



An ENV Media study

THE PERUVIAN GAMBLING MARKET

The Peru gambling market stands out in South America for its inclusive regulatory framework, covering both traditional and modern real-money gaming.



These highlights are based on [the ENV Media study](#) and present **key data** and **insights**, showcasing the market's current state and potential for iGaming growth.

The Gaming Sector in a Nutshell

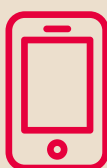
Market Size



USD 2.5 Billion

Peru's gambling market includes both online and physical operations.

Future Projections



The **online segment** is expected to grow at an annual rate of **6.4%**, as the 2024 regulation plays a key role in this expansion.

Historical Context



Casinos were legalized in **1979**. Peru has consistently **adapted** its gaming policy since then.



Sector always overseen by the Ministry of **Foreign Trade and Tourism**.



Regulation Pioneers

Peru is among the few South American countries with a fully regulated gambling landscape

2024 Regulatory Shift



New regulations focusing on online gaming came into effect in early 2024.



Application for licenses open to foreign companies.



Emphasis on safe gaming environments.

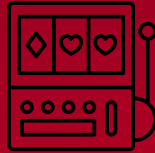
Spotlight on Gaming Culture

Betting on Tradition



Lotteries and bingos are deeply rooted in Peruvian culture. "La Tinka" is historically the biggest lotto operator in the country.

Physical vs Online Casinos



A solid infrastructure of casinos precedes the booming online segment.

Sports Betting Propels Online Growth



Sports betting is the driving force behind online expansion. Football eclipses other betting niches, capturing 90% of sports bets.

Who's Playing?



Active Demographics

Significant participation of young adults aged **25 to 40**, accounting for about 56% of players.

Spending Behavior

Peruvians play with **moderation**. Most spend between USD **10** to USD **50** per gaming session.

Evolving Tastes

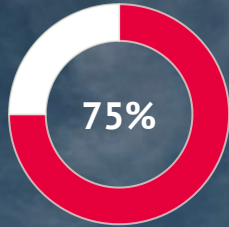
While football bets stand out, there's **growing interest** in **casino** games and **eSports**, especially among the youth.

Male dominance

Men make up approximately **70%** of the gaming market.

Tech and Fintech

Future Projections



75% of Peruvians have **internet** access and mobile connections exceed the population count (>100%). The country is set for long-term online gaming growth.

Advancing Finances



Progress in e-banking and fintech has been crucial in facilitating access and market inclusion – in online gaming and service consumption in general.

The Bottom Line

Peru's gambling sector is well-regulated and growing, particularly online, thanks to dedicated new laws. Its diverse gaming scene suggests a promising future for regulated digital gambling.