



## Online Gambling Quarterly Report – Spring 2026 Edition

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

Q1/2026 analyses incl. Q4/2025 financial data

London/Munich, March/April 2026

## 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 - Spring 2026 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:

- **Eastern European focus** – Many analyses in the Spring 2026 Edition have a specific focus on key markets in Eastern Europe.
- **Strategic issues** – Strategic topics, such as overall industry climate, trends, stock market development, ...
- **Financial benchmarks** – Quarterly (Q4/2025) 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

### Financial Figures and KPIs

- Total revenue
- Betting revenue
- Casino revenue

### Marketing Analyses

- Marketing cost benchmark
- Social marketing benchmarks – Eastern European focus
- SEO benchmarking – Eastern European focus
- Affiliate marketing benchmarking – Eastern European focus

### Product Analyses

- Live/in-play betting analysis
- Betting offers – Eastern European focus
- Casino games/offers – Eastern European focus

### Methodology

## List of mentioned/analyzed companies

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Acroud	Gaming Corps
Angler Gaming	Genius Sports Betting
Bally's Interactive N. America	Gentoo Media
Bally's Intralot B2C	Hacksaw
BetMakers	Inspired Interactive
BetMGM	Kambi
Betsson	Light and Wonder iGaming
Better Collective	Lottomatica
Betway	Penn Interactive Gaming
Bragg	Raketech
Caesars Digital	Rush Street Interactive
Catena Media	SciPlay
Codere Online	Scout Gaming
Denmark total	Spain total (DGOJ)
DraftKings	Spin
Entain Group Online	Sportradar
Entain UK & Ireland Online	Super Group
Evolution	Svenska Spel
Flutter Asia Pacific	Zeal
Flutter Brazil	...
Flutter International	
Flutter UK & Ireland	
Flutter US (FanDuel)	
Gambling.com	

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## About authors and contact information

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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