



INCIDENCE OF ILLEGAL BETTING IN BRAZIL

JUNE/2025

INSTITUTO
LOCO
MOTIVA



QUANTITATIVE RESEARCH

Methodology



Self-filling
online research

Sample



2,000
Interviews

Coverage



National

Profile



Women



Men

People who placed
sports bets or online
casinos bets in 2025

Margin of error

2.2 P.P.

Field time

April and May
2025



THE RESEARCH HAS IDENTIFIED
THAT **BETTOR**S THEMSELVES
RECOGNIZE **DIFFICULTIES** TO
IDENTIFY/CHECK IF THE
PLATFORMS WHERE THEY BET
ARE REGULARIZED OR NOT

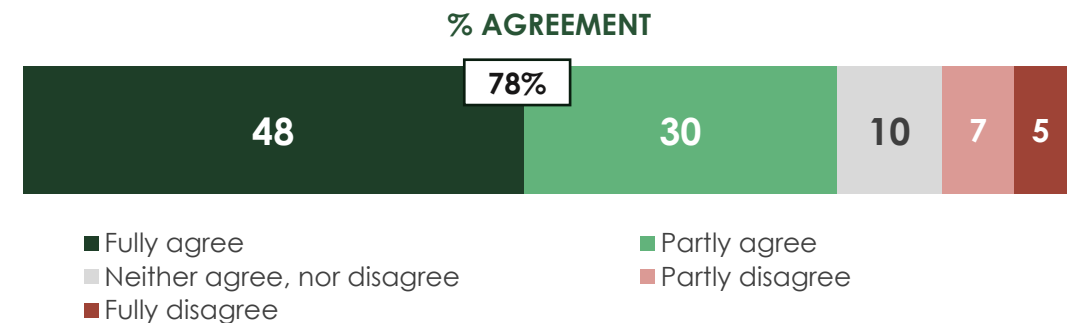


Among the bettors interviewed

78%

recognize that it is difficult for the average user to know for sure which platforms are regularized, and which are not.

Women: 84%



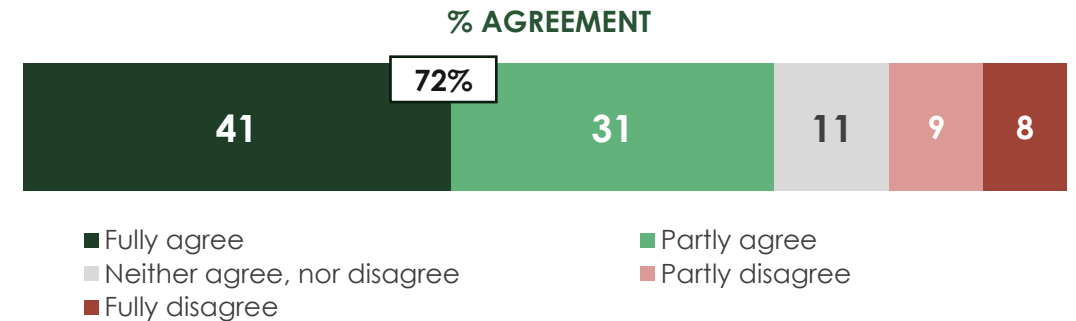
Among the bettors interviewed

72%

are not always able to check all the details of the betting platforms they use to know whether they are regularized or not.

Women: 84%

Elementary: 76%





APPROACHES ADOPTED TO ESTIMATE THE PROPORTION OF BETTORS ON IRREGULAR PLATFORMS

1. LIST OF IRREGULAR PLATFORMS USED

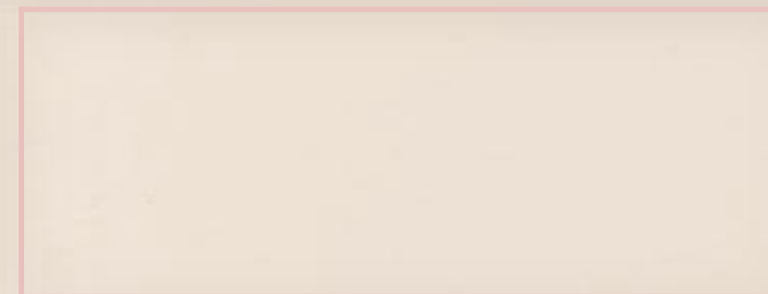
2. DECLARED INFORMAL BEHAVIORS IN ONLINE BETS

ESTIMATE OF BETTORS WHO USED IRREGULAR PLATFORMS AND ADOPTED INFORMAL PRACTICES IN 2025



APPROACHES ADOPTED TO ESTIMATE THE PROPORTION OF BETTORS ON IRREGULAR PLATFORMS

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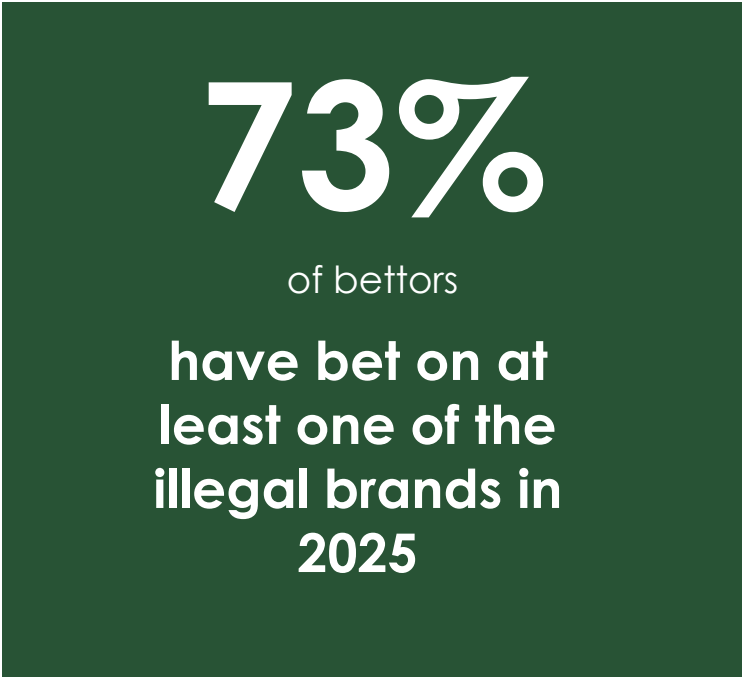




CONSIDERING THE **LIST** OF
THE **MAIN ILLEGAL**
PLATFORMS OPERATING IN
BRAZIL, **3** **OU** **OF** **4** **BETTORS**
ADMIT HAVING **BET** IN **AT**
LEAST ONE OF THEM IN 2025

73% OF BETTORS DECLARE THEY HAVE USED ANY OF THE ILLEGAL PLATFORMS IN 2025

% BET ON AT LEAST ONE OF THE ILLEGAL STIMULATED BRANDS IN 2025



Penetration by bettor profile

Men	70%
Women	77%
18 to 29 years old	83%
30 to 49 years old	68%
50 years old +	68%
Up to 2 MW	77%
From 2 to 6 MW	69%
6 MW +	68%
North	79%
Northeast	75%
Midwest	82%
Southeast	70%
South	69%

List of illegal platforms considered: AA Jogo, AmuletoBet, BestBet!, Bet Fácil, Bet7, Betfiery, Betkwiff, Betmotion, BetPet, Betsat, BetVictor, Betwinner, Bingo at Casa, BK8, Bodog, Campeonbet, Campobet, CCBet1, DP Sports, Estadium, Firevegas, Fivebet, Frenzino.io, Fun88, Ganhabet, GGbet, Headsbet, HotSlots.io, ICE Casino, JQK Bet, Leon, Lollybet, Marjosports, Megapari, Melbet, Moana Casino, Nalu Casino, OhMyZino, Ox777 or 777ox, Pagbet, Place of Game, PlatinCasino, PlayFortuna, PlayGreen, PlayPix, Primebetz, Principalbet, Propolis.bet, Rabona, Rico Win, Rio Play, Rivalry, Skolpg.Bet, Slottica, Sportaza, Stratus.bet, VidaVegas, Whale.io, Wild7, Winz.io, Zepbet, 1win, 1Xbet, 20bet, 777slot, 9f77777



APPROACHES ADOPTED TO ESTIMATE THE PROPORTION OF BETTORS ON IRREGULAR PLATFORMS

2. DECLARED INFORMAL BEHAVIORS IN ONLINE BETS



**IN ADDITION TO THE LIST OF
BRANDS, INFORMAL BETTING
PRACTICES ASSOCIATED WITH
THE OPERATION OF IRREGULAR
PLATFORMS WERE ALSO
INVESTIGATED.**

78% OF BETTORS REPORT BETTING BEHAVIORS HIGHLY LIKELY TO REPRESENT ILLEGAL PLATFORMS

% OF THE WAY THEY BET IN 2025

Informal practices

Placed bets on sites that did NOT
require facial recognition



62

Made deposits on online betting
platforms via credit card



44

Made deposits on online betting
platforms via crypto assets



28

78%

answered yes to
at least one of the
options



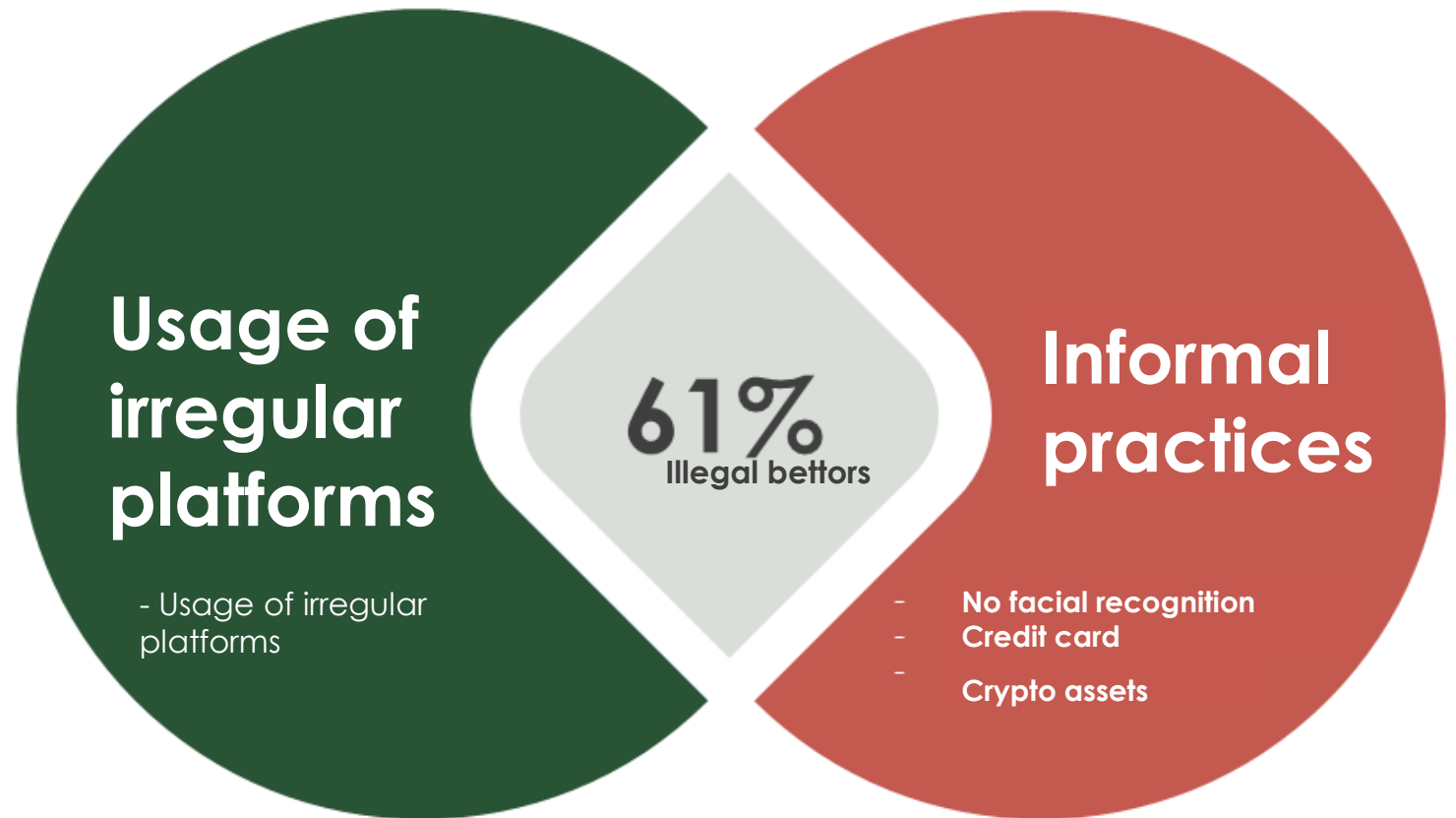
APPROACHES ADOPTED TO ESTIMATE THE PROPORTION OF BETTORS ON IRREGULAR PLATFORMS

1. LIST OF IRREGULAR PLATFORMS USED

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ESTIMATE OF BETTORS WHO USED IRREGULAR PLATFORMS AND ADOPTED INFORMAL PRACTICES IN 2025

FROM THE
**COMBINATION OF
INFORMATION ON
USAGE OF IRREGULAR
PLATFORMS AND
INFORMAL PRACTICES,**
IT IS ESTIMATED THAT
**61% OF BETTORS MADE
AT LEAST ONE ILLEGAL
BET IN 2025**



List of illegal platforms considered: AA Jogo, AmuletoBet, BestBet!, Bet Fácil, Bet7, Betfiery, Betkwiff, Betmotion, BetPet, Betsat, BetVictor, Betwinner, Bingo at Casa, BK8, Bodog, Campeonbet, Campobet, CCBet1, DP Sports, Estadium, Firevegas, Fivebet, Frenzino.io, Fun88, Ganhabet, GGbet, Headsbet, HotSlots.io, ICE Casino, JQK Bet, Leon, Lollybet, Marjosports, Megapari, Melbet, Moana Casino, Nalu Casino, OhMyZino, Ox777 or 777ox, Pagbet, Place of Game, PlatinCasino, PlayFortuna, PlayGreen, PlayPix, Primebetz, Principalbet, Propolis.bet, Rabona, Rico Win, Rio Play, Rivalry, Skolpg.Bet, Slottica, Sportaza, Stratus.bet, VidaVegas, Whale.io, Wild7, Winz.io, Zepbet, 1win, 1Xbet, 20bet, 777slot, 9f77777

THE INCIDENCE OF BETTING ON ILLEGAL PLATFORMS IS HIGHER AMONG YOUNGER BETTORS



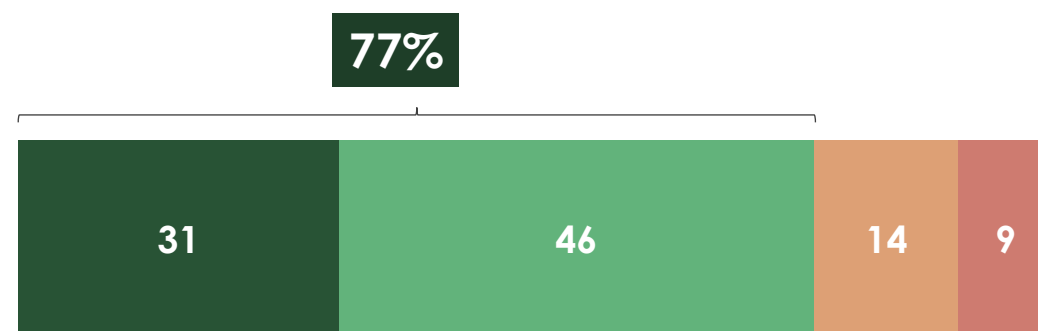
Total		Gender		Age			Household income			Region				
Total		Men	Women	18-29	30-49	50 +	Up to 2 MW	From 2 to 6 MW	6 MW +	North	Northeast	Midwest	Southeast	South
61%		60%	62%	69%	58%	57%	63%	59%	59%	66%	61%	71%	60%	54%

MW: Minimum wage in 2025: BRL 1,518 per month

**AMONG THOSE WHO
HAVE BET ON THE
ILLEGAL MARKET IN
2025, 77% DECLARE
THAT ILLEGAL
PLATFORMS WERE THE
ONLY OR MAIN
DESTINATIONS OF THEIR
BETS**

**% AWARENESS ABOUT THE LEGAL SITUATION OF THE
PLATFORMS YOU BET ON IN 2025**

(Among the 61% who placed bets on the illegal market)



- These are the ONLY platforms I bet on
- These are the platforms where I make MOST of my bets, but I also bet on other platforms
- These are the platforms where I make approximately HALF of my bets
- These are the platforms where I make the LEAST of my bets



DEMANDS FROM BETTORS REGARDING IRREGULAR PLATFORMS

Among bettors

87%

agree that the government
must combat irregular
betting platforms

Illegal market bettors: 86%



% AGREEMENT



■ Fully agree
■ Neither agree, nor disagree
■ Fully disagree

■ Partly agree
■ Partly disagree



MAIN RESULTS

Summing up...

Most bettors had contact with the illegal betting market in 2025

61%

of bettors used at least one irregular platform in 2025 and declared at least one informal practice when betting

Bettors admit they have difficulty differentiating between irregular and regular platforms

78%

of bettors recognize that **it is hard for the regular user** to know for sure **which platforms are regularized**, and which ones are not

72%

of bettors **not always can check all the details** of the betting platforms they use to know if they are regularized or not

Bettors support monitoring and combating illegal platforms

87%

of bettors believe that the government must combat irregular betting platforms

Among those who bet on the illegal market, they are **86%**



THANK YOU!

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