BRAZILIAN GAMBLER PROFILE

TRAITS, MOTIVATIONS AND BEHAVIOR

An ENV Media study

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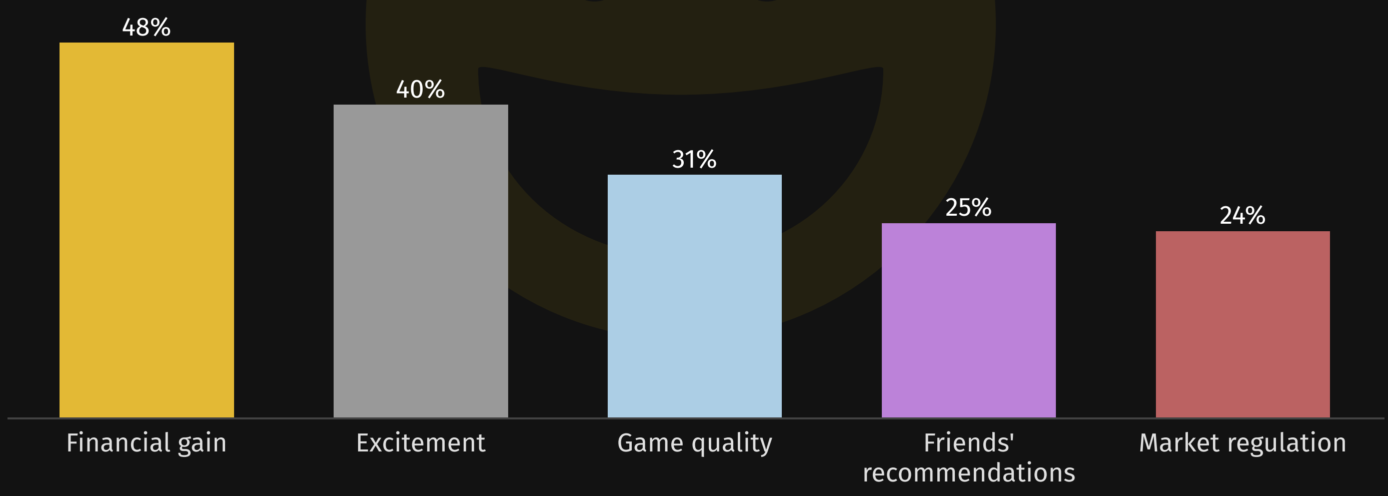
Brazil's iGaming market is thriving after the legalization of sports betting and fixed-odds games of chance. The top global operators are competing for the attention of a huge pool of eager and tech-savvy players.

An ENV Media study provides **genuine insights** about the **preferences** and **habits** of Brazilian online gamblers. A **primary survey** sheds light on a vibrant gaming community.

Top Real-Money Gaming Motivations



Disposable Income Is Key

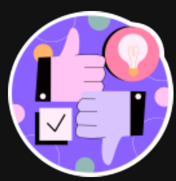
48% of players are driven by potential financial gain

Thrill-Seekers vs Game Quality

40% cite excitement as a trigger, while **31%** are drawn by game quality

Peer Influence or Game Legality

Friends' recommendations affect **25%**, while market regulation reassures **24%**



Who's Playing

A Demographic Breakdown

Age and Gender Dynamics

Average Age: 39.24 years old;
the largest cohort is 25-40 years old

Gender Split: 51/49 in favor of females, debunking the myth of gambling as a male pursuit

Female Favorites: Women are more engaged in non-sport real-money games

Sports Betting: Men lead with 54% compared to 38% of women

Socio-Economic Factors

52% come from the higher-income households (A and B levels by CCEB classification)

Education and Occupation

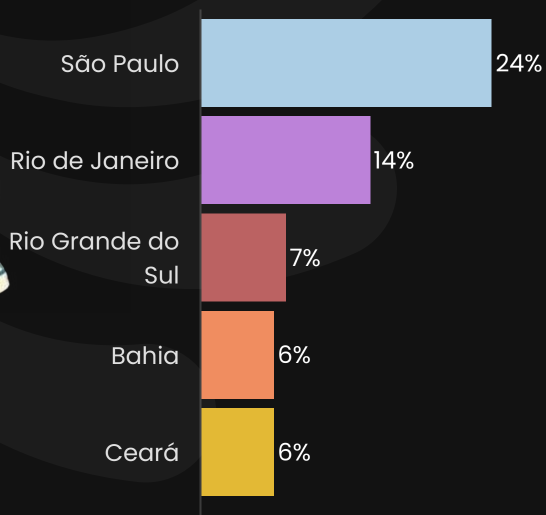
High Education Levels: 48% have completed high school, while 44% college or university

Mostly Employed: 64% have a job, with 49% stably employed, with a wide range of occupations

Geographical Distribution

Urban Hotspots: Metropolitan and urban areas are the epicenters of iGaming (70.5% combined)

Top Gaming States:



Betting Behavior

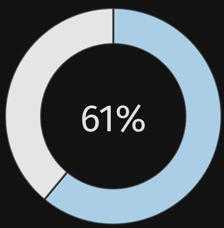
How Brazilians Play

Brazilian gamers play smart: they've acquired a taste for **moderation** and **variety**.

Playing Frequency

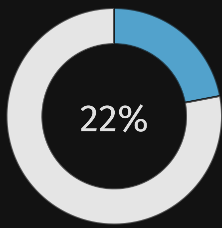
Casual Engagement

61% gamble occasionally or once a month, indicating a market that values responsible gaming.

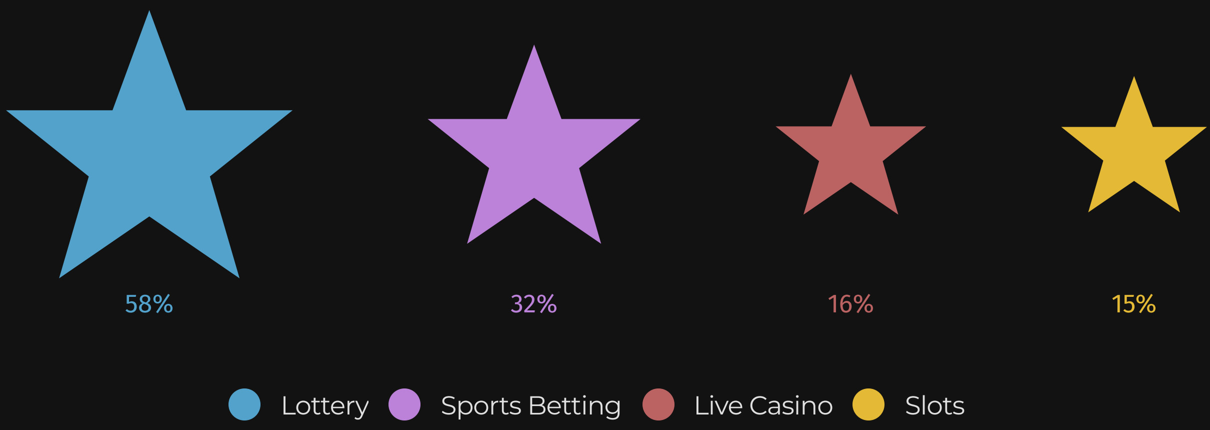


Regular Players

22% engage twice or more a week, with **8% playing daily.**



Gaming Preferences



Lottery Love

Lotteries remains a classic with a 58% share

Sports Betting Enthusiasts

A third (32%) of the players are fueled by the sports-crazed culture

Casino Games

A global classic boosted by slots (15%) and live casino tables (16%), online casino has a diverse following

The Online Transition Is Complete

Digital platforms are now the norm. Brazilians of all demographics manage to stay informed and spend cautiously, even when they do it more frequently.

Spending Patterns

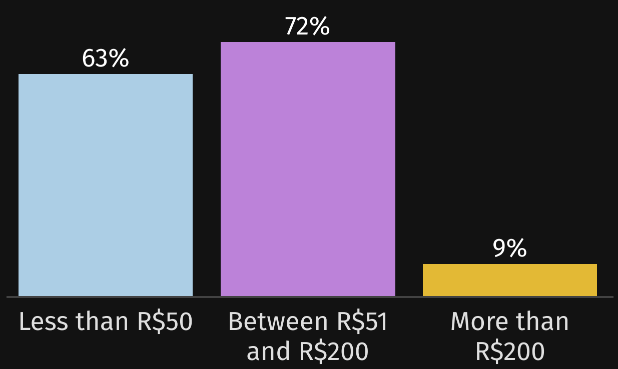
Modest Monthly Outlay

Two thirds of players spend **less than R$50**, be that online (63%) or offline (67%)

Betting Frequency vs Monthly Budget

Online platforms entice higher spenders (**9% above R$200**), yet they stimulate:

- less frequent (**77%** between **1-4 times a month**) and
- shorter engagement (**68% under an hour** weekly)



Player Pool: *Young and Demanding*

Tech-Savvy New Generations

The typical Brazilian gamer is **young**, with an inclination towards **mobile** devices.

Regulatory Expectations

There is a broad awareness of regulatory gaps with a desire for improvement. Stable regulations are voted crucial for market fairness and player protection.

Future Trends and Market Evolution

Post-Pandemic Habits

Digital and mobile entertainment is flourishing in today's consumption model.

Emerging Genres

New and hybrid genres (crash games, casino studios with AR/VR) are shaping the online gaming culture. Diverging player pools opt for either **simplicity** or **immersive** experiences.

Towards Market Maturity

Brazil shows clear demand for more **responsible gaming** policies, clear and robust **regulation**. iGaming companies and players alike push for a sustainable and transparent market.