

Variety of Games at the Top 10 Online Casino Brands in Brazil – July 2024

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A rich selection and the quality of online casino games is crucial for enhancing player experience.

While iGaming operators have made significant strides in regulatory compliance and credibility, players primarily seek dynamic and engaging gaming options.

This study aims to assess the variety of games available in Brazilian online casinos, including the number of providers, the range of game categories, and the accessibility of popular games in Portuguese.

We evaluate these aspects across ten selected brands, providing insights into their game offerings and highlighting areas for improvement to ensure a superior player experience.

Methodology of the Study

This study is part of a series where we first-hand test Brazilian online casinos in several metrics - [customer support and responsible gambling](#), playing experience, and [payments and withdrawals](#).

We combined quantitative and qualitative data to analyze the performance of ten selected casino operators, chosen based on the [Share of Voice \(SOV\)](#) May report (subject to change each quarter):

1. Betano
2. Betfair
3. KTO
4. bet365
5. Betway
6. Pokerstars
7. Parimatch
8. Esportes da Sorte
9. Sportingbet
10. Pixbet

Briefly, this is how our methodology works:

- We visited the official websites of the selected online casino brands over two days and navigated through their game libraries to identify the variety of available games.
- We documented the **total number of games available in each category** (casino games, and live casino games), providing a comprehensive overview of the brands' offerings.
- We assessed the number of **popular games available in Portuguese (PT-BR)**, testing a selection of games to verify **language localization** and user experience.
- We noted the number of localized popular games and evaluated the **minimum bet values** for these games to understand their accessibility to Brazilian players – and also specifically for three popular games: Fortune Tiger, Aviator, and Crazy Time
- We examined the minimum bet values for three popular games (Fortune Tiger, Aviator, Crazy Time) across each brand to compare their affordability and accessibility for players.
- Finally, we analyze each brand's performance and propose suggestions for improvement.

What Are the Evaluation Parameters?

The evaluation process was structured to ensure a thorough and objective assessment of each brand's game offerings and was based on the following criteria:

Criteria	Details
Variety of games	Total of games available in general and in specific categories in each brand
Variety of providers	Amount of game providers available in each brand
Localization	Availability of popular games in Portuguese
Minimum bet values for top games	Accessibility and affordability of the games Fortune Tiger, Aviator, and Crazy Time
Overall user experience in accessing game information	Evaluation and rating of the brands on each metric

This approach enabled us to establish clear **KPIs** to assess how the top online casinos perform in providing a set of games that is dynamic, affordable, and localized to Brazilian players.

Next, we analyze how each brand performed in these metrics more closely on our test.

How Many Games Are Available on the Top 10 Casino Brands?

The game variety of an online casino platform is a crucial element.

For players, a diverse game portfolio ensures **engagement** and **entertainment**, catering to different **preferences** and **interests**, from slots and live casino games to sports betting.

This variety keeps the gaming experience **fresh** and **exciting**, contributing to the player experience.

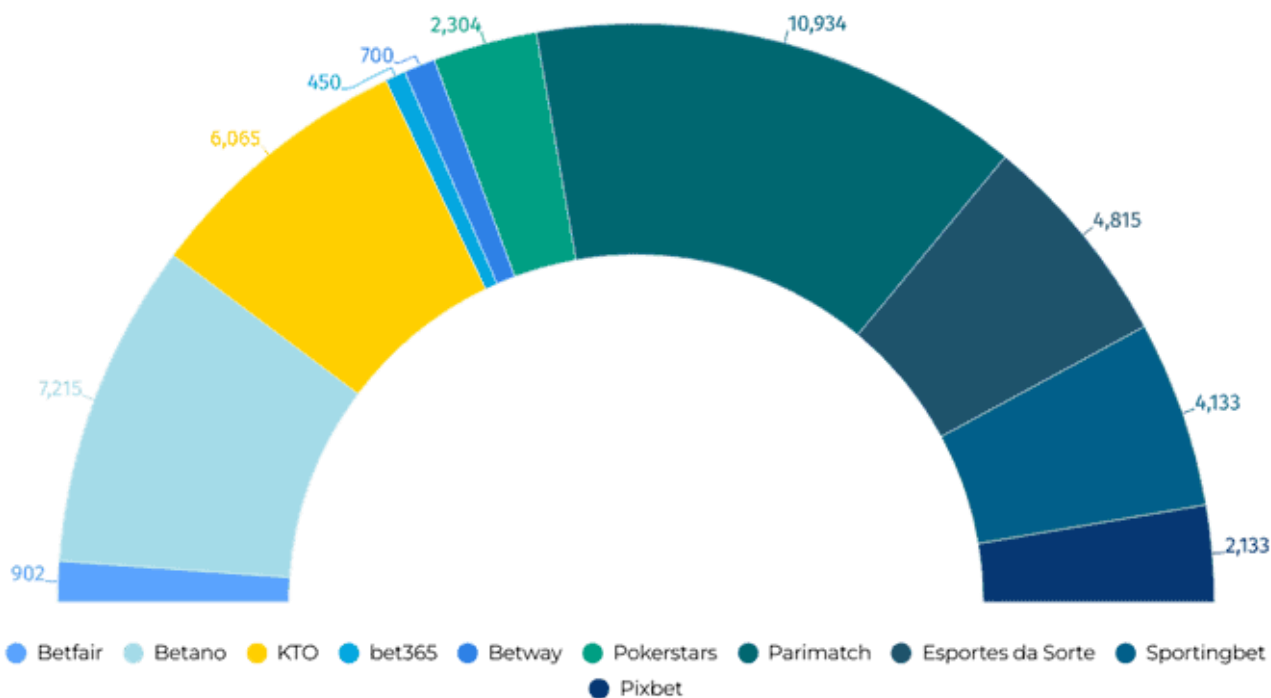
For the website, offering a wide range of games enhances **user retention** and attracts a [broader audience](#), ultimately driving **higher revenue** and fostering a competitive edge in the market.

For each brand, we tracked their games in two categories: Casino and Live casino.

Online Casino Game Selection

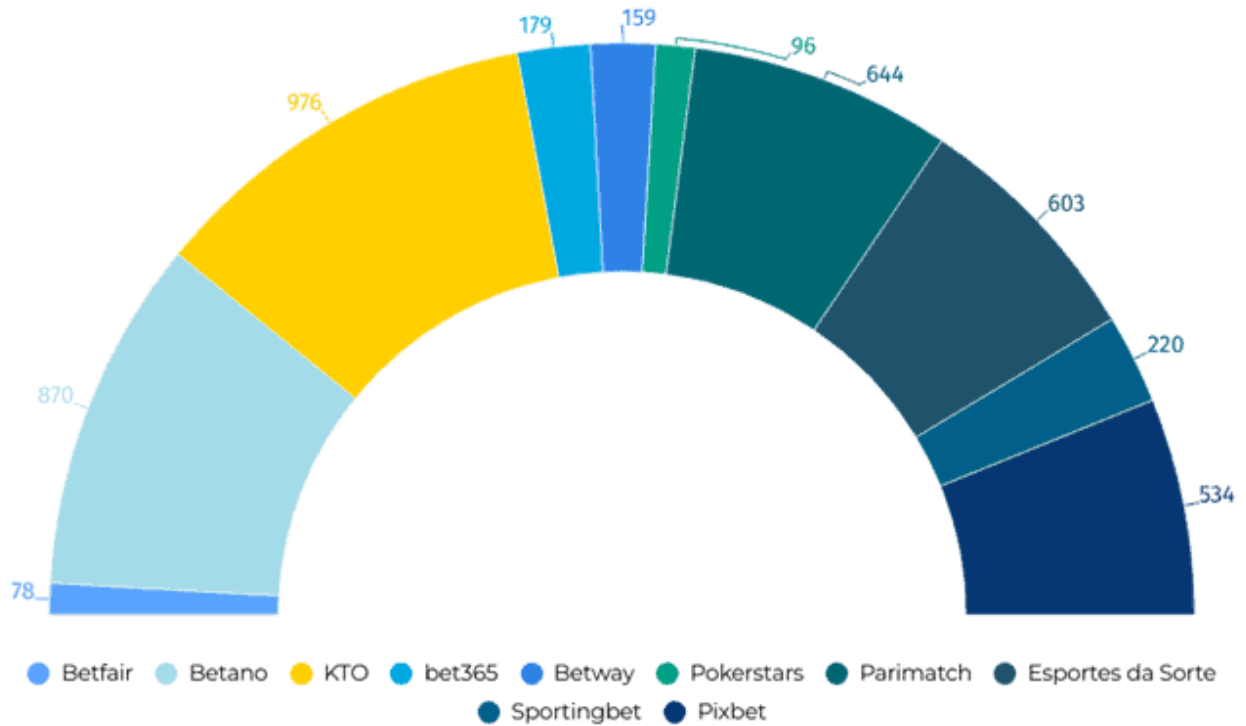
Online casino is the main vertical among the games provided, highlighting a focus by the brands on providing diverse and engaging casino content – to retain player interest and enhance the gaming experience.

Amount of Casino Games in Each Brand



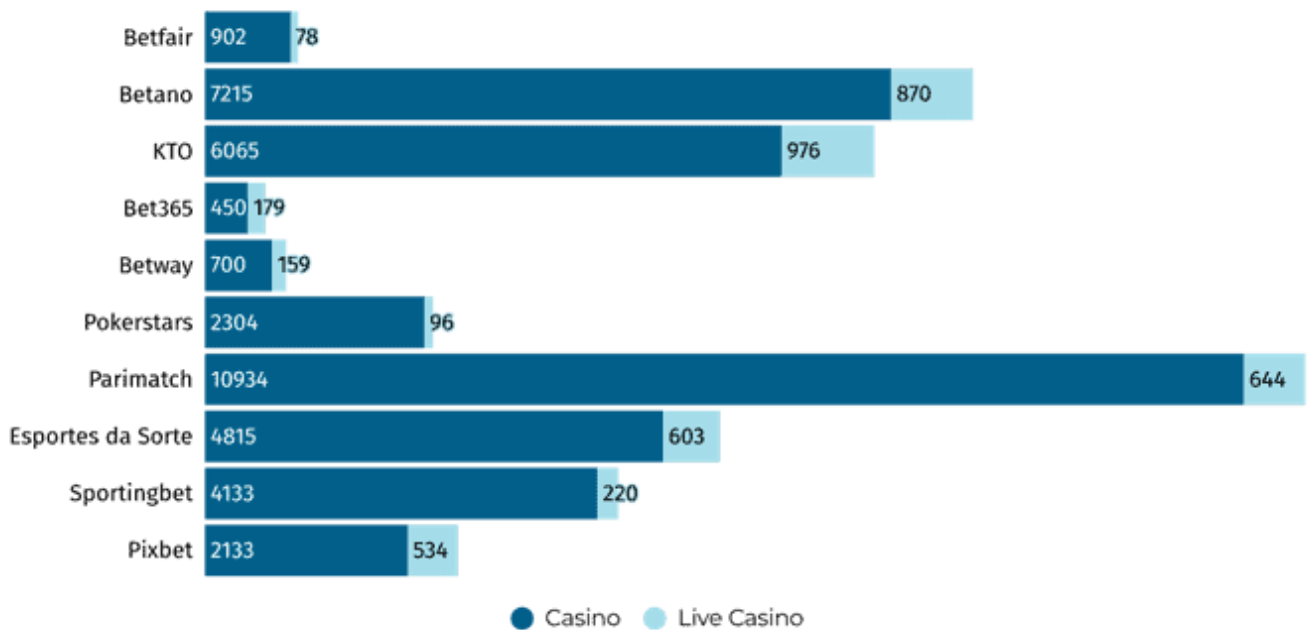
For **Live Casino**, we have:

Amount of Live Casino Games in Each Brand



This diversity is a key differentiator under the casino umbrella, ensuring players can access various entertainment options – such as live casinos.

The chart below provides a comparison of the amounts of games per category in each brand:



Analyzing the variety of games offered by the top online casino brands in Brazil reveals interesting insights into their strengths and specialties.

Parimatch stands out with 10,934 casino games, and it maintains a robust selection of 644 live casino games, making it a comprehensive provider for players seeking a wide range of options.

KTO is another top contender, offering 6,065 casino games and 976 live casino games, showcasing a **strong presence** in both categories.

Betano impresses with 7,215 casino games and 870 live casino games, making them one of the top providers in these categories.

Esportes da Sorte offers 4,815 casino games and 603 live casino games, showing a strong presence in the casino and live casino categories.

Sportingbet and **Pokerstars** provides a diverse selection with 4,133 casino games and 220 live casino games, and 2304 and 96, respectively.

Betfair and **Bet365** have a relatively modest selection, with 902 casino games and 78 live casino games, and 450 casino games and 179 live casino games, respectively – indicating room for growth in their gaming variety.

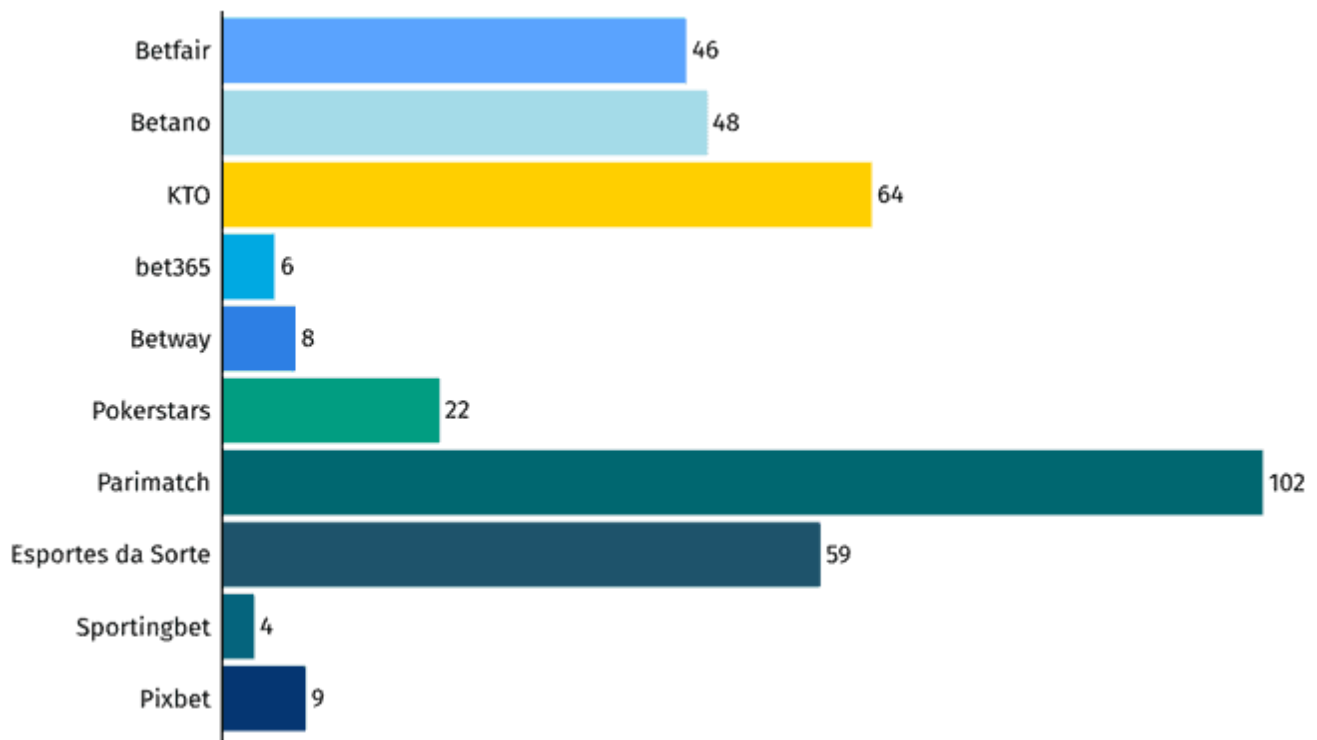
Betway provides a smaller selection, with 700 casino games and 179 live casino games.

Pixbet offers 2,133 casino games and 534 live casino games. While their variety is not as extensive as some of the top brands, they still provide a solid range of options for players.

This highlights the importance of a **varied game selection** in enhancing player experience and website dynamics, ensuring that players can access a comprehensive range of gaming options.

How Many Providers Are Available on the Top 10 Casino Brands?

Analyzing the number of game providers each brand offers reveals interesting strategies and commitments to variety in their gaming libraries, as we can see in the chart below:



Parimatch takes the lead with **102 providers** in total, ensuring that their players have access to a multitude of game options from various providers.

KTO is next, with **64 providers** in total. This indicates a strong commitment to variety, ensuring players have plenty of options to choose from, and maintaining interest and engagement.

Esportes da Sorte, **Betano**, and **Betfair** also offer several providers, with 59, 48, and 46, respectively. These brands prioritize a diverse selection, catering to various player preferences, and keeping their gaming libraries fresh and engaging.

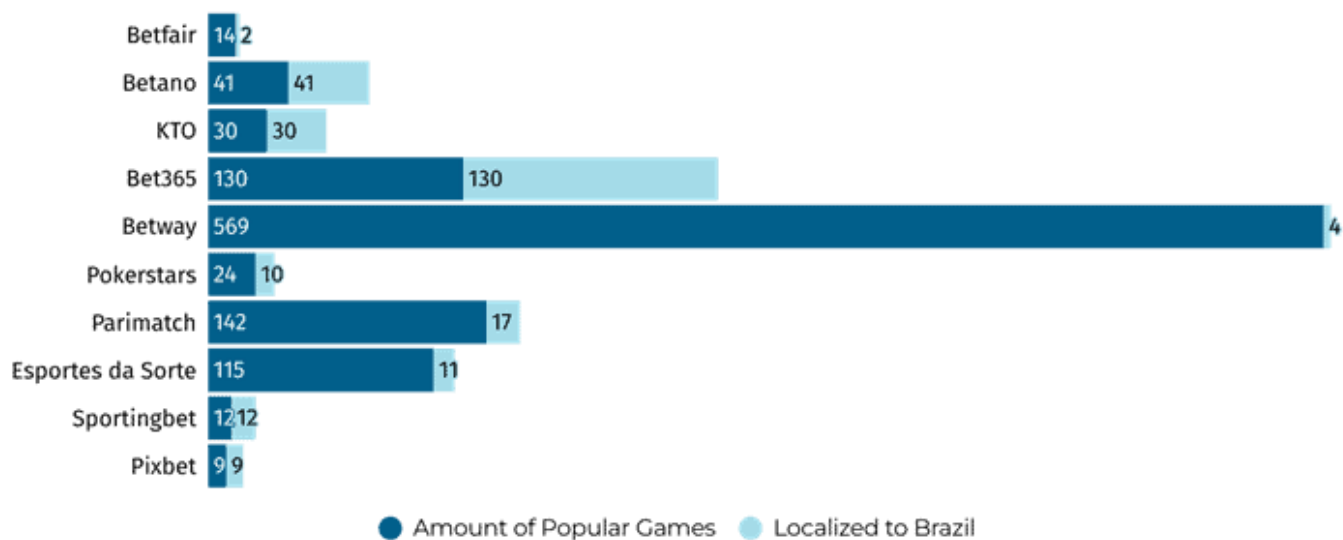
Pokerstars (22), **Pixbet** (9), **Betway** (8), **bet365** (6), and **Sportingbet** (4) offer fewer providers compared to the leaders, focusing on a more curated selection of games that their players particularly enjoy – with several in-house games as well.

Each brand's approach highlights its unique strategy in delivering engaging and diverse gaming options to its players.

Are Popular Games Localized to Brazilian Players?

A seamless customer support experience in online casinos involves the players' identification with the content, that is if they are localized in language and, sometimes, even incorporate cultural elements in its content.

First, we tracked how many popular games are available on each brand's website, and then the amount of localized ones – if there are any.



Betfair

Betfair offers 14 popular games, with only 2 localized to Brazil, showing a limitation to localizing its content to Brazilian players.

Betano

Betano provides 41 popular games, with all of them localized to Brazil, which indicates a **commitment** to appear as a familiar and **accessible** option to Brazilians. Although the whole website is in Portuguese, some games mix translated and untranslated elements into Portuguese – which could confuse players.

KTO

KTO features 30 popular games, with 100% of them localized to Brazil. KTO's full localization showcases a **dedicated strategy** to capture the Brazilian audience, offering a **seamless** gaming experience to its Brazilian players. Plus, the whole website is in Portuguese, which shows a step further from other brands within the market.

Bet365

Bet365 has 130 popular games, all of which are localized to Brazil, enhancing its **attractiveness** and **competitive edge** among Brazilian players.

Betway

Betway offers a substantial 569 popular games, with 4 localized to Brazil. Despite its extensive game library, the **limited** localization may not be as appealing to Brazilian players who prefer content in Portuguese.

Pokerstars

Pokerstars has 24 popular games, with 10 localized to Brazil, which also shows a moderate commitment to the Brazilian players' experience.

Parimatch

Parimatch provides 142 popular games, with only 17 localized to Brazil – also a low localization percentage indicates. While Parimatch has a **substantial** game portfolio, it lacks Brazil-focused content, potentially affecting its local market penetration.

Esportes da Sorte

Esportes da Sorte features 115 popular games, with 11 localized to Brazil, which might not be sufficient to compete with brands with more localized content.

Sportingbet

Sportingbet offers 12 popular games, all of which are localized to Brazil. Although the total number of games is low, the complete localization reflects a **targeted approach** to the Brazilian market, ensuring all offerings are tailored to local preferences.

Pixbet

Pixbet has 9 popular games, all localized to Brazil. Similar to Sportingbet, Pixbet's small but fully localized portfolio indicates a **focused strategy** on the Brazilian market, potentially appealing to players looking for a **specialized** and **locally relevant** gaming experience.

In a nutshell, the localization of games to the Brazilian audience is an important aspect of the playing experience, showing a **commitment to a variety of options**, and competitiveness in the Brazilian market.

What is the Minimum Bet Amount on Top Games?

Another important aspect of choosing a game for Brazilian players is the minimum amount they can bet on it because it offers insights into each brand's accessibility and appeal to different player segments – like casual and budget-conscious gamers.

We looked for the minimum bet amounts on the most popular games in each casino: Fortune Tiger, Aviator, and Crazy Time.

	Brands	Fortune Tiger	Aviator	Crazy Time
	Betfair	0,40	1,00	0,50
	Betano	0,40	1,00	0,50
	KTO	0,40	1,00	0,50
	bet365	Not Available	1,00	0,50
	Betway	Not Available	1,00	0,50
	Pokerstars	0,40	1,00	0,50
	Parimatch	0,40	1,00	0,50
	Esportes da Sorte	0,40	1,00	0,50
	Sportingbet	0,50	1,00	0,40
	Pixbet	0,40	0,50	0,50

As we can see, most casinos have set the minimum bet of **BRL 0.40** for **Fortune Tiger** – except **bet365** and **Betway**, which don't have the game available on their platform, and **Sportingbet**, which set the minimum as **BRL 0.50**.

For **Aviator**, the minimum amount is **BRL 1.00** in all brands, except on **Pixbet** – which is set as **BRL 0.50**. This suggests a standard pricing strategy for Aviator, likely reflecting its popularity and the competitive market for this game.

For Crazy Time, the minimum bet is consistently **0.50 BRL** across most brands, except for Sportingbet, which is set as 0.40 BRL – possibly to attract a broader audience or encourage more frequent gameplay.

For players, the minimum bet amounts are crucial in deciding where to play, especially for those looking to manage their gambling budget effectively.

Brands like **Betano**, **KTO**, and **Parimatch**, with consistent and lower bet limits across games, might appeal more to budget-conscious players.

On the other hand, brands with slightly higher limits for specific games, such as **Sportingbet** for Fortune Tiger, might attract players who are comfortable with slightly higher stakes.

Understanding these minimum bet amounts can **help players choose** the right casino that fits their wagering preferences, and **enhance their gaming experience**.

Overall Performance

After evaluating the performance of the top 10 Brazilian casinos on their variety of games, number of game providers, and localization to Brazilian players, we had interesting insights into their strategies toward the Brazilian market.

We identified the **top performers** and the **worst performers** based on the criteria assessed:

Best Performers:

- **KTO:** *KTO excels with a robust selection of 30 popular games, all localized to Brazil. Additionally, it provides the whole website in Portuguese, highlighting its dedicated strategy to capture the Brazilian audience and ensure a rich and varied gaming experience.*
- **Betano:** *Betano demonstrates strong performance by offering a diverse and substantial game library. With 41 popular games, all localized to Brazil, Betano ensures a tailored experience for Brazilian players.*

Worst Performers:

- **Betway:** *Betway provides a substantial selection of 569 popular games but falls short in localization, with only 4 games localized to Brazil, which significantly impacts its appeal to Brazilian players who prefer content in Portuguese. Additionally, with only 8 providers, Betway's game variety is limited, affecting its ability to offer diverse gaming options and reducing its competitiveness in the Brazilian market.*
- **Betfair:** *Betfair offers a moderate number of 14 popular games, with only 2 localized to Brazil. This minimal focus on the Brazilian market is a significant shortcoming, as localization is crucial for player engagement and retention.*

Main Takeaways

We examined the variety and quality of games offered by the top 10 online casino brands in Brazil: Betano, Betfair, KTO, Bet365, Betway, Pokerstars, Parimatch, Esportes da Sorte, Sportingbet, and Pixbet.

We assessed key metrics, such as:

- **Game Variety:**
 - Total number of games available (casino, and live casino)
- **Game Providers:**
 - Number of game providers each brand offers
- **Localization:**
 - Availability and localization of popular games to Brazilian Portuguese
- **Minimum Bet Values:**
 - Minimum bet values for top games (Fortune Tiger, Aviator, Crazy Time), evaluating affordability of the platforms

Emphasizing the importance of the player experience, we propose the following key insights and recommendations:

- ***Enhancing Games Localization:*** Brands with low amount of localized games, such as Betway and Betfair, should prioritize translating and culturally adapting their games to Brazilian players.
- ***Expanding Game Variety:*** Casinos with a limited selection of games, like Betfair and Bet365, should expand their game libraries to include more diverse options, particularly in the casino and live casino categories.
- ***Optimizing Minimum Bet Values:*** Maintaining competitive and accessible minimum bet values can attract budget-conscious players. Brands like Betano, KTO, and Parimatch, with lower and consistent bet limits, are more appealing to this segment.
- ***Leveraging Multiple Game Providers:*** Increasing the number of game providers can enhance game variety and player engagement. Brands like Parimatch and KTO, with numerous providers, offer a more dynamic gaming experience.
- ***Regular Assessment and Adaptation:*** Continuous evaluation of game offerings and player preferences is crucial for maintaining competitiveness. Adapting to emerging trends and player feedback can significantly improve player satisfaction and retention.