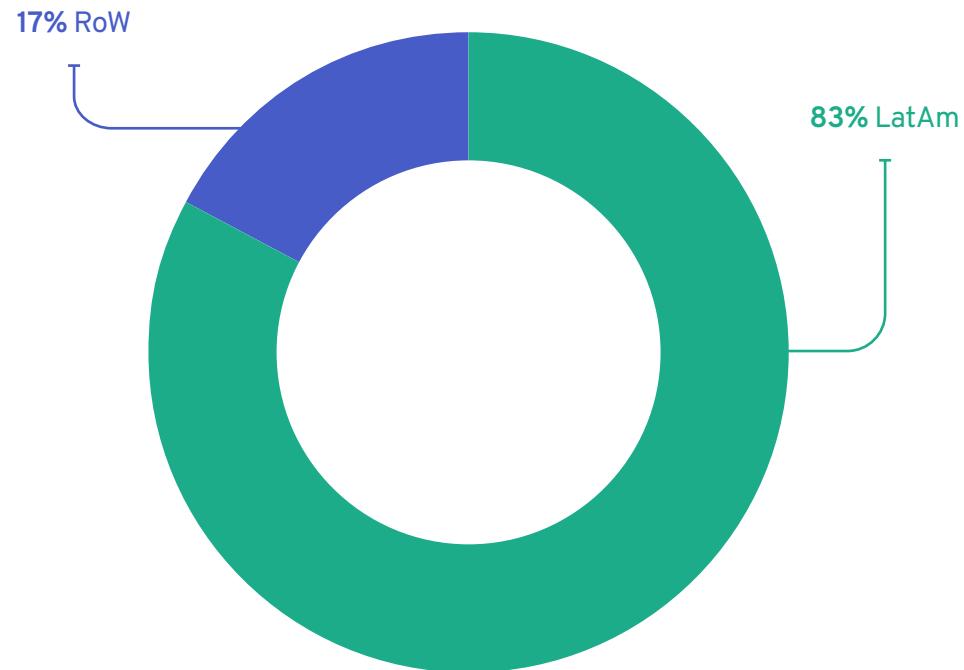
Split of live bets by match period during the Nations League Final



Club World Cup

The FIFA Club World Cup marked a big shift from the traditional seven-team format to a full 32-club competition, bringing with it more games and betting opportunities. As such, it did deliver some interesting results from a sportsbook perspective, particularly in Latin America. The tournament is held in higher regard across the region and really captured the imagination of bettors with major LatAm teams participating and kick-off times more in line with local times.

Geographic breakdown of Club World Cup bets



Did you know?

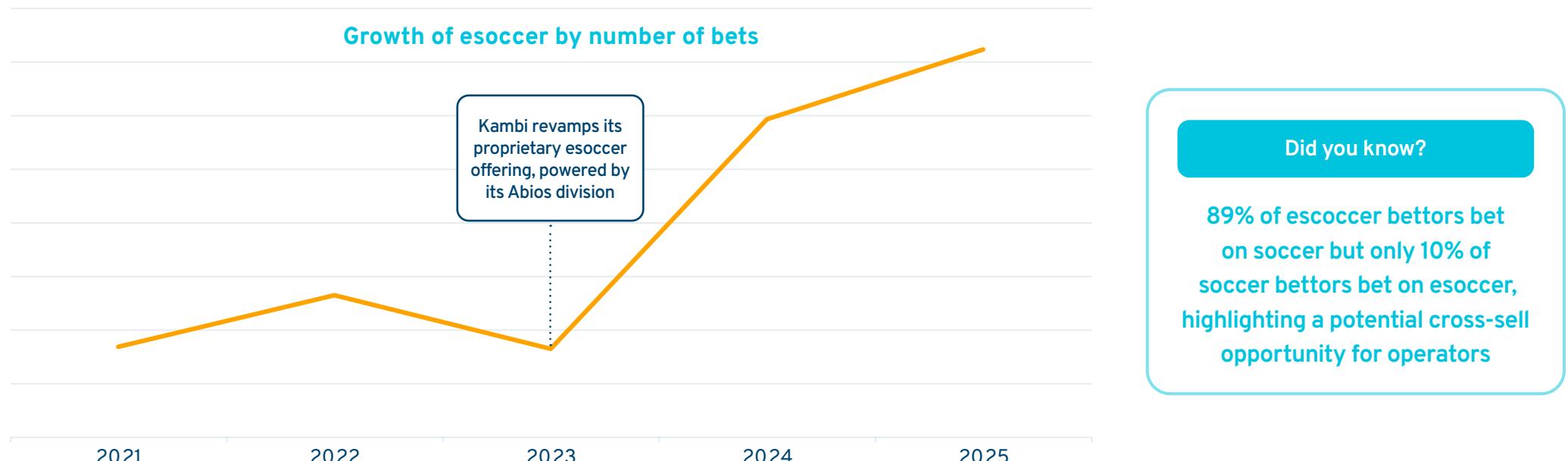
The Club World Cup was the largest tournament or league on the Kambi Network from June to August, although much smaller than the previous year's Euro 2024

On the other hand, while LatAm accounted for 83% of bets it only accounted for 73% of total number of bettors, with LatAm bettors placing 1.7x more bets per bettor than RoW.

Esoccer

In last year's Sports Betting Trends Report, we highlighted the explosive growth of esoccer on the Kambi network – a trend which maintained its upward trajectory in 2025, driven by an increase in the number of events and growing player engagement.

Esoccer enables sportsbooks to keep bettors engaged, enabling them to place bets even during off-season lulls or in the gaps between live matches. And with the World Cup on the horizon this year, that appetite for continuous soccer action looks only set to grow.



Esoccer's position on the Kambi network by number of bets compared to traditional sports (2024 position)

1. Soccer (1)
2. Horse racing (3)
3. Basketball (2)
4. Esoccer (4)
5. Tennis (5)