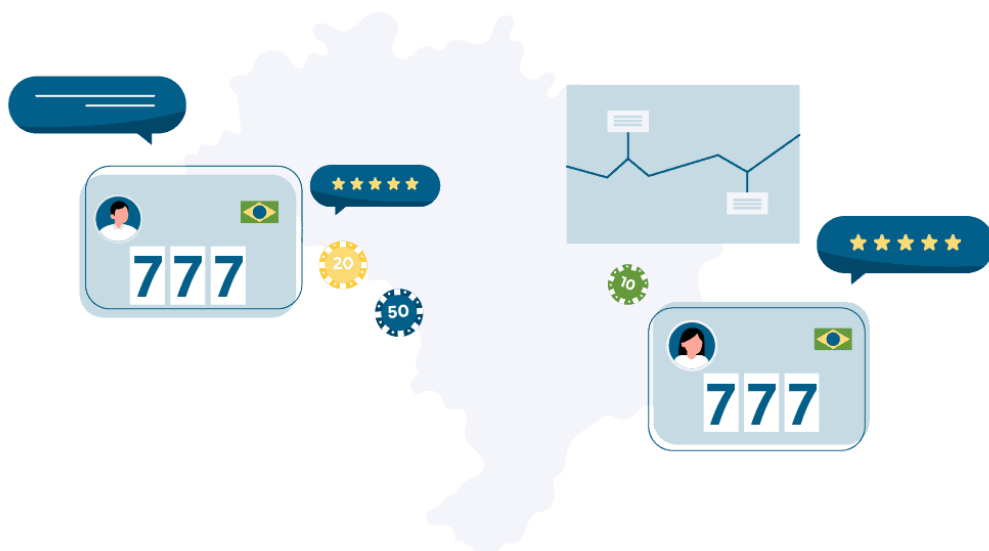# Brazilian Gambler Profile – Traits, Motivations, Behavior

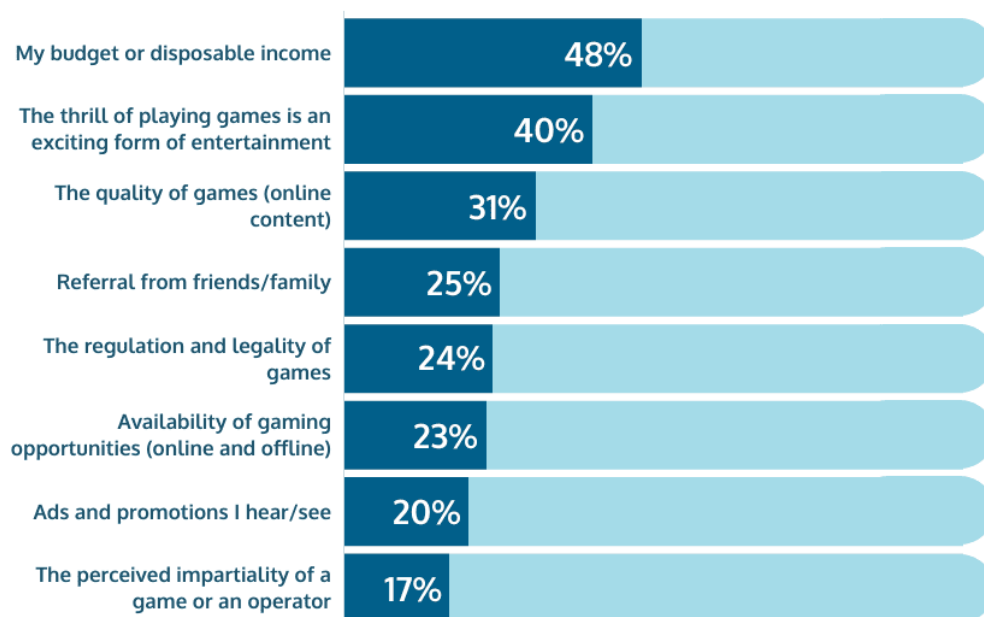July 4, 2023 // Svilen Madjov

*Despite the undeniable popularity of **real-money games** in Latin America's largest economy, a Brazilian gambler **profile** is hard to define. The market faces a number of challenges, yet the legalization of sports and fixed-odds betting has sparked renewed debates on the regulation of the entire gaming spectrum. iGaming stakeholders renewed their interest towards the market and started monitoring bottom-up demand trends and player traits.*

*In this context, our analysis dives deep into the Brazilian gaming landscape, shining the spotlight on **player profiles** and **preferences**. We aim to illustrate how these insights can guide industry stakeholders and legislators alike in **optimizing** the market and delivering **superior** gambling products and services.*

Latest Survey Reveals How Brazilian Real-Money Gamers Think and Act

ENV Media has commissioned a **primary data survey**, carried out in mid-2023 among Brazilian adults in some of the **most active** gaming communities. Our team has gathered **opinions** and **tastes** related to Brazilian gaming habits, as well as **player perceptions** of the iGaming scene in general.

One of the most relevant insights that the field study produced was about user **motivations** and market **facilitators** – i.e., which factors **influenced** their **decision** to gamble (or not) **online**? (*Multiple answers were possible and selected*).

| Factor	Percentage
My budget or disposable income	48%
The thrill of playing games is an exciting form of entertainment	40%
The quality of games (online content)	31%
Referral from friends/family	25%
The regulation and legality of games	24%
Availability of gaming opportunities (online and offline)	23%
Ads and promotions I hear/see	20%
The perceived impartiality of a game or an operator	17%

Impact on decision to play online games for money

Naturally, the availability of **disposable income** is the leading trigger factor (**48%**) for those who enjoy playing real-money games. The **thrill** and **excitement** of the games is the second most common (**40%**) influencing factor – that would possibly be the first, if budget was not an issue.

The third most relevant motivator is the **quality** of (online) games, for 31% of people, followed by **recommendations** by friends or relatives (25%) and the **regulation** of the market (24%).

Interestingly enough, the **availability** and accessibility of games, any **marketing** efforts and even the perceived industry **fairness** have a more **limited impact** on players' decisions – around or less than 1 in 5 players said those aspects influence them at all.

This simply means that the majority of real-money gamers would **find** an outlet and **play regardless** of accessibility or commercial practices. And this is more than a **clear signal** to authorities and iGaming stakeholders that they should work towards a fully **regulated** and **transparent** market – maximizing public benefits and delivering efficient **player protection** above all.

As in the above question, when considering **online** real-money games only, respondents were asked "**how often**" they play. We see that most players approach iGaming **casually** and **responsibly**.
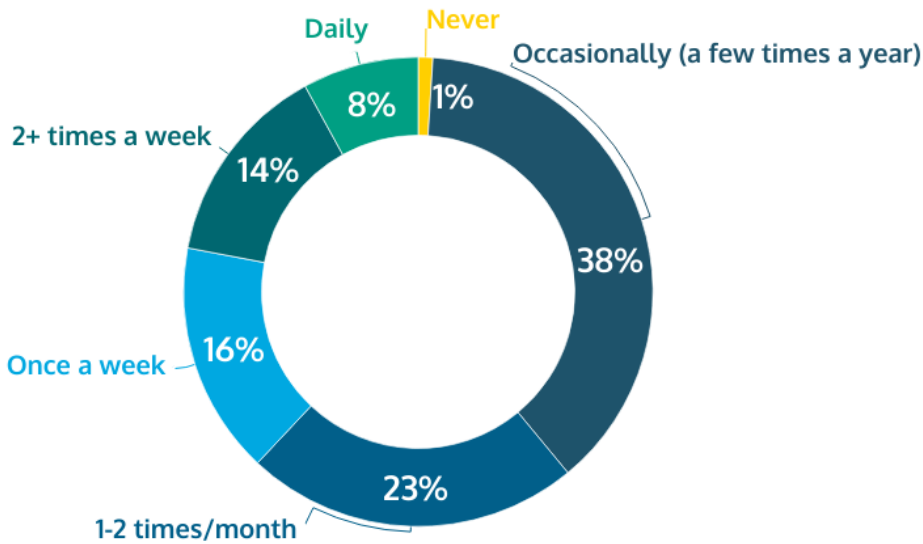
Frequency of playing online games

The **frequency** of playing online largely confirms the **recreational** nature of iGaming, which is quite satisfactory for all stakeholders. Most people play **occasionally** throughout the year or about **once a month** – combining for **61%**. Only 22% play 2 or more times a week and 8% do it daily.

Similar disposition is also seen in the total **duration** of online gaming sessions, estimated on a **weekly** basis:
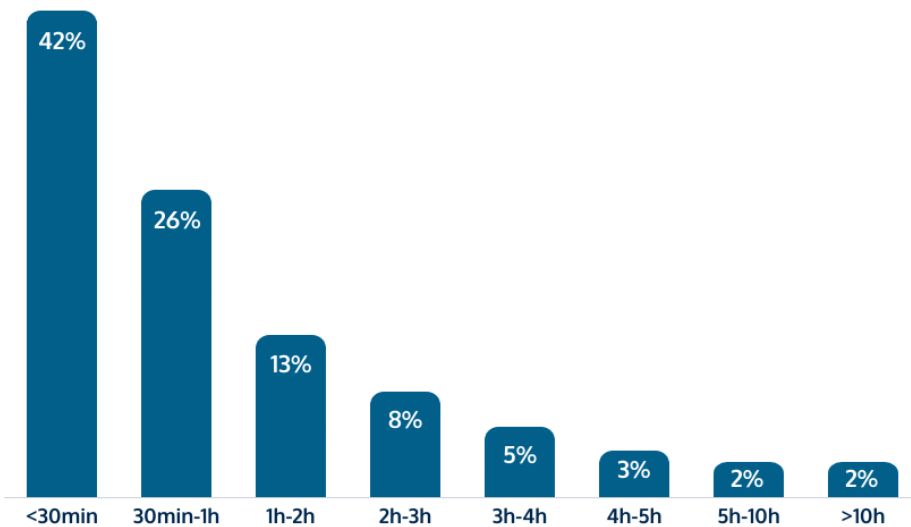

Most people spend **less than 30 minutes** per week (42%) or at most **under an hour** (**68%**). Player shares rapidly decrease when weekly duration rises. Slightly above 2% spend more than an hour a day.

Naturally, the survey was also meant to get a consolidated and precise picture of the players – **who they are** and **what describes** the **typical real-money gamer** from Brazil.

iGaming Market Demographics

Starting with the fundamentals, we see the feedback on active gamers according to **gender** and **age**. (*Only two gender options were provided for statistical simplification purposes.*)

- **Gender and age**
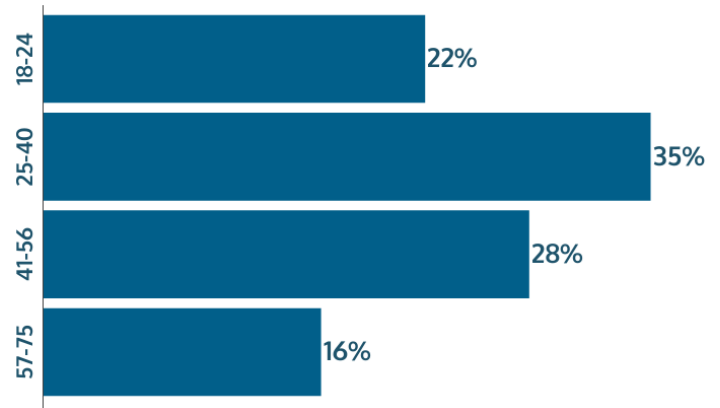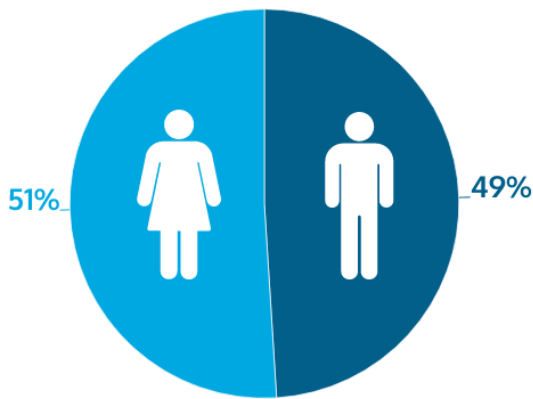

Online players' gender and age

We see that the two main genders are almost **equally represented**, despite some claims to the contrary in previous industry studies (read on for more on that issue).

The **average** reported age is **39.24**. Again, we have a minor inconsistency with some previous studies which, however, were conducted several years ago, citing slightly lower average ages. Various consumer market segments have repeatedly shown in the past few years that a **mass digitization** has engaged more demographics than ever before.

And indeed, the **largest** age group is **25-40**, with more than half (**57%**) **below 49**. There is also a **considerable** share of **middle-aged** gamers and punters – the **second-largest** age cohort is **41-56**, over a quarter of the total (28%).

There were **no real-money gamers** (or actual respondents) registered **below 18** or **above 75** years of age.

- **Socio-economic levels**
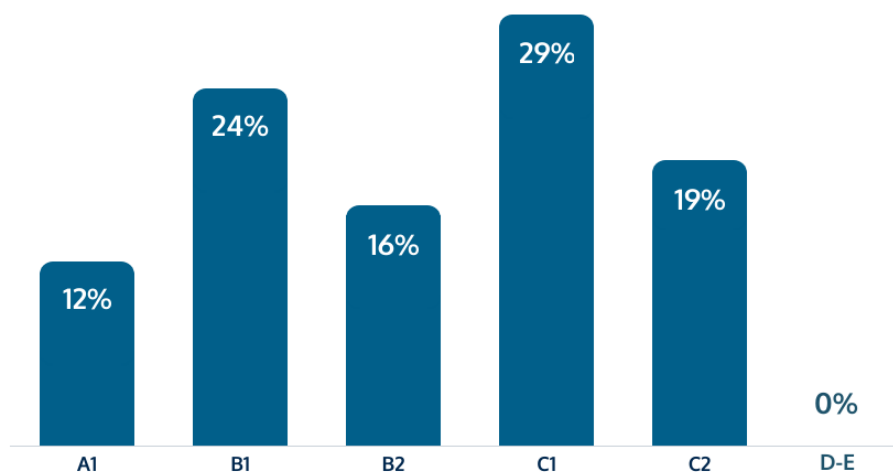
The diagram above shows the distribution of active real-money gamers in Brazil according to the **socio-economic classification** of their household.

*The **Brazilian Economic Classification Criteria** (CCEB) are based on the Household Budget Survey of the Brazilian Institute of Geography and Statistics. They have become a standard of the Brazilian Market Research Association (**ABEP**), last updated in **2022** and available on its site.*

*Socio-economic brackets start from **A** (more affluent households), go down through **B1**, **B2** (roughly comparable to upper- and lower-middle class), **C1**, **C2** and finish with D–E (families or individuals with practically no disposable income).*

CCEB variables include **education** levels, access to **public services**, household **appliances**, **facilities** and other amenities that improve one's **quality of life**. All indicators are directly related to **household income** brackets and, in turn, to access to **modern communication** and **recreation** means. In the context of our research, this is particularly relevant since online entertainment and real-money gaming are rightly considered **premium consumption** categories.

As might be anticipated, levels **A** and **B** make up **over half** of the real-money gamers (**52%** combined), compared to the **48%** of **C-level** households that are still a significant share of the player pool. It's worth noting that Brazilian citizens that fall into the **C-level** CCEB are **47.4%** on a **national** level – more or less proportional to their weight as gaming consumers.

However, **A-level** households are only **2.9%** in Brazil (ibid, 2022 data), while **B1-B2** consumers are reported as **21.8%** in total. This simply means that **B-level** players are **slightly more prominent** than their actual population share, while **A-level** players are **heavily overrepresented** among real-money gamers. Again, these are largely expected trends, especially in the context of recreational online gaming and mobile sports betting.

- **Place of residence**
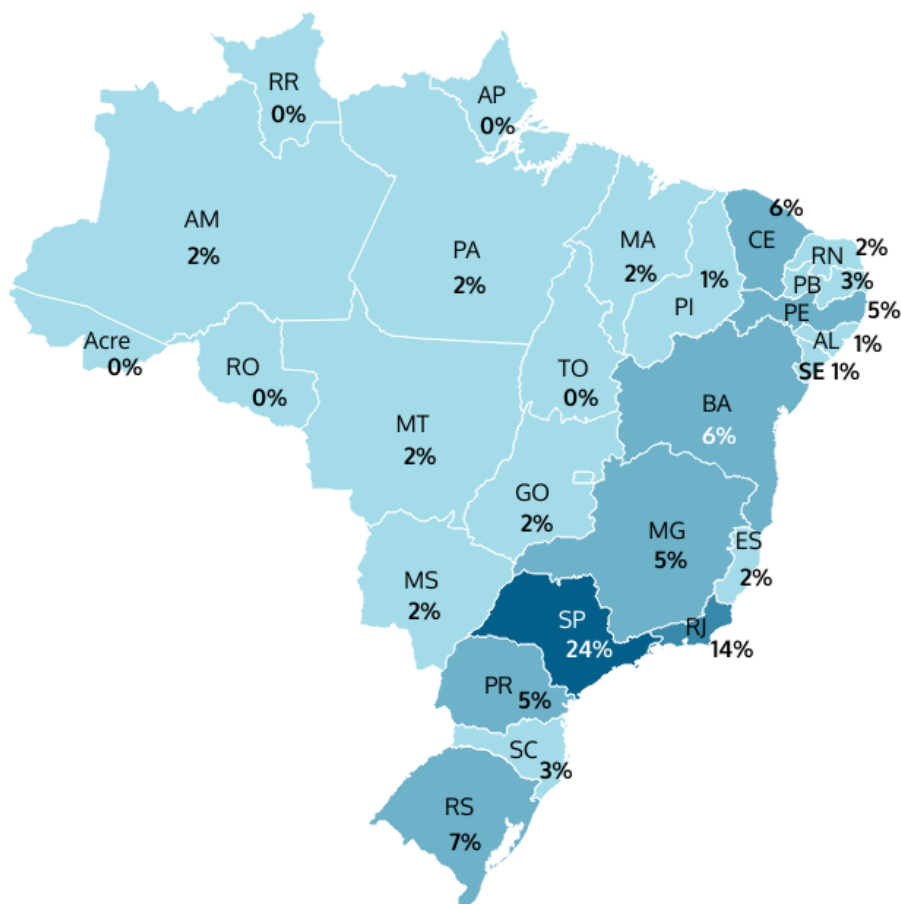
*N.B. There are no actual "zeros" in the percentage shares of players by state, the lowest is 0.2% from Tocantins and Acre. The above shares are **rounded off** to the nearest whole integer.*

The biggest share of real-money players come from the state of **São Paulo** – nearly a **quarter** (24%), followed by **Rio de Janeiro** with 14%. We also see solid gaming traction in the states of **Rio Grande do Sul** (7%), **Bahia** (6%), **Ceará** (6%), Paraná, Minas Gerais, Pernambuco, Goias and the Federal District (the last five with around 5% each).

This outcome is in line with the findings of **recent studies** on active real-money participation in Brazil's states and metropolitan areas. The coastal states in the **South-East** and **South** are above the rest in online gaming traction – due to their big **metropolitan areas**, well-developed **communication infrastructure** and overall levels of **social** and **economic** well-being.

Accordingly, this is reflected also in the **residence** of players on a more granular level. The cities where they come from are mostly **state Capitals** or at least **urbanized/ metropolitan** areas:

Less than a third (29%) reside in the countryside or other "**interior**" (or more rural) territories.

- **Education levels and current occupation**

The link between average demand for real-money gaming and **education levels** is also not hard to trace. Education levels, statistically, result in **higher potential income**, and in turn **disposable income**.
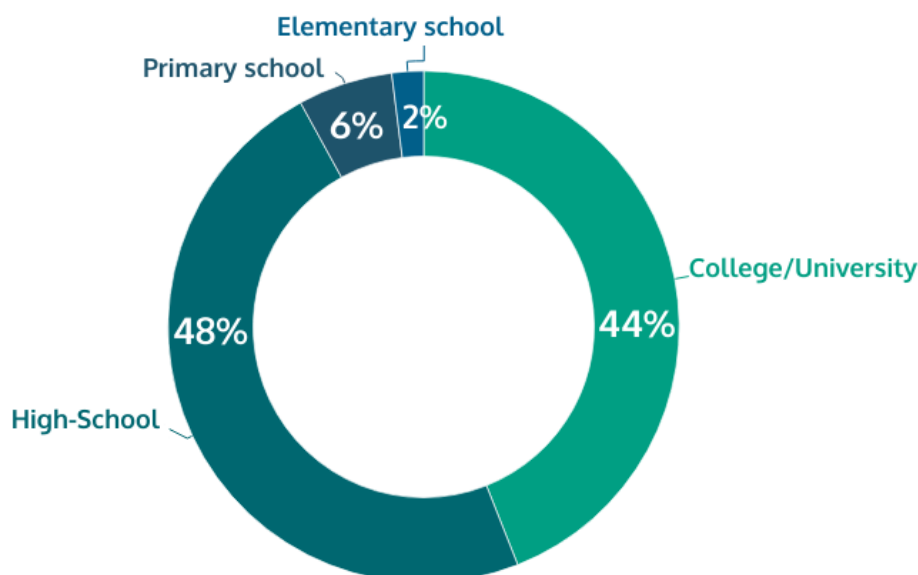
The biggest share of players has indicated at least **high school** as completed – **48%**. University and college **graduates** come close second (**44%**). Only minor shares of the total player pool struggled in school and barely completed primary (2%) or elementary (6%) school levels. There have been **no illiterate** respondents.

The graphic below illustrates the **actual current occupation** of real-money gamers in Brazil:
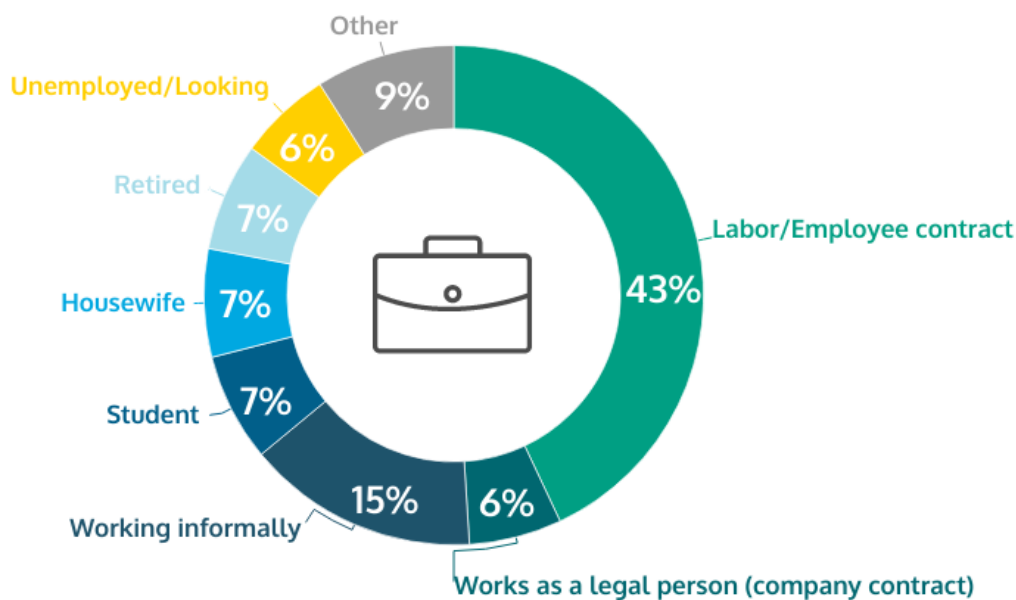
Those with **stable jobs** are roughly **half** of all players – **49%** in total between contract employees and company owners. Nearly two thirds (**64%**) have some kind of a job, while **only 6%** claim to be **unemployed** and currently looking for an occupation.

There are equally noticeable shares of **pensioners**, **housewives** and **students** (7% each). Experts take this as a sign of a **maturing market**, one in which improving products and an established gaming culture expand player interest into practically all demographics.

Gender Gap More Fluid in iGaming

One of the more surprising facts we uncovered was that **women** gamers were in the **majority**, if only by a little.

Last year data had shown that **non-sport** games for real-money is the segment that **boosts female** participation.

- In terms of **sports betting** alone, 54% of **men** bet among the surveyed **adult** population, while this is the case of only **38%** of **females**.

- In **non-sport** gambling, **men** still have somewhat higher engagement, with **69%**, while **women** respond with **62%** on average.

- **25–34**-year-olds are cited as the **most active** age cohort for both sexes, **followed** by the youngest adult group in **men** (**18 to 24**) and the one above in **women** (**35 to 44**).
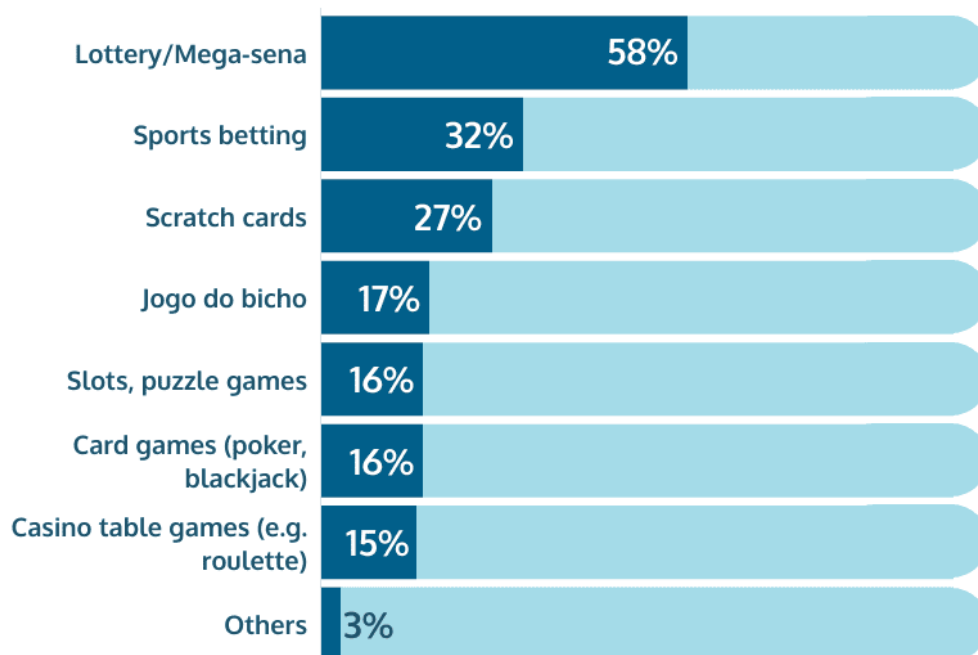
In all of the above age cohorts, when we include **all forms** of real-money gaming, **men** play in nearly **three quarters** of cases (72-73%), while **women** gamblers are more than the **half** (51-57%) – still more than half of female adults.

However, alternative studies agree with our most recent findings about a **much closer** gap and also put **females** as the **majority** of gamers in Brazil overall (51% to 49%). This is particularly the case in the **mobile games** market (including more casual titles) where they dominate with **60.4%**.

They go as far as affirming that the majority of gamers are also **black** *("Preto") or* **multiracial** *("Pardo") – combining for 54.1% – but these figures are only relevant for the online gaming market in general and we cannot verify their validity for real-money games alone.*

Uncovering Player Choices – Channels, Genres and Popular Game Types

Another key element of the ENV Media survey was built around the **types of gambling** activities people **usually** participated in. Multiple answers were possible, with both in-person and online games included.

Game Type	Percentage
Lottery/Mega-sena	58%
Sports betting	32%
Scratch cards	27%
Jogo do bicho	17%
Slots, puzzle games	16%
Card games (poker, blackjack)	16%
Casino table games (e.g. roulette)	15%
Others	3%

Lottery has a commanding market share – in all of its forms and derivatives, including **scratch cards**, **bingo** and **raffles**. Over half (58%) of all surveyed adults play lottery games of some kind. Most respondents identify and divide these games into their **proper categories**, with some **overlapping** in active usage.

More importantly, this explains the high **engagement** levels for age cohorts **above 40** and up to 75, since lottery draws and similar games are seen as more **traditional**, **widely available** (both online and offline) and typically **legitimate** across the nation.

Sports betting comes second, with roughly **a third** of all players confirming their interest for a booming segment.

As much as **17%** of users admit to playing unlicensed grey-market "**jogo do bicho**" games, also considered **a custom** for generations of Brazilians.

Edging close to that group are a number of **casino** games – **slots** and **card games** are equal favorites, followed by classic table games like **roulette**. We must emphasize that recent hit genres like online crash games are often identified as slot games. That is mostly because of their clean and **simple** gamification interface and the multitude of **fast-play** titles that have come out in that segment in the past year alone.

When asked about "other" real-money games, respondents indicated a wide selection of genres and keywords (see the word-cloud below). **Lottery** variants were again most common, followed by **slots** and **crash games** (e.g., **aviãozinho**), while some even cited "opening **loot boxes**" and **casual** non-paid games like "candy crush".

The so-called **multiplicity index** of **2.4** (which summarizes the net score of all **active player** shares) shows that on average, users have more than one **favorite game** category – in fact, most play **more than two**.

This is why it is not surprising to see that **more** than **two thirds** (**69%**) would be interested in **trying new** or **different** types of betting activities, genres or games, if made available in Brazil. That is also a distinct possibility for the majority because around **three quarters** of Brazilian players (**74%**) have some or current experience with **online** real-money games, a segment known for **innovation**, fast deployment and exciting marketing delivery.

Some Sports Betting Statistics

Sports betting is, essentially, more **linear** as a consumption model. It has multiple bet types (a.k.a. "markets") and athletic disciplines within its scope, even completely virtual ones. Yet, all follow comparable **transaction mechanics** and **gamification principles** and, in the majority of cases, depend on **real-world** events.

It is close second to lottery in terms of size but it is possibly the **loudest** when it comes to **media coverage** and advertisement investments in Brazil.

According to topical market research data, **31.06%** of sports bettors play a **few times a week**; 9.47% do so once a month; and 18.86% bet on sports a few times a year or less. More relevantly, as much as **86.43%** of **sports betting fans** practice this activity mostly **online** (via mobile sites or apps). This is almost **50% more** than what analysts register as **grey-market** and **informal** bets – among friends, colleagues and other peers – and a good sign for Brazil's growing and legitimate betting industry.

Online Gaming Behavior

When asked about the **monetary amounts** they typically spend on real-money games each **month**, players gave the following feedback:
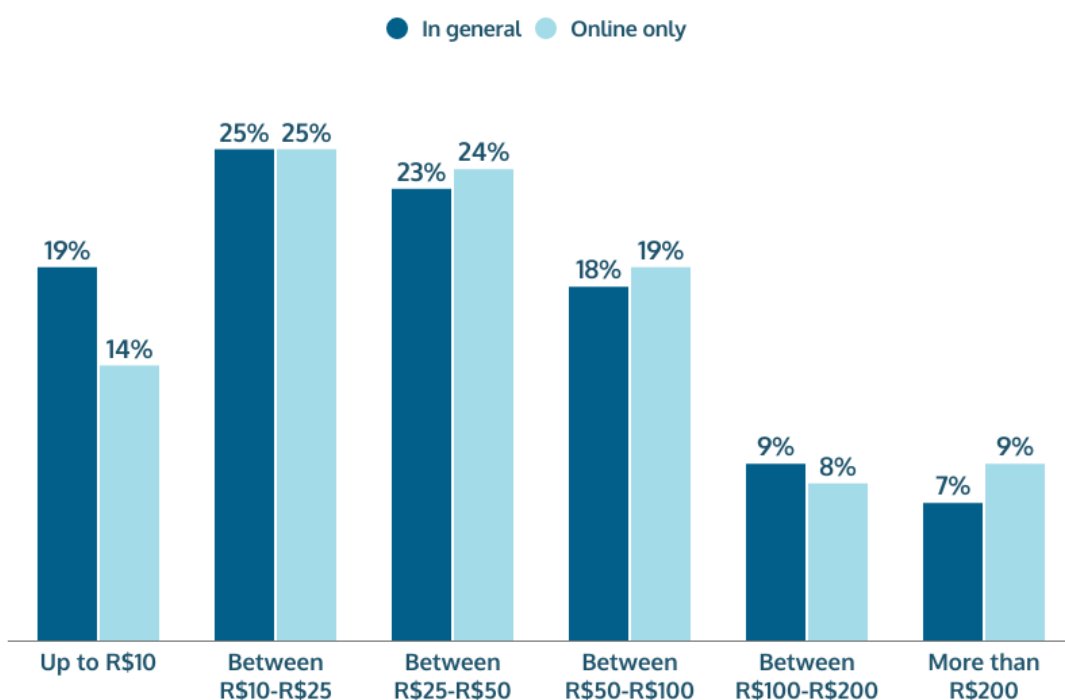
If we consider both online and offline gaming, around **two thirds** of players (**67%**) spend **less than** or up to **BRL 50** per month. That is about USD 10 monthly, emphasizing the **entertainment** nature of real-money gaming for most users. A fifth (**19%**) even spend **under BRL 10**, while only 7% admit to spending more than BRL 200 on a monthly basis.

Considering the unstoppable growth of **online platforms**, a big part of the survey was focused on the impact those had on players' **mindset** and **experience**. Yet, the picture changes only slightly if we consider **online** gaming spending alone – **63%** spend **below BRL 50** and only 9% spend above BRL 200.

Still, the shares are in favor of a **marginally higher** spending for online players compared to more traditional real-money gamers (e.g., lottery, office pools or even jogo do bicho).

Statista reports from 2022 indicate levels of **engagement** for **online** gamers that are **comparable** to the overall playing frequency observed in our survey:

- almost **half** of (48%) play occasionally (**1-3 times** per **week**) while nearly one-fifth are "**light**" users (18%), betting even less than that;
- **18%** of active users played **daily**; **16%** do it somewhat less (**4-6 times** a week);

When it comes to their budget, a related report estimated that around **61%** of Brazilian online gamblers spend on average **less** than **100 Brazilian reals** a **month** (~ USD 20). A year and a half later, our questionnaire indicates that threshold for **82%** of online gamers, while the daily play sessions have decreased.

Even if we don't consider this as a lasting trend and accept that the numbers are somewhere in between over a longer test period, it is also probably true that the **majority** of online gamers engage **less often** and with **less money.** Only a **marginal** share can be considered **hard-core** both in terms of **frequency** (8% with daily sessions) and **amounts** spent (9% commit more than USD 10 on a weekly basis).

As per KTO Group data, most gamers indeed have a preference for playing with **small amounts** but **regularly**. The majority appreciates higher return odds at the cost of winning opportunities with greater volatility. Even when taking a risk with a certain **betting strategy**, players tend to prefer **high RTP** genres like **crash games**, **blackjack**, **roulette** and **slots**.

- 2021 studies define **55%** of players as **moderate** gamblers that value bet security but are willing to take risks on occasion;
- **33%** are qualified as **risk-averse**, while
- **12%** take risks more "**aggressively**" in the pursuit of bigger profits.

All of the above findings are arguably **similar**. In general, they exclude outliers (i.e., extremes for most indicators) and in many cases they underestimate the need for **more precision**, simply assigning gaming habits to **younger** consumers than what **actual market dynamics** suggest. Nevertheless, we need to match our player profiles to what the industry has been working in terms of **publicly available** market data.

What Is the Public Perception of the Average Brazilian Real-Money Gamer?

The real-money gaming industry – and the iGaming vertical in particular – has seen barely a **few dedicated studies** in Brazil for the past decade. Limited research output has hampered the industry **understanding** of the market, mostly sitting back and absorbing the market growth.

However, with the increased relevance of online gaming and the **fierce competition** between various digital entertainment channels, the need for **better player outreach** has become essential for all reputable stakeholders.

By and large, the gamer profile outlined by our survey is **corroborated** by earlier attempts to describe the traits of the **average domestic player**:

- ✓ Likely to be **under 34** years old, increasingly **female**, especially in a wider mobile gaming context (e.g., paid casual and social casino games);

- ✓ Statistically likely to be from states like **São Paulo**, **Rio de Janeiro** or **Rio Grande do Sul**;

- ✓ Engaging most often in **sports betting** or **lottery** games;

- ✓ Playing for entertainment rather than expecting a return;

- ✓ Predominantly using **mobile devices**, pushing the industry to improve **accessibility**.

- ✓ Broadly **aware** of regulatory gaps and expecting some improvement by authorities.

The typical Brazilian real-money gamer is without a doubt **young**, **tech-savvy** and exposed to a **wide variety** of games and genres. Globo claims it would be a **male** user between **25** and **35**. Pesquisa Games Brasil agrees that over **half** of gamers are **under 34** years of age, with a substantial part (**27.6%**) belonging to the **upper-middle class**. The percentage of gamers in what could be defined as **working** and lower classes was estimated at **49.7%**. PGB also affirms that 40.8% of **mobile** gamers play **every day** while for PC gamers this share is less than half 19.6%, and for console gamers even lower, 15%.

Newzoo also places the majority of Brazilian gamers at under 34. In addition, over half reportedly watch gaming content (a quarter alone opting for eSports). If we extend real-money gaming to all player profiles that make **in-game purchases**, we see that rise to

83% (yet that is not our subject vertical in a stricter sense). As much as **42.2%** of players affirm that during the Covid pandemic they **spent more** on games overall.

Indisputably, today's Brazil has a burgeoning **gaming culture** and the continuous user pool expansion stresses the importance of providing market **stability** and establishing **responsible** industry practices.

Key drivers for the sector's evolution include overall development metrics such as **disposable income**, **education** and **socio-economic** standing. These influence **player engagement** and **channelization** towards modern iGaming platforms. That is also why, **besides** the **top 3 states** mentioned earlier, we see plenty of online traction from the likes of **Minas Gerais**, **Santa Catarina** and **Paraná**. *(The Federal District simply does not have the population to stand out on a national level).*

Other factors include **media exposure**, **accessible technology** and, of course, more clarity on **market regulation**. Industry experts highlight the potential of **social casino** games, **hybrid genres** and **innovative monetization** models that enable segment **crossovers** and aid the adoption of licensed real-money entertainment.

This is particularly the case of **new-age** games like **crash-style** or **game-show** titles, as well as any with transparently **high RTP** and **immersive** AV/RV features.

Ultimately, proper **channelization** is essential to ensure users gradually abandon informal or unlicensed options, regardless of game types.

A Snapshot of Brazil's Gaming Boom

In our own comprehensive overview of the nation's real-money gaming market, we've seen that Brazilian players spend close to BRL 50 billion (~ **USD 10 billion**) annually. In 2021, Brazilian state **lotteries** alone generated estimated revenues of BRL 18.1 billion (nearly USD 4 billion). Such figures rank Brazil as the **5th largest** gambling market globally, with **over 100 million players** and in the **top 10** as an estimated total **value**.

Established channels include **land-based** locations, **online** platforms – mostly offshore – and **illegal** gambling outlets. The industry growth is mostly fueled by an expanding **middle class** and a genuine **passion for gaming**.

- Approximately 106 million people (out of 160 million adults in Brazil at present) have a favorite **paid game** of **chance** or **skill**.

- An estimated **74 million** engage in **sports betting**, while **46 million** choose **lottery** or bingo, while **23 million** are fans of **online casino**.
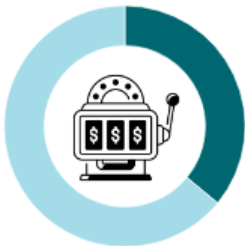
Sports Betting
70%

Lottery
69%

Fantasy Games
69%

Casino Online
36%

Informal
33%

Jogo do bicho
Office bets

Bingo
32%

When we combine **macro-genre** statistics for the entire gaming scene, we see a total of **278% active users**, meaning that those who play for money have **nearly 3** preferred game types on average. That is quite close to what we saw in the latest survey. Some players stick to one or two games, others try multiple categories and outlets. But public statistics only **validate** further our field study.

Online casino remains the most **diverse** segment in terms of game types and engagement opportunities. Casino fans are split between **classics** like roulette (78%), blackjack (66%), video poker (61%), table games (64%, e.g., baccarat) and **quick-play** genres like slots (63%) and crash games (over 60%).

The latter two genres see an increasingly **dynamic turnover** of titles and even provider popularity, albeit following the same game mechanics and "**provably fair**" technology. A hit **online slot** or **mobile crash game** may explode among gaming communities and become the trendiest title for weeks or even months, only to be surpassed by a new player favorite for no apparent reason. However, these are the genres that usually generate the **most gaming rounds** and consistently draw about **two-thirds** of **active players**.

Further Drivers of Real-Money Gaming in Brazil

Post-pandemic consumption habits have led many users to opt for easily accessible digital and **mobile entertainment**. Gaming trends evolve dynamically, with novel gaming genres emerging and shaping a new gaming culture across generations.

Two **apparently diverging** trends manage to respond to the tastes of most online casino players. The **simplicity** and quick gameplay of online slots is what makes them popular. On the other hand, live dealer games are also favored by roughly half of the players as they offer more **immersive** and realistic experiences.

All studies agree, however, that the **majority** of Brazilians embrace online gambling and betting as an **entertaining pastime**:

- 67% see it as **entertainment**, 43% as a "**business**" opportunity (43%) and 38% as a kind of **sport**.

- Motivations cited include fun, income and social connection. More than **half** of real-money players (53.85%) are drawn by the desire to win **money**, while for 42.25% the **excitement** of sports bets is decisive. Placing a bet increases the **interest** in watching the game itself for 36.07% of fans.

- Only a small percentage use it for **social interaction** (13%) or as **primary income** source (12%).

When they consider **new sign-ups**, Brazilians are influenced by:

- Recommendations from **friends** above all (78%), followed by other testimonies of **trust** and reportedly **positive experiences** (54.2%)

- **Verifiable certificates** (54%) including secure connections, positive **site reviews** (49%), prominent **partnerships** (41%), and licensed operations (41%).

- **Media coverage** also matters, as **endorsements** by clubs or athletes (36%), **TV exposure** (28%), sports website **coverage** (27%), and presence outside mainstream media (21%) impacting player decisions considerably.

The fear of losing money **discourages** potential players the most (47%). However, Brazilians exhibit the highest levels of **risk awareness** and **responsible gaming** concerns of all the LATAM markets (25%).

This kind of **mindset** – or a **cultural** trait, more likely – ensures that Brazilians in general know that the chances of consistently winning significant amounts are **limited**. Preconditions **change**, albeit **only slightly**, if users dedicate time to **studying** certain games and their odds.

Some users exploit the possibilities of engaging **full-time** in gaming, sports betting or even becoming professional players. Poker tournament participants emphasize the importance of **concentration**, **study**, and **hard work** and some of them even manage to support themselves and their families with such earnings. However, these cases are **unique**, if not one in a million.

It is crucial for players to evaluate their **resources**, time and budget well, as well as psychological dispositions that could interfere with **responsible gaming**. The latter brings us to some indispensable features of mature gaming markets.

Consumer Safety and Industry Stability

Survey respondents were also asked about their perceptions of the **safety** and **security** of known **online** real-money gaming options. Answers were graded on a 5-point scale from "**not** at all **reliable**" to "**very safe** and reliable".

| Not at all reliable | 24% | 19% | 31% | 16% | 10% | Very safe and reliable |

While most adult players rate the online gambling scene in Brazil as somewhere **in the middle** (74% for scores 1-3 combined), few think it is completely **safe** and **secure**. Evidently, there is still **much to be done** on behalf of all iGaming stakeholders in order for the segment to be considered highly **trustworthy**.
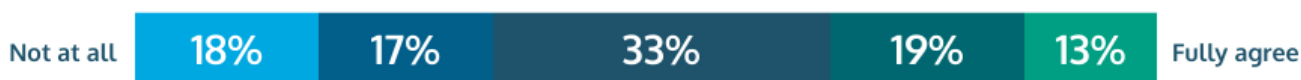
When asked how **familiar** they are with the current Brazilian gambling **laws** and **regulations**, players turned out even more emphatically **unsure**.

| No knowledge | 25% | 24% | 28% | 13% | 10% | Very familiar |

On a scale ranging from "no knowledge" to "very familiar", about **half** of respondents are almost completely **unfamiliar** with the matter (**49%** combined for scores 1-2). Those with **above-average** knowledge on the topic are **less than 1/4** (23% combined for scores 4-5).

However, there were comforting responses to the question whether they **agree** that gambling is a form of **entertainment** – evaluated on a scale ranging from "not at all" to "fully agree".

It's entertainment

| Not at all | 18% | 17% | 33% | 19% | 13% | Fully agree |

Could be problematic

| Not at all | 18% | 14% | 26% | 17% | 26% | Fully agree |

Most people concur that real-money games (should) serve an **entertainment** purpose – only a third (**35%**) opted for levels 1-2, **disagreeing** strongly or at least in principle.

More importantly, those who are aware that gambling can be **potentially problematic** – whether personally and/or socially – are **even more** than two thirds (68% for levels 3-5). Only 32% cannot foresee any potential problems arising for them of other players.

The Brazilian Senate has repeatedly discussed the political and social implications of **legalizing** various forms of gambling, particularly online games, casinos, bingos, even the "jogo do bicho". Most legislators **agree** something needs to be done but are **not sure how**. Authorities and the general public are aware that in the absence of pragmatic steps **player protection** is not ensured and the quality of **unlicensed operators** is quite low. What is even more **politically relevant**, the economic spillovers remain abroad.

Responsible Gaming and Player Protection

We also asked Brazilians about possible **experiences** related to **fraud** or **addiction**. Only **12%** reported any knowledge of such issues – either personally or in connection to someone they know. This is still a considerable rate but for a market that is **not fully** and **properly regulated** it is not unexpected.

On that note, **9%** confirmed they have at one point been in some kind of **support** group or **counseling** program. This is a commendable rate but is anticipated in a way, given the **high awareness** levels of Brazilians (see above) about the nature of real-money games and any **potentially sensitive** personal and financial aspects.

Responsible gaming (RG) is a **critical** aspect of the gaming industry. A coordinated national approach would involve a range of policies and requirements for all gambling stakeholders and ensure they respect the highest **standards of quality** and **safe user experience**. RG has proven effects in protecting players from potentially negative consequences. The Brazilian government seems to be working on developing and implementing such policies that create a **safe** and **fair** gaming environment.

How Players Shape the Market

Our analysis of primary survey data and previously published market studies have helped us establish a **conclusive player profile** for Brazilian real-money gamers. They are most likely to (be):

- ✓ in their **upper 30s**

- ✓ **middle class**, regularly **employed**

- ✓ **well-educated**

- ✓ live in a state capital or its **metropolitan** surroundings

- ✓ gender is unimportant

- ✓ play **2 or more** games – the **lottery**, some **sports betting**, occasionally online casino games like **slots** or **poker**

- ✓ spend **between 10** and **50 reals** per month on games

- ✓ play **half an hour** daily

- ✓ have **little** knowledge about current **regulations** but grown up with the **consciousness** of **responsible gaming**

Just like us, other industry observers have also celebrated the rapid evolution of the Brazilian gaming market. Its future potential remains significant but requires a **comprehensive understanding** of player traits and needs, as well as a **commitment** to **responsible gaming** practices.

Our study manages to outline a very specific and **detailed player profile**, including preferences, motivators and self-awareness within the complexity of real-money gaming in modern Brazil. Such evaluations contribute to improve **market transparency** and can be used by public and private stakeholders to address **consumer concerns** and optimize the **regulatory framework**