

# Brazilian Female Gamblers – Profile, Tastes & Market Impact



ENV Media examines the **profile**\* of Brazilian female gamblers, who are increasingly active in both casino games and sports betting.

We explore their betting **habits, knowledge, preferences** and how they **engage** with various gaming platforms.

\* active online casino and sports bettors in Brazil, original survey data

# Who are the Brazilian Female Gamers?

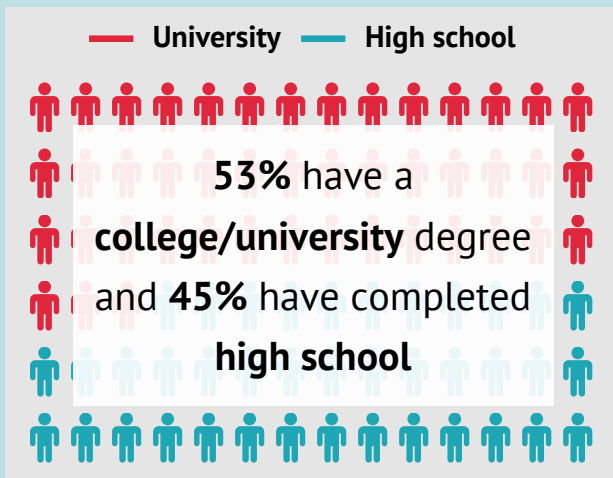
Several rounds of surveys have shown that women are just as well represented as men, even exceeding their activity in gaming niches besides sports.

## Age and Location

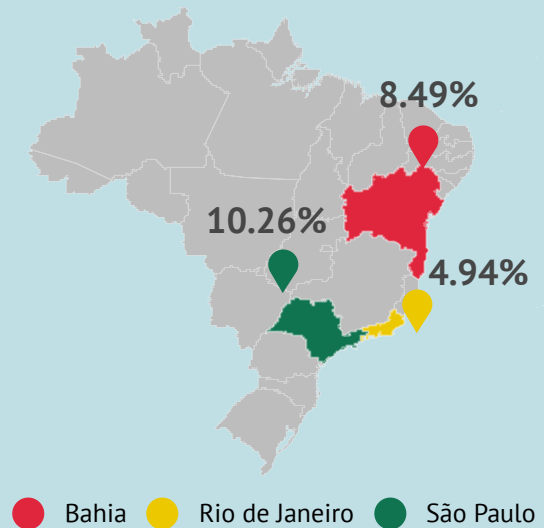


well-educated!

## Education Levels



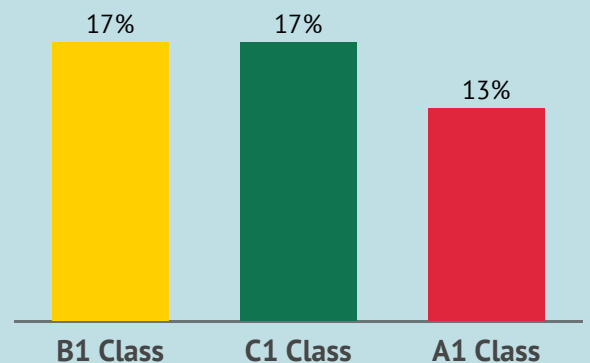
## Female Gamblers by State in Brazil



## Socioeconomic Classes

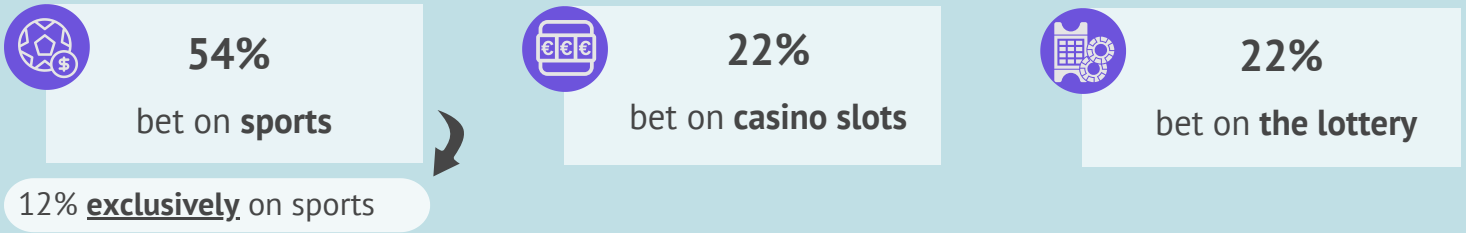
Female gamers are all across the societal spectrum

Half are middle class!



# Betting Preferences

## Favorite Real-Money Games



## Frequency and Budget

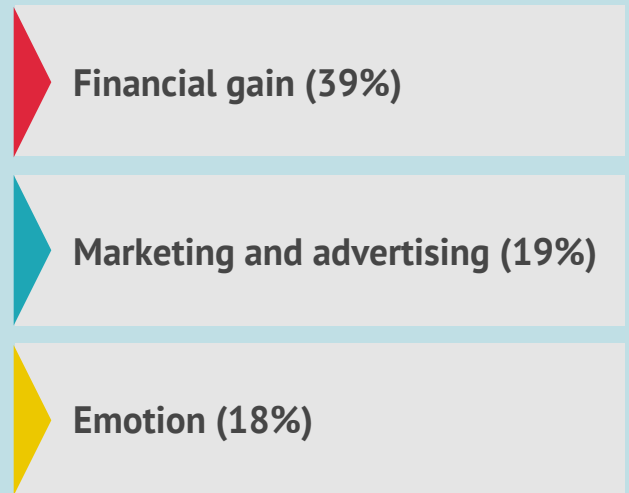


40% of the female gamers wager **weekly**.



28% spends **up to R\$100,00** per week

## Motivation for betting



## Top Sports and Competitions

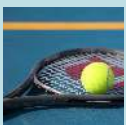
### Top Sports Women Gamble on



Football (65.0%)



Basketball (15.9%)



Tennis (13.8%)

### Most Popular Football Leagues



Brasileirão Série A (37%)



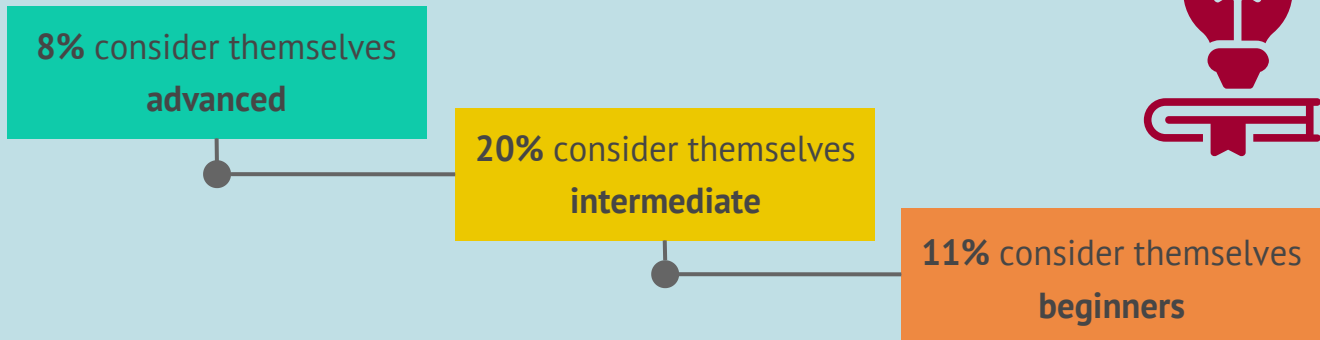
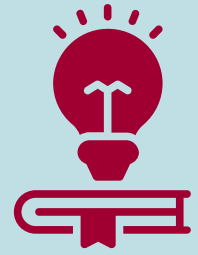
Premier League (8.5%)



La Liga (7.4%)

# Expertise and Knowledge

## Sports Betting Knowledge & Preparation



## Understanding of odds and terminology



- ➔ 52% have **some understanding** of probabilities, 26% know them **perfectly**
- ➔ 85% have a clear understanding of **single bets**, indicating strong **base-level knowledge**
- ➔ 48% don't know or use **accumulator bets**

## Preparation



11% research for **30 minutes to 1 hour** before betting

56% place bets **both before** and **live** during games

## Gambling Info Sources

### Sources of Betting Insight



- Sports news (20%)
- Knowledge and intuition (19%)
- Friends and family (16%)

### Learning about online gambling



20% watch tutorial videos on **YouTube**



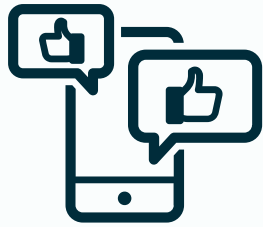
17% consult **friends** or **relatives** for betting tips



14% have learned from **betting platforms**

# Online Gambling Platforms

## Discovery Channels for New Gambling Sites



24% of female players discover new betting sites through **Social Media**

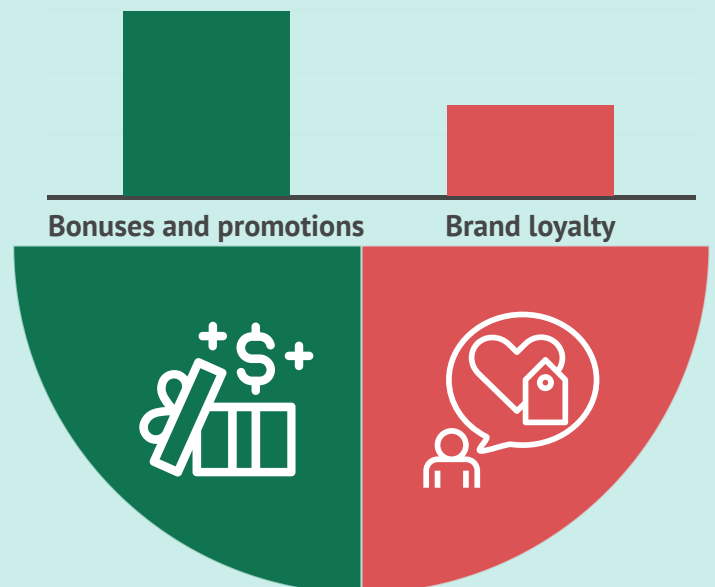


31% come across **online ads**

## Picking an Online Gambling Platform

30% look for **promotions** and **bonuses**

13% consider **brand loyalty** as the main concern



# Main Takeaways



Although women entered the real-money gaming space later, their **betting expertise** is **on par** with **men's**.



Most female online casino and sports bettors are aged **18 to 29**, hold a **college degree** and belong to the **middle class**.



Active female gamers place bets **weekly**, with **financial gain** as their main motivation. Most are drawn to platforms offering good **bonuses and promotions**.



**Football** is the top preference among female bettors, with **Brasileirão Série A** as the most popular league.