
By ENV Media



THE MEXICAN ONLINE GAMBLING MARKET



Mexico's online gaming market is experiencing **constant growth** and transformation, becoming a **significant player** in the global iGaming industry

This report presents the **highlights** from an [ENV Media market analysis](#) which explores **industry growth**, key player **demographics**, popular gaming verticals, **legal** and **technological** factors.

Global Relevance



Mexico has emerged as a key iGaming market on a global scale, a close second in Latin America behind Brazil



Licensing Options



Authorities offer extensive licensing options, including to foreign companies



Barriers Remain



Challenges remains, such as outdated laws focused on land-based gambling and a high tax burden.



ECONOMIC IMPACT

Market Value



USD 10
Billion

Total real-money gaming spending nears **USD 10 billion:** including **local lottery** (1 bn), **sports betting** (2 bn) and **online casino** (1.5 bn)



More than
Half Offshore

Exact figures remain elusive but experts agree that **more than half** of the revenues go to **offshore operators**

Projected Growth

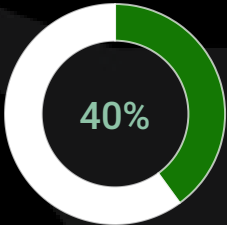


13% to 19%

Vigorous annual growth is expected to continue through **2028**

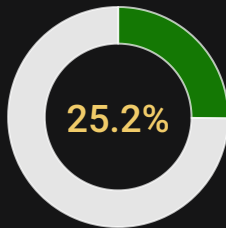


Biggest Gaming Verticals

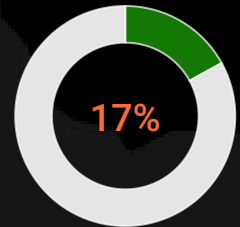


40% of Mexicans have placed a bet on **sporting** events, mostly online

Sports betting is the leading gambling segment, driven by Mexican passion for sports (football in particular)



Lottery draws and **instant** games hold a considerable market share, with **25.2%** of Mexicans participating



Casino games (online slots, card games) also have a substantial fan base, with **17%**



The Digital Landscape and Local iGaming Industry



Mobile-First

Mexico is among the fastest-growing smartphone markets globally, the second largest in Latin America



Opportunities vs Challenges

Widespread internet access boosts online services. Yet, low banking penetration and transaction issues hinder market evolution



Growth and Employment

The real-money gaming industry in Mexico employs more than 40,000 people (up to 120,000 indirectly)



Sector Relevance

It contributes with nearly 4% to the national GDP

Who Plays Online in Mexico?



Mexico ranks stably among top 10 digital entertainment markets

Young Urban User Pool

130 million population

High Urbanization

Average age under 30

Online Casino Popularity

4th most active country

3.6 million monthly visits in 2022

High casino website visits

Gaming Participation



65%

of Mexican adults admit gambling in the past year



58.5 millions

of real-money gamers



76 millions

Media reports actual numbers

HISTORICAL CONTEXT

Ancient Origins and Evolution

Mexico's gaming roots go back to **Olmec, Maya, and Aztec times**. Modern gambling culture evolved under European and North American **influence**

Current Legal Framework

Regulatory Milestones

The gambling industry has walked a winding legal road since the Royal General Lottery was established in 1771

License Types and Coverages

Mexican-based or registered companies can acquire sports and casino licenses (including for online operations)

Consumer Protection

Existing player protection mechanisms include age restrictions, grievance redressal, advertising standards and responsible gaming standards