



Exploring The Monumental Growth of South America's Betting Industry

Summary

01	Introduction	3
02	South American legislation has shifted: sports betting is all go	4-5
03	The challenges and benefits of South America's growing betting industry	6-8
04	Four emerging South American sports betting trends	9-11
05	Battle of the big hitters: a look at the continent's biggest betting brands	12-14
06	The value of local sports marketing within the betting industry	15-16
07	Welcome to the future...	17

01

Introduction

New doors have opened for the South American betting industry. With less logistical shackles and more scope for growth than ever before, the industry is now attracting new brands, businesses, and players.

Yes, the South American betting market is a go, go, go situation. In Brazil especially, stringent betting legislations have been lifted—bans that were set in stone **for 70 long years.**

While there was once a great deal of skepticism surrounding sports betting in Brazil (and across the continent), optimism is beginning to spread. There's now a far more unified vision that the South American betting market will create more economic growth and create a wealth of new jobs.

Here we're going to look at this bold new chapter for South American sports betting and the potential opportunities it presents for those willing to play the game.



Let's dive in.

02

South American legislation has shifted: All in on sports betting





Did you know? It has been estimated that the South American gambling market will be worth more than **\$500 billion by 2023**, with more than 10% of this coming from online betting.



With legislation being loosened and bans (particularly in Brazil) being lifted, a new age has dawned for the South American betting industry.

For almost a century, betting bans existed to prevent various forms of personal and financial exploitation. But it now appears that with a more lenient approach to legislation, the betting sector is likely to give the continent a financial boost.

From gaming and sports to national events and beyond, redefining what betting is can open doors concerning **sponsorship deals, marketing & advertising partnerships, cryptocurrency trading, and economic development opportunities.**

While this new chapter for the South American betting industry is still in its infancy, there are already signs of progress emerging across the continent.

These are exciting times, but the path to success isn't coming without its roadblocks. Here, we explore the key challenges and benefits facing South America's ever-expanding betting industry.



03

The challenges and benefits of South America's growing betting industry





Did you know? In 2016, Colombia became the first South American country to legalize betting and bookmaking —**a landmark moment for the industry.**

Since then, steady progress has spread across the continent, with the loosening of legislation of Brazil arguably one of the biggest milestones in the new age of South American betting culture.

Naturally, with great progress comes a fair share of benefits, but it also comes with teething problems. **Here we're going to explore the key peaks and troughs of South America's growing betting industry.**



THE CHALLENGES

Smooth scaling

One of the inherent challenges the continent faces with its swiftly expanding betting market is scaling in a way that suits all parties.

In Brazil especially, governing bodies need to ensure that regulations remain consistent across every pocket of the industry as it grows. The powers that be are still in the process of finalizing who can obtain a betting license, and under what terms.

As the market expands and betting becomes widespread across the nation, the infrastructure must also exist to handle transactional demand—an area that asks for a water-tight expansion strategy.

Cross-border friction

As every country abides by its own gambling and betting laws, brands, suppliers, and vendors must tread carefully when approaching cross-border events, transactions or partnerships.

As nations like Chile and Brazil relax their betting laws, expanding into wider markets is a natural progression. But, at this point in the game, those looking to establish partnerships or launch promotional betting campaigns in neighboring nations have to wade through piles of time-consuming red tape to avoid getting into legal hot water.





THE BENEFITS

Brand growth

With nations like Brazil set to become one of the world's biggest betting arenas, there are countless opportunities for betting vendors, brands, and providers to expand their promotional footprint.

In addition to betting companies, sports brands, players, and institutions also stand to expand their audience through bet-centric marketing campaigns, collaborations, partnerships.

Economic growth

As we touched on earlier, the rapid growth of South America's betting industry will spark a healthy level of economic growth.

Brazil's potential uptake in betting consumers stands to make it one of the most lucrative markets in the world, providing it scales strategically.

The legalization of the betting market in Brazil alone is set to create over **200,000 new direct jobs** as well as 600,000 additional jobs in loosely related industries. That's a significant level of economic progress.

“ Creating a gambling regulatory framework will benefit not only the government but also Brazilians who will be safe betting online. ”



*Joao Bacelar,
President of the Brazilian Tourist Board*



04

Four emerging South American sports betting trends





The South American betting industry is starting to take off in ways that once seemed impossible. As the market expands and the aforementioned problems are ironed out, here are four striking trends that are set to push the industry towards a bold new chapter.



MOBILE & APP-BASED BETTING

Now that the betting industry is becoming legitimized in a growing number of South American countries, there is likely to be an increased focus on gambling tech.

We live in a mobile age where more smart devices exist on the planet than humans. As such, mobile and in-app betting will continue to rise across the continent as it offers a convenient, engaging, and transparent way for consumers to back their favorite team, club or athlete.



FANTASY & ESPORTS

Did you know? Brazil currently ranks as the third-largest eSports customer base worldwide, with more than [30 million players](#). The growth of the rapid betting industry will see this number rise.

The colossal popularity of professional eSports in Brazil is inspiring traditional sports clubs to enter the arena. As fantasy league and eSports awareness continues to skyrocket and new leagues or tournaments emerge from the digital woodwork, the industry will become rife with betting opportunities.





VIRTUAL AND AUGMENTED REALITY

Powered by immersive technologies like virtual reality (VR), computer-generated reality allows players or gamblers to experience a multitude of games or events at once as if they were there in person.

This highly-personalised form of betting will empower betting providers as well as sports brands to capture consumer imagination with immersive in-game ads, sub-games, and exclusive content. It's a trend that is likely to take centre stage in major South American nations in the coming years.



CRYPTOCURRENCY & NFTS

As a result of the emerging trends discussed here, there will be a natural migration towards cryptocurrency and NFTs is inevitable.

With an increasing number of South American countries legalising the likes of BitCoin (with El Salvador recently joining the party) as a legitimate form of payment, the continent is likely to see an upsurge of NFT trading as well as cryptocurrency betting online and in venues including casinos.



Read: [5 hot cryptocurrency & NFT trends in eSports](#)

for a deeper dive into the ever-growing influence of the blockchain.



05

Battle of the big hitters: a look at the continent's biggest betting brands



With South America's betting industry destined for big things, a rising number of brands are entering the arena searching for a slice of the pie. **Here we look at two of the continent's big hitters.**



Site Deapostas

The caveat here is that this particular Brazilian sports betting platform is yet to become one of the nation's biggest providers.

But, armed with the right backing, vision, and Site Deapostas is set to become one of the leaders of the pack in the not-so-distant future.

By working with the right affiliates, the brand is already making a major impact in the Brazilian market, building trust in the platform while delivering a seamless end-to-end experience that cements loyalty.

Speaking to [IGB Affiliate](#) about its plans, Leadstar Media's (the company behind Site Deapostas) Jacob Ljunggren, explained:

«We are partnering with both the established brands in the market along with the smaller, more niche, local brands.

I believe there will be deeper relationships between affiliates and operators, and having a partnership already in place with these operators will make it easier for us to transition into a regulated market.»

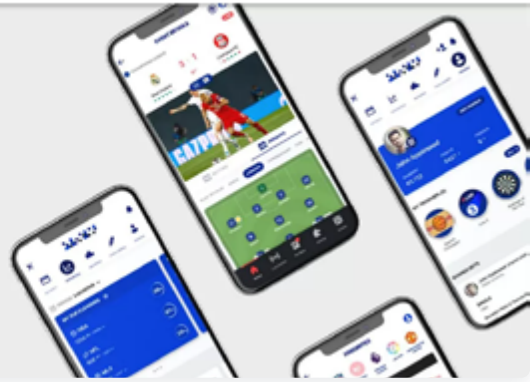
“ We are partnering with both brands well-established in the market along with smaller, more niche, local brands.

I believe there will be deeper relationships between affiliates and operators and having a partnership already in place with these operators will make it easier for us to transition into a regulated market. ”



Welcome to the Kambi Group, Shape Games

Find out more



KambiGroup

A big South American betting power, KambiGroup is making increasingly prominent industry ripples by launching the likes of Olimpo.bet.

Backed by a renowned private equity firm, Kambi is lending its industry-leading technology and experience to various providers within the South American market, riding the crest of the wave and increasing its footprint in the process.

Speaking on Kambi's plans, CEO **Kristian Nylén**, said :

“ This is an important strategic partnership for Kambi as we continue to expand our footprint in Latin America's growing sports betting market. ”

“ The ambition shown by NG Gaming to be among the leaders in sports betting matches our own, and we are excited at the prospect of Olimpo.bet going live. ”



06

The value of local sports marketing within the betting industry

It's likely that you've noticed the two big industry hitters we've discussed have one strategic element in common: strong partnerships.

By harnessing the power of brand partnerships, betting providers can find a foothold in the industry. To leverage the brand-boosting benefits of a growing industry, investing in local marketing initiatives is vital.

A solid multi-channel local sports marketing strategy will:



Help you attract and retain a highly engaged audience within your betting area



Give you a platform for sharing your brand values and USPs



Increase betting fan loyalty and retention



Cement your brand as a highly valuable and authoritative leader in its field



Accelerate your commercial growth in specific target markets

Locally-targeted sports marketing is the key to sustainable growth in an increasingly saturated market. With a focused approach aimed at connecting with the right regional audience and offering personal value, you will see your customer base soar.



07 Welcome to the future...

The shackles are being lifted and the South American betting industry has sprung to life. With the right regulation and a collaborative approach to progress, betting providers, sports brands, and local economies stand to see enormous benefits.

If you're a betting brand and you want to push yourself ahead of the pack, working with a local sports marketing expert will get you where you need to be.

Welcome to a bold new age.

About Samba Digital

Samba Digital is an international sports & entertainment sports marketing agency that specializes in innovative comms, PR and localized content. We reach over 300 million daily fans using powerful promotional methods and if you're looking to make a mark in the crypto world, we will create a strategy tailored to your specific niche, brand, goals, and needs.



Get in touch with us and we will be happy to discuss the topics explored here in greater detail and help you turn your visions into reality.