

Brazilian Lottery, Bingo and Scratch Card Games – A Short Guide to Draw-Based Gambling in Brazil



ENV Media analyzes the **lasting appeal** of [lotteries](#) in Brazil. Driven by popular favorites like Mega-Sena, we see a revival of **online bingo, scratch cards** and **instant-win** games.

Regulatory updates in 2025 are likely to improve accessibility, **transparency** and oversight, as well as opening up to **land-based** gaming facilities.



Lottery Market Overview

Popularity of lotteries in Brazil



49% of Brazilian gamblers believe the lottery is the **fairest form** of wagering



Caixa Lotteries alone are expected to surpass **R\$ 25 billion** in annual sales for **2024**



At least **6 million** people in Brazil play the lottery more or less regularly



8 billion tickets will be sold this year alone, not counting online (offshore) lotteries



Nation-wide Lotteries: preferred for **big jackpots** and trust in **institutional backing**



6 state and **4 city** lotteries are also active as of 2024

Lottery Market Overview

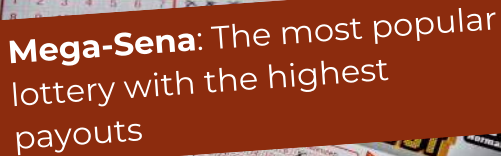


Monthly spending on lottery games

On average, players spend **R\$65 monthly**, primarily on **Mega-Sena** and the **Federal Lottery**

The average active player buys just under **3 lottery tickets per month**

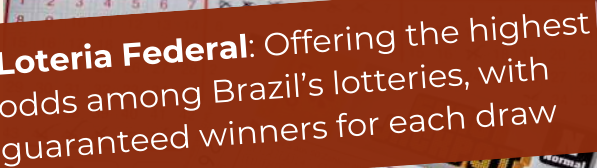
Most Popular Lottery Games




Mega-Sena: The most popular lottery with the highest payouts



Lotofácil: Offer more frequent payouts and easier chances to win

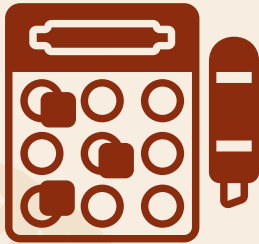


Loteria Federal: Offering the highest odds among Brazil's lotteries, with guaranteed winners for each draw



Powerball is the most popular foreign lottery in Brazil

Bingo and Scratch Cards Revival



Bingo

Still widely popular, **transitioning into digital formats**. It attracts a broad audience due to its **social nature** and **ease of play**



Potential for **growth** in both physical and online spaces due to regulatory updates

Scratch Cards & Instant Win Games

Rapidly **growing in popularity** due to their **simplicity** and **instant-win** format



Digital platforms have made these games more **accessible** to a wider audience

Future Outlook

Online growth potential

Digital expansion via gaming websites and mobile apps make **lotteries** and **instant-win games** more **accessible**.



Ongoing regulation impacts the market

Under pressure from global competition, Brazilian **lotteries** got the attention of legislators. Improved oversight and **new licensing** standards aims to channel consumers to local gaming outlets and ensure a **stable market**.



Revenue Impact

Lotteries and bingo games have even more potential to support public projects, education and healthcare. **Optimizing** the evergreen **lottery market** can provide substantial and ongoing **tax contributions**.

