

# Brazilian Sports Betting Player Profile and Preferences

ENV Media analyzes the **behavior, knowledge & preferences** of **Brazilian sports bettors**.

We explain the **motivations, betting habits** and **learning paths** of the typical sportsbook user.

# BEHAVIOR AND ENGAGEMENT



## Frequency

50% of wagers weekly

21% of bets daily

## Betting Preferences

### Motivation & Drivers

59% bet for financial gain

19% are moved by excitement & entertainment



### Budget

39% have a moderate spending pattern



between **R\$10** and **R\$50** each week

80% spend up to **R\$100** per week

\* active sports bettors in Brazil, original survey data

# LEARNING CURVE OF A MATURING MARKET

## Odds Knowledge & Research



Knowledge

49% identify as  
**intermediate**  
bettors

29% consider  
themselves  
**beginners**

51% place bets  
before the game

44% spend 30 min to 1 h  
researching before  
betting



Preparation

## Understanding Odds & Betting Markets

47% have a **good**  
or even **perfect**  
understanding  
of **odds**

97% understand how to  
place **single bets**

**Strong basic knowledge!**

70% know/use  
**accumulator** bets

**Growing interest** in  
**complex** betting markets!

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# SPORTS BETTING INFORMATION SOURCES

## Learning Experience & Info

56% depend on **friends** or **family** for betting insights

51% acquire betting knowledge via **betting websites**

46% use **YouTube** videos to enhance their skills

## Ongoing Betting Decisions



52% rely on **sports news** sites

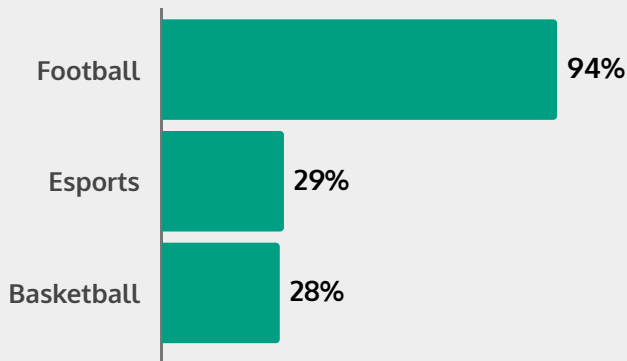


47% seek expert **opinions & tips**

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# TOP SPORTS & COMPETITIONS

## Top sports Brazilians follow & bet on



## Olympic Sports

77% bet on team sports, with football as the top sport

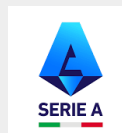
34.9% of active Brazilian gamblers engaged during the summer Olympics

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## Most Popular Leagues



91% bet on Brazilian Serie A



66% bet on Italian Serie A



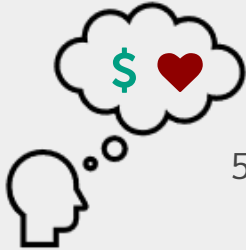
48% bet on Spanish La Liga

## International Sports Events

FIFA World Cup (73%)  
Copa America (66%)  
UEFA European Championship (52%)

# UX & OPERATOR EXPOSURE

## Top Picks & Expectations



71% prioritize  
**bonuses**

59% look for a **user-**  
**friendly** interface

## Discovery Channels

45% come  
across **online**  
**betting Ads**



55% of bettors discover new  
betting sites through  
**Social Media**

## Main Takeaways



Brazilian bettors are **highly engaged**, with a strong preference for **football**.



The Brazilian sports betting audience is already **knowledgeable** and research-oriented.



**Financial gain** remains the primary motivator, though **excitement** plays a significant role.

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