

Sports Betting Report

# THE BRAZIL GOLD RUSH

ONE YEAR POST-REGULATION:  
WINNERS. LOSERS. WHAT'S NEXT.

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## INDUSTRY VOICES BEHIND THIS REPORT



**MAGNHO JOSÉ**

President of the Brazilian Legal Gaming Institute (IJL) and Editor of BNLDData Portal with 30 years covering the sector.



**NEIL MONTGOMERY**

Founding and Managing Partner of Montgomery, and one of the most respected gaming lawyers in Brazil.



**CARLOS CARDAMA**

Co-founder of BIS SIGMA South America and Strategic Director for LATAM at SiGMA World.



**ED BIRKIN**

Managing Director of H2 Gambling Capital, the leading data and market intelligence consultancy in the global gambling industry.



**FERNANDO GARITA**

Gaming executive with 20+ years of experience in the global betting industry, with leadership roles across Latin America and Asia.



**LUIZ FELIPE MAIA**

One of Brazil's leading gaming lawyers, with 20+ years of legal experience.



**MARCELO MUNHOZ**

Data Protection Officer at Apostou.bet.br with 12+ years of legal experience in the gaming and betting sector.



**PEDRO FEITOSA**

Professional sports betting trader active in the market since 2009, and today one of the most influential tipsters in Brazil.



**ANAMARIA BACCI**

Journalist with 20+ years of experience in media and a specialist covering the iGaming and sports betting sector since 2021.



**DÉBORA ROMANOV**

Compliance and regulatory lawyer with almost 20 years of experience in corporate law, contracts, data protection and governance.

## GET TO KNOW THE BRAZILIAN BETTOR

### 30%+ ACQUIRED VIA SOCIAL MEDIA & INFLUENCERS

"Operators Had To Shift From Growth-First To Controls-First Marketing, Increasing Cost And Complexity."

*Luiz Felipe Maia*

### 3.5 ACCOUNTS PER PLAYER ON AVERAGE

"Brazilian Consumers Are Highly Sensitive To Promotions... Making Loyalty Harder To Build."

*Fernando Garita*

### 28% OF ACTIVITY STILL OFFSHORE

"Channelisation Will Only Improve If The Flow Of Money To Illegal Operators Is Fully Cut."

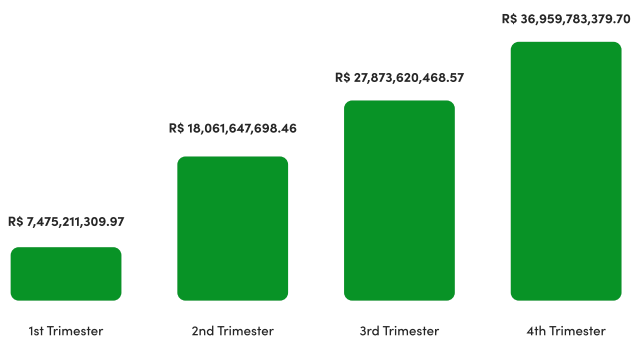
*Neil Montgomery*

### ~10% OF SPEND ON FUTSAL

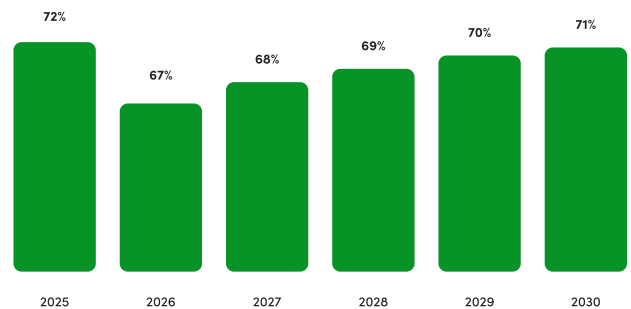
"Brazilian Bettors Are Analytical And Highly Engaged With Local Sports Dynamics."

*Pedro Feitosa*

## QUARTERLY GROWTH OF BRAZIL'S SPORTS BETTING GGR IN 2025



## PROJECTED CHANNELISATION OF BRAZIL'S MARKET UNTIL 2030



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## WHAT YOU'LL DISCOVER



Market Expectations Vs  
Reality After Regulation



How Brazilian Players  
Actually Behave



Regulatory Developments  
Shaping The Market



Enforcement And  
Channelisation Challenges



How The 2026 World Cup Will  
Test The Market's Maturity



The Outlook For The Next  
Phase Of The Industry

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