



2025

Research Report on Africa's Online Gambling Market

**An in-depth look at Trends, Regulations, and Future
Outlook**

June 25, 2025

Abstract: This comprehensive research report provides an in-depth analysis of the African online gambling market as of June 2025, detailing its estimated current value of approximately \$1.85 billion in 2024 and projecting significant growth to over \$2.36 billion by 2028, driven by rising mobile penetration, a youthful population, and the ubiquity of mobile money. The report profiles leading markets like South Africa, Nigeria, and Kenya, examining their unique regulatory landscapes, licensing frameworks, payment infrastructures, and user preferences, while also highlighting the competitive dynamics among major B2C operators and B2B suppliers. It further discusses the historical evolution of online gambling across the continent and forecasts the industry's future trajectory through 2028, emphasizing trends such as market consolidation, regulatory maturation, and the impact of technological advancements like AI and blockchain, alongside persistent challenges like regulatory fragmentation and economic constraints.

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1. Overview & Market Size

Figure: Key online gambling metrics by region (2024) – Africa’s online gambling market remains relatively small in global terms (about **\$1.85 billion** revenue in 2024). The African online gambling sector has expanded on the back of rising internet access, mobile penetration, and a youthful population. Over **7 million** Africans are expected to be active online gamblers by 2028, with an average annual revenue per user around **\$309**. This represents a tiny user penetration (around 0.5% of the continent’s population, compared to 6.5% in Europe), indicating significant room for growth.

Recent Growth: In the past five years, Africa’s online gambling revenues have risen steadily. From 2019 to 2024 the market roughly doubled, and it is **projected to grow ~6.3% annually** from 2024 to 2028, reaching about **\$2.36 billion by 2028**. This CAGR is only slightly below Europe’s, highlighting optimism about Africa’s catching-up potential. Traditional gambling (land-based casinos, retail betting, lotteries) still dominates overall gambling revenue (~58% of Africa’s \$6.1 billion gambling GGR in 2024 was offline). However, online channels are **gaining ground** due to improved connectivity and smartphone adoption. By 2030, online’s share of gambling revenue is expected to grow substantially, driven by mobile technology proliferation and regulatory reforms.

Total Market & Forecast: Including all forms (online and offline), **Africa’s gambling market** was valued around **\$6.1 billion in 2024** and is projected to reach **\$11.3 billion by 2032** (about 7% CAGR). Within that, **online gambling** is a major growth engine. **Sports betting** is the leading online segment – forecast to contribute nearly **\$0.86 billion in 2024** alone – reflecting Africans’ passion for sports (especially football). Online casino gaming and lotteries are smaller but emerging segments in markets where they are permitted. Looking ahead **2025–2030**, analysts anticipate strong double-digit growth in many countries as internet penetration improves, smartphone prices fall, and regulators open up online markets. By **2030**, Africa’s online gambling could exceed **\$3–4 billion** in annual revenue based on current trajectories (though outcomes will vary by country depending on legislation and economic factors).

Drivers of Growth: Several macro factors underpin this growth trend:

- **Demographics:** Africa’s population is **young and tech-savvy** (median age ~20). High youth unemployment has led many to view gambling as a source of income, bolstering participation.
- **Connectivity:** Internet penetration is around 40% and rising fast, with **mobile subscriptions projected to jump from 272 million in 2019 to ~475 million by 2025**. Smartphones (over **300 million** users in 2023) and cheap data have made online betting widely accessible.
- **Mobile Money:** The ubiquity of mobile payment platforms (like **M-Pesa** in East Africa) enables convenient deposits/withdrawals even for the unbanked. This cashless infrastructure fuels online wagering growth.
- **Cultural acceptance:** Gambling is generally culturally acceptable across much of Africa (except predominantly Islamic regions). Surveys show high participation rates – e.g. **over 70%** of adults in countries like Nigeria, Kenya, and Uganda have tried betting. This

broad acceptance, coupled with **Western influences** (e.g. European football betting culture), sustains demand.

- **Innovation:** Operators are leveraging new tech – from simple SMS/USSD betting for feature phones, to apps and even blockchain. By 2024, an estimated **40% of African online gambling platforms will incorporate blockchain technology** (for transparent, secure transactions). Social betting features and gamification are also on the rise, tapping into communal gaming preferences.

Key Challenges: Despite optimism, the industry faces hurdles:

- **Regulatory fragmentation:** Gambling laws vary widely or are unclear, creating barriers to regional expansion. Some major markets remain **unregulated or prohibit online gambling** outright, limiting addressable market size (see Section 2).
- **Economic constraints:** Africa has lower average incomes; **over 40% live below poverty line** in many areas. Thus betting stakes are often very low (e.g. **60% of Kenyan bettors spend under \$10 per month**). This “low-value, high-volume” dynamic means operators rely on scale and can face thin margins.
- **Infrastructure gaps:** In many regions, especially rural, internet is slow or unreliable and digital literacy is limited. Only about **0.5% of Africans** currently engage in online gambling. Limited 4G/5G coverage and smartphone affordability remain issues outside urban centers. Payment ecosystems, while improving, still face outages and user trust issues.
- **Social concerns:** Problem gambling and youth gambling are rising issues. Regulators are increasingly wary of gambling’s social impact, leading to ad bans and stricter controls (see recent events in Kenya and South Africa). Without robust responsible gaming measures, public backlash could slow industry growth.

Market Outlook 2025–2030: On balance, Africa’s online gambling industry is poised for robust growth. Continued **convergence of tech and betting** (e.g. more immersive mobile betting, AI-driven personalization, possibly VR casino experiences by late decade) will enhance user engagement. The **user base is expected to broaden** beyond core young male bettors – for instance, **female participation** is predicted to rise as digital literacy among women improves. Many experts foresee **consolidation** in the market: larger operators (including foreign entrants) are likely to acquire or outcompete smaller local sites, leading to a few dominant players per country by 2028. Regulatory trends are generally toward **legalization and formalization** – governments recognize the tax revenue potential and are drafting laws to legalize and license online betting in more jurisdictions. By 2028, several countries that today have grey markets may establish licensing regimes, and pioneers like **South Africa** may finally legalize online casinos, significantly expanding the market. Overall, Africa is considered **the industry’s largest untapped frontier**, offering potentially **\$10+ billion** online GGR in the long term according to some projections. Short-term, growth will be uneven but the trajectory is clear: **online gambling in Africa is moving from the margins to the mainstream** of the entertainment economy.

2. Leading Countries: Market Profiles

Africa's online gambling landscape is heterogenous. A handful of countries dominate revenue and user counts, each with unique regulatory environments and consumer behaviors. Below we profile major markets – **South Africa, Nigeria, Kenya, Ghana, Egypt, Morocco, Tanzania, Uganda** – covering market size, historical development, regulation, licensing, payments, user preferences, recent events, and outlook for each.

South Africa

Market Size & Growth: South Africa is Africa's most mature gambling market, contributing the largest share of the continent's GGR (~26% in 2023). **Total gambling GGR** (offline + online) hit a **record ZAR 59.3 billion** in FY2023/24 (~\$3.37 billion), up 25.7% YoY. The surge was driven by sports betting. **Sports betting** (mostly online) generated **ZAR 35.91 billion** (60.5% of all GGR) – a massive 51% jump from the prior year. Of this, **online betting contributed ZAR 28.97 billion**, accounting for nearly half of all gambling revenue in the country. This makes South Africa by far the continent's largest online gambling market (roughly **\$1.6 billion** online GGR). Retail betting (shops) added ZAR 6.94 billion. Land-based **casinos** remain significant (ZAR 17.36 billion in FY2023/24, ~29% of GGR) but were flat year-on-year. Other segments include Limited Payout Machines (R4.15 bn) and bingo (R1.89 bn). Growth in the near term is centered on online/mobile betting, which now eclipses traditional casino revenue. Industry forecasts suggest South Africa's gambling market will grow ~4-5% annually through 2029. By 2030, total GGR could approach \$5 billion, with online betting further increasing its share.

Industry Development: South Africa has a long gambling history (legal casinos and a national lottery since the 1990s). **Online gambling timeline:** The pivotal law is the **National Gambling Act 2004**, which legalized online **sports betting** but **prohibited interactive casino-style gaming**. After 2004, provinces began licensing online sportsbooks (often extensions of retail bookmakers). The **first licensed online betting sites** launched in the mid-2000s. A 2008 amendment that would have legalized online casinos was passed by Parliament and even approved by the President, but mysteriously never enacted. Consequently, **online casinos, poker, bingo, etc. remain illegal**. Despite this, many South Africans have accessed offshore casino sites over the past decade, creating a sizable grey market. Enforcement against unlicensed online operators has been weak (only **39 arrests** in five years for illegal online gambling). Periodic attempts to reform the law (e.g. Remote Gambling Bills in 2015 and 2023) have stalled amid political inertia. Thus, as of 2025 the **status quo** is: **online sports betting** is legal and thriving; **online casinos** are illegal domestically, but widely played via offshore sites.

Regulatory Status: Gambling is legal and regulated under a two-tier system. National law sets broad policy (and bans interactive gaming) while **provincial licensing authorities (PLAs)** license and oversee operators for betting, casinos, bingo, etc. Key laws include the National Gambling Act and various provincial ordinances. **Age restriction** is 18+.

Taxation: Betting operators pay a provincial gambling tax (around 6–9% of GGR on betting, varying by province) plus corporate taxes. Players' winnings from licensed betting are **not** taxed (except lottery winnings above a threshold). However, winnings from illegal online casinos are technically "illegal gains" and could be confiscated. Enforcement of that is rare, but banks are

known to monitor and block gambling payments to offshore sites. Notably, in FY2023/24, authorities collected **ZAR 4.84 billion** in gambling taxes, half from betting (ZAR 2.41 bn, including ~ZAR 889 m from online bets).

Licensing: South Africa's **betting licenses** are issued by individual provinces (e.g. Western Cape Gambling and Racing Board, Gauteng Gambling Board, etc.). An operator typically chooses one province to be based/licensed in, and can accept customers nationwide (though officially only that province's residents, in practice it's national). The Western Cape is popular for licensing online operators. License fees are relatively modest: e.g. **Western Cape** charges an application fee of **ZAR 15,096** (\$770) and an annual fee of **ZAR 3,028** (\$155). However, obtaining a license involves intensive vetting ("probity investigation") with additional fees (WC's annual investigation fee is ZAR 12,089). Applicants must have a local presence, undergo criminal and financial checks, and demonstrate technical capability and responsible gambling measures. Because online casino licenses are not available, many South African-facing casino sites operate from offshore jurisdictions; these are all technically illegal, and not licensed locally.

Payments & Infrastructure: South Africa is more banked than many African nations, so online betting platforms commonly accept **credit/debit cards, bank EFT transfers**, and local payment gateways. E-wallets like Skrill/Neteller are accepted by some. **Instant EFT** services and prepaid vouchers (e.g. 1Voucher) are popular for unbanked users. Unlike East Africa, **mobile money** isn't dominant in SA; instead, users leverage mobile banking apps and cards. **Crypto** usage is emerging – some offshore sites and even a few local bookmakers accept cryptocurrencies, but it's still niche. Internet connectivity is relatively high (~75% of adults have internet access, higher on mobile). 4G coverage is extensive and 5G is rolling out in cities, enabling smooth mobile betting experiences. Many operators also maintain retail outlets or bet shops, as a large segment of punters still bet in cash at shops and racetracks (particularly older demographics and horse racing bettors).

User Preferences: South Africans are passionate about **sports betting**. The most popular bet sports are **soccer**, followed by **cricket, rugby, and golf**, reflecting national sports interests. Horse racing also has an established betting culture (a legacy of pre-internet gambling). **Online vs Retail:** The market has rapidly shifted to **mobile-first** – there are **167 mobile subscriptions per 100 people**, and a majority of bets are placed via smartphones or tablets. Desktop betting exists but is secondary. **Demographics:** Betting appeals across income levels, but heavy users tend to be young males (18–35). However, high overall participation (surveys suggest up to **75% of the population has gambled at least once**) means the bettor base spans various age and gender groups. South African punters typically place larger bets on average than their peers in other African countries, due to higher income levels and the presence of higher-stakes horse betting and casino play. Land-based **casino gaming** is also popular (SA has many casinos), but online casino play occurs via unregulated sites – these include slots, poker, and bingo which are technically illegal but attract players looking for casino-style games not offered by local sportsbooks.

Recent Developments (2024–2025): South Africa is at a regulatory crossroads. **Illegal online casino enforcement** remains lax – Police reports revealed only **36 cases** of illegal online gambling were formally opened over five years, with few convictions, highlighting enforcement

challenges. In early 2024, the opposition Democratic Alliance reintroduced a **Remote Gambling Bill** to finally legalize and regulate online casinos, protect consumers, and allow provincial licensing of online gambling. This followed criticism that outdated laws were undermining the rule of law and letting criminal unlicensed sites proliferate. With national elections in 2024, gambling reform became a topic of debate. As of mid-2025, the fate of the Remote Gambling Bill is uncertain – it faces political resistance, but proponents (now including some in government) argue regulation could bring in substantial tax revenue (currently lost offshore) and better player protection. Meanwhile, enforcement agencies like the Hawks have attempted crackdowns, but faced legal hurdles (courts have thrown out cases due to technicalities like search warrant issues). On the sports betting side, a positive development in 2025 was **improved regulatory coordination**: all nine provinces' regulators, under the National Gambling Board, launched efforts to share data and standardize certain rules to ease compliance for national operators (though a fully unified license isn't needed due to the existing inter-provincial recognition of licenses). Additionally, South African operators have ramped up **responsible gambling initiatives** (helplines, self-exclusion tools) amid growing public concern about gambling addiction and youth gambling. Advertising of gambling is facing scrutiny too – authorities have warned media about excessive gambling ads, especially those targeting vulnerable groups.

Outlook: South Africa's gambling market is relatively **saturated** in terms of participation rate (over 50% of adults are regular bettors by some accounts). Thus growth will come more from increased spend per user and channel shift to online, rather than a huge influx of new bettors. The **short-term outlook** (next 3 years) is moderate growth (~5% annually) with online sports betting continuing to expand. If the **online casino ban is lifted** by legislation in the coming years, it would be a game-changer – opening a multi-billion rand new segment virtually overnight, with international iGaming firms likely entering. Absent that, the grey market will persist. **Consolidation** is expected: larger brands (including global ones like Betway and Sportingbet/Entain) are solidifying their position, possibly acquiring smaller local bookies. South Africa will also benefit from any advances in tech – e.g. it's a prime market for **live dealer casino streaming** (should it become legal) and for advanced sports betting products (cash-out, in-play props, etc.), given its comparatively sophisticated user base. By 2028, one can envision South Africa as a fully regulated online market (if political will materializes) with both sports and casino gaming legally offered, contributing perhaps **\$2+ billion** online GGR alone. Even if not, the existing sports betting sector will continue to be a powerhouse, and the country will remain the **anchor of Africa's gambling industry** – in revenue, regulatory experience, and operational know-how.

Nigeria

Market Size & Growth: Nigeria, Africa's most populous nation, is a booming gambling market. With over **220 million** people and high betting participation, Nigeria is often cited as the second-largest gambling market in Africa (after South Africa). Total gambling revenue (all channels) is projected to reach about **\$3.63 billion by end of 2025**. The market has grown steadily since gambling was liberalized in 2004. Sports betting dominates: an estimated **60 million Nigerians place bets daily** (per the Cross River State gaming agency) – a testament to

how ingrained betting is. While precise online-vs-offline splits are hard to find (Nigeria's market is fragmented), it's clear that **online/mobile betting is huge and growing**. Statista reports Nigeria's **online gambling segment** generated around **\$685 million in 2023** and will exceed **\$1 billion by 2027**, implying high double-digit annual growth. User numbers are expanding as internet penetration increases (currently ~36% of Nigerians have internet access, expected to surpass 50% by 2030). Notably, Nigeria's gamblers wager mostly via **mobile devices** – it's a **mobile-first market** where many skip desktop entirely. Given Nigeria's population size and love of sports betting, the country's gambling GGR could rival South Africa's within a few years. By 2030, Nigeria's gambling revenue (all forms) might reach **\$5 billion+**, especially if economic conditions improve.

Industry Development: Modern gambling in Nigeria took off after **2004**, when the government lifted previous prohibitions. The **National Lottery Act 2005** and subsequent regulations created a legal framework for lotteries and sports betting. In the mid-2000s, pioneers like **NairaBet** and **Bet9ja** launched, initially focusing on sports betting (football pools, etc.) via retail agents and rudimentary online platforms. Throughout the 2010s, the industry exploded: dozens of local bookmakers emerged, and international brands entered partnerships. Key milestones:

- **2013:** Bet9ja launches and quickly becomes the market leader through aggressive marketing and an affiliate network.
- **2016–2018:** Mobile betting surges as cheap smartphones flood the market. Operators integrate with telco payment systems, making betting accessible to millions.
- **Late 2010s:** Virtual sports betting and online casino-style games (slots, roulette) start appearing on Nigerian platforms, despite some ambiguity in law.
- **2020:** COVID-19 pushes even more bettors online as retail shops closed; virtual games and online casinos see increased patronage (often under lottery licenses).
- **2021–2023:** Consolidation begins – larger companies gain ground, and the government moves to clarify regulatory structures (see recent single-license framework below).

Regulatory Status: Nigeria has had a **complex regulatory environment**, with overlapping federal and state oversight. The key bodies were:

- **National Lottery Regulatory Commission (NLRC):** Federal agency that licensed lottery operations and, controversially, some online casinos and nationwide sports betting operations.
- **State Lottery Boards:** e.g. **Lagos State Lotteries & Gaming Authority (LSLGA)**, which license sports betting and other gaming within their state. Other states like Ogun, Enugu, etc. also issue licenses, creating a patchwork of requirements. This dual system led to confusion and sometimes double taxation. As of 2025, a major reform is underway: the **Federation of State Gaming Regulators of Nigeria (FSGRN)** has introduced a **unified licensing framework**. Under the new “**Subnational Reciprocity Licensing Framework**”, operators can obtain a single **Universal Reciprocity Certificate (URC)** that is valid across all participating states. This effectively harmonizes the market, eliminating the need for multiple state licenses. The NLRC at the federal level has been **dissolved** or merged into this new structure. Existing operators with NLRC or state licenses are transitioning to URCs, with 2025 license fees waived to smooth the change.

This is a major regulatory milestone: it provides clarity and consistency, while still respecting each state's authority (states collaborated on setting standards). With this reform, Nigeria is moving from a fragmented system to a more **“one-stop” licensing regime** for online sports betting, casinos, lotteries, etc., which should encourage investment and compliance.

Licensing & Costs: Prior to the 2025 reform, licensing costs were significant. The **Lagos State** sports betting license, for example, cost **NGN 100 million** (~\$130,000) with a NGN 2 million application fee. The **NLRC online casino license** was similarly NGN 100 million. Members of the Association of Nigerian Bookmakers could get 50% fee reduction. A national lottery license (for lottery games) was NGN 10 million. These licenses were valid for 5 years. Under the new URC system, we expect a **tiered fee structure** but details are emerging – it's likely to streamline costs (possibly a single fee to operate nationwide). Requirements to get licensed include local incorporation, proof of financial stability, detailed 5-year business plan/forecasts, AML compliance, and responsible gaming measures. Many operators have historically started with a Lagos license (as Lagos is the economic center with ~20 million people) and then expanded. Now the URC should cover all states, but individual states will still benefit via revenue sharing or their own taxes.

Taxation: Gambling taxes in Nigeria vary by state. Lagos, for instance, levies a 2.5% turnover tax on stakes plus other levies. At the federal level, a **10% tax on winnings** was introduced in 2022 (Finance Act) – so bettors are supposed to pay 10% of any lottery or sports win to the government. This proved hard to enforce, but many licensed operators have built it into payout calculations (deducting 10% of winnings at payout). Corporate income tax (30%) also applies to operators' profits. With the new unified framework, tax harmonization is expected – possibly a standardized GGR tax or revenue share to each state. Clarity on the new tax regime is still developing in 2025.

Payment Systems: Nigeria has a vibrant fintech sector, which supports the gambling industry. Common deposit methods: **Debit cards (via Interswitch or Flutterwave gateways), direct bank transfers, and USSD/mobile banking** integrations. **Mobile money** (as known in East Africa) is not as universal in Nigeria, but telecoms have tried wallet services. Instead, many Nigerians use fintech apps (like OPay, Paga) that can be topped up and used to pay betting accounts. **ATM card usage** is high for online payments. Additionally, betting operators often support depositing via **bank USSD shortcodes, or via bank branches/agents**. **Cash deposits at betting shops or through ATM deposit codes** are also used by those who prefer cash. **Cryptocurrency** usage has grown in Nigeria due to currency restrictions – some bettors fund accounts via Bitcoin or USDT through informal channels (especially on international sites), but domestic licensed sites generally don't advertise crypto acceptance (given regulatory uncertainty), even if they might quietly allow it. The Central Bank's strict stance on crypto means formal integration is limited. However, peer-to-peer crypto betting is a small but notable trend among tech-savvy users.

User Preferences & Behavior: Nigerians predominantly bet on **football (soccer)** – the English Premier League, UEFA Champions League, and local matches are hugely popular. According to GeoPoll, **65%+ of Nigerian bettors wager on sports, chiefly football**. Other sports like

basketball and tennis have followings, and **virtual sports** (simulated games) are very popular as they run 24/7. **Lottery** (e.g. Baba Ijebu, a popular local lotto) has an older audience but remains significant. Online **casino-style games** (slots, dice, roulette) have gained traction, often offered under “virtual games” sections on betting sites – they appeal to bettors looking for quick wins between sports events. **Devices:** Nigeria is a **mobile-first market** – over **103 mobile subscriptions per 100 people**, but only ~36% internet penetration means many use mobile data bundles or public WiFi. The vast majority of online bets are via smartphones (Android devices are common; feature phone users may bet via USSD or SMS with certain operators). Desktop web betting is minimal outside of some urban professionals. **Betting culture:** The average stake sizes are relatively low – many Nigerians bet in small increments (₦100 to ₦1000 per bet, i.e. <\$2) aiming for big accumulator wins. However, the volume of bettors is huge. A unique aspect is the **agent network:** even online-focused brands often have thousands of agents with POS devices or computer cafés where players can deposit, place bets, and withdraw winnings in cash. This hybrid model bridges offline and online, given trust issues with online payments among some users.

Recent Events (2024–2025): The biggest development is the **unification of the licensing regime in May 2025**. This move, driven by the FSGRN, simplifies market entry and should reduce disputes between federal and state regulators. It was lauded as creating a “level playing field” and better regulatory consistency, while still allowing states to maintain autonomy in oversight. For operators, the waiver of 2025 fees for switching to the URC was a welcome relief, especially after a tumultuous 2022–2023 when the now-defunct NLRC had a standoff with some state-licensed operators over jurisdiction. Now, those fights (like whether a federal licensee could operate in Lagos without a state permit) should be resolved. **Enforcement:** Nigeria has also started cracking down on unlicensed operators and advertising. The National Lottery Trust Fund in late 2024 warned celebrities and influencers to stop promoting unlicensed betting sites – a prelude to tighter ad regulation. **Technology:** Nigerian operators continue to innovate – for instance, Bet9ja and others launched app-lite versions and integrated with popular social media (some allow checking results via WhatsApp bots, etc.). On the legal front, Nigeria is updating its laws to reflect the new structure, likely replacing the 2005 Act with a comprehensive Gambling Act (in draft as of 2025). There is also focus on **responsible gambling:** a 2023 directive requires all licensees to include responsible gaming info on ads and to contribute to a fund for treatment of gambling addiction. Another notable event was increased **tax enforcement:** in 2024, the government signaled it would strictly enforce the 10% winnings tax, causing outcry from punters. This could drive more players to offshore apps that ignore the tax, an issue regulators are grappling with.

Outlook: Nigeria’s short-term outlook is **high growth but with caution**. The potential market is enormous – even moderate economic growth or improvements in broadband could add tens of millions of new bettors. Over the next 3–5 years, expect Nigeria to challenge South Africa in online GGR. **Positive drivers:** unified regulation will attract foreign investment; local giants like Bet9ja will expand products (perhaps online casinos if allowed under new rules); mobile internet is getting cheaper (Starlink and other initiatives may boost access). **Challenges:** economic strains (inflation, unemployment) mean disposable income is limited – betting competes with daily necessities. Also, if taxes become too onerous or enforcement heavy-handed, the thriving informal/offshore market might siphon revenue. Nonetheless, by 2028 Nigeria is likely to have a

well-regulated, possibly **fully legalized iGaming market** (including casino games), given the government's interest in revenue. Market consolidation is expected – we may see mergers or acquisitions, and possibly a stock market listing of a major Nigerian operator. Overall, **Nigeria's youthful population and deep sports culture ensure the betting industry's long-term growth, making it a centerpiece of Africa's gambling future.**

Kenya

Market Size & Growth: Kenya is often cited as an iGaming success story in Africa. With ~55 million people, it boasts one of the **highest gambling participation rates** – surveys indicate **over 83% of adults have engaged in betting**. The online gambling **market revenue** (mostly sports betting) is projected at **\$57.4 million in 2024**, with a CAGR of **5.6%** expected through 2029 to reach about **\$73.8 million**. (This online revenue figure seems modest; it may refer to net gaming revenue. Turnover is far higher – Kenyans were wagering an average of KSh **247 million per day** in 2023, which is ~\$1.7 million daily). The industry grew rapidly in the mid-2010s, making Kenya the **3rd largest sports betting market in Africa** by revenue (after SA and Nigeria). However, growth slowed after 2019 due to regulatory crackdowns and higher taxes. As of 2024, the market is rebounding; the government's own data showed betting tax revenues up 24% and strong wagering volumes despite prior high taxes. Looking ahead, recent tax cuts (2025) may stimulate the sector. We can expect mid-single-digit growth in GGR annually, possibly accelerating if new products (like online casinos or expanded lottery) enter the mix. By 2030, Kenya's total gambling GGR (all channels) could approach **\$150–200 million**.

Industry Development: Kenya's gambling industry has legal roots back to the **Betting, Lotteries and Gaming Act of 1966**, but it truly took off in the 2010s. Key points in timeline:

- **2011–2013:** Introduction of mobile SMS lotteries and betting. Safaricom's mobile money (M-Pesa) becomes a game-changer by enabling micro-payments for bets.
- **2014:** Launch of **SportPesa**, which quickly revolutionized sports betting with mobile app and sponsorships. SportPesa's success spurred many new entrants (Betin, Betika, etc.).
- **2016:** Huge surge in youth betting; Kenya reportedly leads Africa in the share of youth (17-35) engaged in gambling. Concern rises socially.
- **2017:** Government imposes a uniform 35% tax on GGR for all gambling, causing industry pushback.
- **2018:** Tax reduced to 15%. Market booms; SportPesa becomes a top African bookmaker and even expands to UK.
- **2019:** A pivotal year – the government reintroduces a **20% excise tax on stakes** and clamps down on operators for tax compliance. Major firms like SportPesa and Betin had their licenses suspended in a tax dispute. SportPesa exits Kenya (temporarily) in late 2019.
- **2020:** SportPesa's attempted comeback thwarted by regulators; smaller local firms (Betika, Mozart) gain market share.
- **2021:** The excise tax on betting stakes, which had been removed in late 2020, is **reintroduced at 7.5%**. Industry stabilizes with SportPesa returning under a new licensee, BetKing (Nigerian) entering Kenya, etc.

- **2022-2023:** Growing calls for better regulation of advertising and underage gambling. Government raises excise to 15% in 2022, causing strain.
- **2024:** Enforcement actions – e.g., Kenya’s regulator **shut down 57 unlicensed betting sites** and warned media about gambling ads. Yet betting continues to grow.
- **2025:** Major tax reform (detailed below).

Regulatory Status: Gambling in Kenya is legal across most forms (sports betting, casinos, lotteries) and is regulated by the **Betting Control and Licensing Board (BCLB)**. The BCLB issues licenses for both land-based and online operations. There is no separate online gambling law; effectively, online betting is allowed under the same licenses as brick-and-mortar operations (Kenya falls into “unregulated markets that offer licenses” – they haven’t explicitly legislated online, but in practice license it). The legal gambling age is 18. Kenya has a number of licensed land casinos and many bookmakers. Notably, **online casinos (i.e. pure iGaming)** are not specifically distinguished – many sportsbook licensees also offer virtual casino games on their platforms, which is a grey area but tolerated. The government is working on a new Gaming Bill (updates to the 1966 Act) to modernize regulations, but it’s been in draft for years. Meanwhile, the BCLB actively monitors operators and requires compliance with KYC, responsible gambling, and periodic license renewals.

Taxation: Kenya’s tax regime has fluctuated. As of mid-2025, key taxes are:

- **Excise duty on betting stakes: 5%** (recently reduced from 15% in the 2025 Finance Bill). This is applied on the bet amount (e.g., KSh 5 tax per KSh 100 wagered). Importantly, the tax is now collected **at deposit** (when funds move from a mobile wallet to a betting account). This earlier collection point also helps capture taxes from offshore platforms, as mobile money providers can withhold the tax even if the bet is placed on a foreign site.
- **Withholding tax on winnings: 20%** of net winnings (the amount won minus the stake) is withheld. This applies to betting and lottery wins and remains unchanged in 2025.
- **Corporate tax:** 30% on operator profits.
- **Gaming tax (GGR tax):** Officially, Kenya has imposed a tax on GGR (used to be 15%), but in practice the excise on stakes often overlaps. There have been calls to simplify to a single GGR tax. The Income Tax (Amendment) Act 2023 also introduced a 20% tax on bookmakers’ GGR, but it’s not clear if that is in effect alongside the excise. (The government sometimes counts the excise as an advance form of GGR tax.) Kenya’s high taxes caused turmoil historically (the 20% stake tax in 2019 led to operator exits). The **2025 reduction to 5%** is aimed at relieving punters and encouraging onshore betting by making legal platforms more attractive. Government data showed under the 15% regime, excise revenue was rising (KSh 9.97 billion in 9 months), indicating strong betting turnover (~KSh 90 billion wagered in 9 months). The tax cut will cost some revenue per bet, but Kenya expects volume growth and better compliance (tax will now hit offshore bets too) to compensate.

Licensing & Fees: To operate in Kenya, one must obtain a BCLB license. The process requires submission of business plans, proof of capital, system certifications, responsible gambling strategies, etc. The costs:

- Application fee: **KSh 1,000,000** (~\$7,700).
- License grant fee: **KSh 3,000,000** (~\$23,000).
- Annual renewal fee: **KSh 500,000** (~\$3,860).
- Investigation fee: **KSh 250,000** (~\$1,930) for due diligence/background checks. These fees are quite reasonable by international standards (tens of thousands of dollars). However, Kenya also requires significant **capitalization** and often a deposit or bond to ensure payouts. Local ownership is not strictly required (some major operators are foreign-owned), but having a Kenyan partner can ease entry. The BCLB license covers both retail and online channels for the approved activities. Besides bookmakers, BCLB also licenses public lotteries, prize competitions, gaming machines, etc., each with their own fee schedule.

Payment Systems: Mobile money is king in Kenya's betting ecosystem. **M-Pesa**, the mobile wallet by Safaricom, is used for the majority of transactions. Bettors can deposit to betting sites by sending money to a paybill number via M-Pesa and withdraw winnings instantly to their M-Pesa wallet. Other mobile money services like Airtel Money also play a role, but M-Pesa (with ~80% market share) is fundamental. The deep integration of mobile money explains Kenya's large betting user base – it made betting frictionless for anyone with a phone, no bank account needed. In addition, some operators offer direct bank transfer, credit card options, but those are secondary. **USSD betting** (text-based betting for non-smartphones) was pioneered in Kenya; even without internet, a user can bet via short codes, thanks to mobile money connectivity. **Cash betting** is possible at a few betting shops, but Kenya's market leapfrogged to online/mobile so quickly that physical shops are fewer than in Nigeria or South Africa. **Crypto usage:** A few tech-savvy bettors use Bitcoin through peer-to-peer trades to fund accounts on offshore sites, but domestically it's not mainstream and not supported by licensed operators (crypto is not widely regulated in Kenya and the central bank has warned against it).

User Preferences & Behavior: Kenya's betting culture centers on **sports betting**, particularly **football**. A survey found **63.8% of Kenyan respondents had bet on sports in the last 12 months**. English Premier League matches, European football, and Kenya's own football league are popular betting events. Kenyans also bet on **jackpot** offerings – weekly mega-jackpots by firms like SportPesa (when active) or Betika attracted huge participation due to life-changing prize potential. **Lotteries** are legal (e.g., Kenya Charity Sweepstake), but sports betting has largely overtaken lotteries among the youth. **Casino gaming:** Kenya has about 30 land-based casinos, but they cater more to tourists and affluent locals; only **36% of surveyed bettors had ever played in a casino**. Online casino-style gaming is slowly growing as sites introduce slots and live casino sections, but many Kenyan players still prefer sports and simple jackpot games. **Device usage:** Kenya is extremely mobile-centric – **88% of Kenyan gamblers bet via mobile**. Many do so at least once a week. The availability of low-cost data and the prevalence of smartphones (114 mobile subscriptions per 100 people) means even rural users participate. Socially, betting is most common among young men 18–35, often unemployed or students looking for a windfall. The average betting spend is low: nearly **60% spend \$10 or less per month**, placing small bets frequently. Kenyan bettors love accumulators (parlay bets with small stakes and long odds). **Responsible gambling issues:** The high youth engagement and reports of students betting have raised alarms. A unique aspect is that betting has penetrated lower-income

groups deeply; it's not just an urban phenomenon but also common in villages via mobile phones.

Recent Events (2024–mid-2025): Kenya has seen significant regulatory action recently:

- In 2023, the BCLB conducted a purge of unlicensed operators, **shutting down over 50 betting websites** that were operating without approval. These were mostly offshore websites targeting Kenyans. The regulator also pressured ISPs to block some domains, although enforcement is partial.
- The government and BCLB launched a **media campaign against underage and illegal gambling** in early 2024, including public service announcements and school outreach, acknowledging the social risks.
- **Advertising restrictions:** In mid-2023, Kenya implemented new rules prohibiting gambling ads during daytime hours on TV/radio and banning endorsement by celebrities/influencers. This followed an outcry that betting ads were ubiquitous. In 2024, some Kenyan influencers even met with the regulator after an **influencer advertising ban** was enforced. The aim is to curb glamorization of betting to minors.
- **Tax changes 2025:** As mentioned, Kenya's National Assembly approved cutting the excise on stakes from 15% to 5% in June 2025. This was huge news for the industry. The change also cleverly moves the tax collection point to when money is moved into betting accounts, allowing capture of taxes from bets on foreign apps (since M-Pesa will apply the levy). This may level the field between local and offshore platforms. However, critics argue the tax cut could fuel more gambling and was influenced by betting industry lobby (some politicians reportedly have interests in betting companies). The timing – reducing betting tax while other taxes remained high – sparked public debate about priorities.
- Meanwhile, **SportPesa** (once Kenya's largest bookmaker) has been attempting to regain its former dominance after re-entering the market. Legal battles persisted over its license but as of 2024 it was operational again under a new licensee (Milestone Games). The competitive landscape thus heated up, with SportPesa, Betika, Odibets, BetKing, MozartBet, and others vying for customers.
- On the legislative front, Kenya is drafting a new **Gaming Bill** to consolidate and update laws, possibly including specific online gambling provisions and stricter enforcement mechanisms. The status of this bill in 2025 is unclear; previous attempts stalled, but it may gain momentum with the tax changes done.

Outlook: Kenya's gambling market is relatively advanced, but growth was dampened by heavy taxes. With a more favorable tax regime now, the industry could accelerate again. **Short-term (next 2–3 years):** expect a surge in marketing and customer acquisition as operators capitalize on lower taxes to attract punters (the cost for a bettor to place a bet just dropped significantly). This might increase betting volumes – regulators will watch closely. The government will weigh social impact versus revenue gains; if problems escalate, we could see new restrictions (like betting limits or stronger ad bans). **Long-term (3–5+ years):** Kenya will likely maintain its position as a leading, well-regulated market. The focus may shift to **comprehensively regulating online casinos** and emerging verticals. As of 2025, many Kenyan bettors access online casino games via international sites or semi-legally through local platforms. By 2028, Kenya might decide to explicitly license online casinos, capturing more revenue and providing

consumer protections. Also, Kenya might pioneer new tech in African betting – e.g., integration of betting with social media or eSports betting (Kenya has a growing eSports scene).

Consolidation is possible; foreign investment might come (for instance, global operators or regional giants could acquire local brands). Given the savvy Kenyan consumer base and the centrality of mobile money, the market is attractive to investors. We foresee Kenya’s annual GGR could double by 2028 with the right conditions, making it a **stable, moderately large market with an innovation-friendly environment**. Social responsibility will remain a key theme to ensure sustainable growth.

Ghana

Market Size & Growth: Ghana, with ~32 million people, is an emerging but vibrant online gambling market in West Africa. All forms of gambling are legal, and Ghanaians have embraced sports betting in particular. **Online gambling revenue** in Ghana is projected to reach **\$57.4 million in 2024**, and grow to about **\$73.8 million by 2029** (CAGR ~5.2%). This suggests moderate growth, though these figures may be conservative. Betting participation is high: an estimated **42% of Ghanaian adults** bet on sports in the past year. Football is by far the favorite betting sport (about **76.5%** of bettors prefer football). Ghana’s gambling market is smaller than Nigeria or Kenya in absolute terms, but it’s venerated as one of the **most open markets** where all types of online and land-based gambling are allowed. There are no restrictions on accessing foreign gambling sites, which means local operators compete with international ones on equal footing. The total gambling industry (including casinos, lottery, etc.) in Ghana is also growing; one forecast puts Ghana as a “hotspot” with government incentives attracting investors. The next 5 years should see steady growth; internet penetration (currently ~68%) continues to rise, and the youthful population engages more in online entertainment. By 2030, Ghana’s online GGR might approach \$100 million if current trends hold.

Industry Development: Historically, gambling in Ghana dates back decades with lotteries and casinos. The **Gaming Act 2006 (Act 721)** established the **Gaming Commission of Ghana (GCG)** and laid the foundation for licensing betting, casinos, etc. Key moments:

- **2010s:** Emergence of sports betting shops and online platforms (pioneers included Soccabet, SupaBet, Betway Ghana launched around 2016).
- **Mobile usage:** As 3G/4G expanded, more users started betting online, and by late 2010s Ghana had multiple online sportsbooks and a few online casinos.
- **2020:** COVID-19 pushed players online; existing operators improved their apps and online offerings.
- **2021-2023:** Regulatory refinement – GCG became more active in enforcing standards, KYC, and tackling illegal operators.
- **2023:** Ghana introduced new tax measures on gambling winnings (10% withholding), stirring debate, and later indicated plans to remove that tax in the 2025 budget due to backlash. Meanwhile, GCG tightened oversight with new responsible gambling directives.
- **Present:** Ghana’s gambling scene features numerous local and international brands. The lottery (operated by National Lottery Authority) also moved online via partnerships. The

Gaming Commission is in the process of revising the regulatory framework to align with modern trends (possibly new legislation forthcoming to replace/update Act 721).

Regulatory Status: Ghana permits all major gambling verticals – sports betting, casinos, lotteries, poker, etc., both offline and online. The **Gaming Commission of Ghana (GCG)** is the regulator and issues licenses. The environment is investor-friendly: Ghana actively courts gaming companies and touts its stable regulatory regime. Age limit is 18. **Regulatory developments:** In 2022-2023, Ghana implemented stricter KYC rules and began requiring detailed player protection measures for licensees. Advertising is allowed (subject to general standards), and gambling is widely accepted socially, though there are calls for more safeguards to protect youth.

Licensing & Requirements: Ghana's licensing process requires local incorporation and some level of local ownership: at least one director must be a Ghanaian resident, and there is a requirement that the company be **partially Ghanaian-owned** (though foreign majority ownership is possible). Additionally, operators must demonstrate a minimum **capital of \$2 million** to ensure financial solidity. Licensing fees are not publicly listed in the source, but industry sources suggest a sports betting license can cost on the order of **\$40–50k per year** plus initial application fees, etc. (The exact fee schedule is set by the GCG and may vary for different products). Compliance with anti-money laundering, security standards, and offering responsible gaming tools are mandatory. Ghana has issued dozens of licenses – by 2025, there are at least 8-10 major sportsbook licensees and several casino and route (slot) operators. The regulator also allows operators to offer online casino games under their casino or betting license, making Ghana one of the few markets in Africa where local online casinos exist legally.

Taxation: Ghana's tax regime recently evolved. As of 2024:

- **Corporate tax:** Standard 25% on profits for gambling companies.
- **Gaming tax:** Sports betting operators pay a **15% GGR tax** (this was introduced in 2023 as part of income tax amendments).
- **Withholding tax on winnings:** **10%** on all betting, lottery, and gaming winnings was implemented in August 2023. However, this proved unpopular and reportedly **will be removed in the 2025 budget** following public outcry that it discouraged players and was seen as over-taxation. (Previously, Ghana had tried a 5-10% tax on lottery winnings around 2016 which was repealed, so this is a recurring debate.)
- **Other fees:** Casino and slot operators pay various levies and an annually negotiated license fee. Ghana's approach is to find a balance that raises revenue but keeps the industry competitive. Removing the 10% winnings tax may spur more play through legal channels. Government revenue from gambling is also derived from license fees and a portion of lottery sales that go to good causes.

Payment Systems: Ghana has a growing digital payments ecosystem. **Mobile money** (MTN Mobile Money, Vodafone Cash, AirtelTigo Money) is extremely popular for everyday transactions and is integrated into betting platforms. Just like Kenya's M-Pesa, Ghanaian bettors commonly deposit via mobile money. According to one report, **70% of sports bets in Ghana are placed on phones** and most of those involve mobile money transactions. Debit cards and

bank transfers are also used, especially by more affluent punters. There is increasing adoption of **fintech apps** and vouchers (for example, some sites allow buying a voucher from a vendor and entering a code online). **Internet penetration** is about 68%, one of the higher rates in Africa, and there are roughly **134 mobile subscriptions per 100 people**, indicating many Ghanaians have mobile connectivity. **Crypto:** Ghana has a tech-savvy youth; some betting sites operating in Ghana (or offshore ones popular in Ghana) accept crypto deposits, but it's not mainstream and the central bank has been cautious on crypto.

User Preferences: Ghanaians predominantly bet on **football**, like much of Africa. European leagues, especially the English Premier League, are favorites, as well as local Ghana Premier League matches. Other sports like boxing (Ghana has a boxing tradition) and international events (World Cup, AFCON) see spikes in betting. **Lotteries** are also big; the National Lottery has draws like **NLA 5/90** game which is popular, and private lotto (known as “banker to banker”) is entrenched. Casino gambling exists in Accra and other cities; wealthy locals and expatriates patronize these, but the average person is more likely to engage in sports betting or lottery.

Betting behavior: Similar to Nigeria and Kenya, small stakes are common, but Ghana also has a segment of higher-stake bettors in urban areas. Ghanaians often engage in both lottery and sports betting as part of their weekly routine. The view of gambling can be somewhat positive, seen as a chance for financial improvement. However, there is rising concern about youth gamblers, leading to suggestions to ban gambling ads targeting minors.

Recent Events:

- **Regulatory tightening (2023-2024):** The Gaming Commission in 2023 announced new guidelines to strengthen KYC (know-your-customer) processes, requiring operators to verify age and identity more rigorously. The goal is to curb underage gambling and money laundering. The GCG also updated its licensing process to be more thorough.
- **Tax changes:** As mentioned, the introduction of the 10% tax on winnings in 2023 met with heavy criticism, and by late 2024 the finance ministry indicated it would be rolled back due to its unpopularity and potential to drive players underground. This back-and-forth shows Ghana's responsiveness to public and industry feedback.
- **Media campaigns:** In 2024, Ghana launched campaigns against illegal online gambling, warning the public about using only licensed platforms. They also ran advertisements promoting responsible gambling and highlighting that gambling under 18 is illegal.
- **Notable corporate moves:** Some major global brands entered or expanded in Ghana recently. For instance, Betway has a strong presence (sponsoring local football). In 2022, **1xBet** (a large international book) became an official sponsor of the Ghana Football Association, reflecting its popularity in Ghana. Additionally, local operator **BetPawa** built a new national lottery platform in partnership with the government in 2023 (BetPawa funded a new lottery technology platform).
- **Political oversight:** Ghana's parliament has been reviewing the gambling sector's impact. In 2023 a parliamentary committee considered stricter controls on advertising and even limiting the number of betting outlets, though no new law passed yet.

Outlook: Ghana's market outlook is **positive and stable**. It benefits from being well-regulated and open to all forms of gambling – a breadth which many African markets lack. **Short-term,**

we expect incremental growth, aided by the likely removal of the winnings tax and continued economic recovery. The government appears supportive of the industry as long as it's regulated and taxed. **Long-term**, Ghana could become a hub for West African iGaming, potentially exporting its regulatory model to neighbors. The Gaming Commission might introduce new vertical licenses (for example, explicitly licensing online-only casinos or poker platforms) if demand grows. The competitive landscape in Ghana may see more foreign investment; its consistency in policy is attractive. By 2028, Ghana's online market might double in size, particularly if internet access expands and the middle class grows. As with others, **consolidation** may occur – we might see a scenario where 2-3 big operators (e.g., one local champion, one international like Betway, and one pan-African brand) capture most of the market. On the innovation front, Ghana's relatively high internet use means things like **live streaming of sports on betting apps, cash-out options, and e-sports betting** could pick up faster. In summary, Ghana is poised to remain a **dynamic yet well-managed market**, with manageable risks and steady growth prospects in the African context.

Egypt

Market Size & Characteristics: Egypt stands in contrast to the other markets profiled due to its restrictive stance on gambling. As a predominantly Muslim nation of over 100 million people, gambling is largely prohibited for its citizens on religious grounds. Thus, **there is no legal online gambling market targeting Egyptians**. All forms of gambling (online or land-based) are **officially illegal for Egyptian residents**, and the country has no regulated online operators. That said, Egypt does host about **14 land-based casinos**, but these are located in tourist areas (e.g., Cairo, Sharm El Sheikh) and by law can only be used by foreign passport holders. The domestic demand for gambling is suppressed publicly, but many Egyptians quietly participate via offshore online gambling sites. It's hard to estimate the "grey" market size, but anecdotal evidence suggests a growing number of Egyptians access international betting websites (especially sports betting and poker) using VPNs or other means. The government does not release any data on gambling activity. One indicator: in 2022, Egypt ranked among top Middle Eastern countries in traffic to certain global betting sites, implying a sizable underground user base. For our purposes, **market size is minimal in the legal sense** – no local revenue. If counting illegal play, perhaps tens of millions of dollars are wagered online from Egypt each year, but it's mostly untracked.

Regulatory Status: Under Egyptian law, gambling is heavily restricted by both secular and religious legal principles. The **Egyptian Civil Code (1948)** essentially deems gambling debts unenforceable, and various statutes ban gambling activities for Egyptians. Tourists can gamble in licensed casinos (a carve-out to cater to tourism). **Online gambling** is not explicitly addressed in older laws, but by interpretation, it's not allowed and there is **no licensing framework** for it. The government has in the past directed ISPs to block some online gambling sites, though with mixed success. Enforcement is not very visible – authorities focus more on public gambling venues rather than chasing online bettors. Still, any local operation of a gambling site would be illegal and subject to criminal penalties.

Historical Notes: Egypt's few casinos operate under the Tourism and Hotels Authority regulations, often paying heavy taxes (~50% of revenue) and only allowing foreigners (the

casino staff even check passports at entry). Lottery games are limited; Egypt has had charitable lotteries occasionally, but no national lottery like some countries. Culturally, gambling is frowned upon due to Islamic teachings (which prohibit games of chance), so there's significant societal disapproval, keeping the activity underground.

Licensing: No online licenses are available. International betting or casino companies cannot get licensed in Egypt. Some international hotel casinos exist via special arrangements, but those licenses strictly exclude locals. For example, the law permits casinos in tourist zones as long as they are attached to hotels with a minimum star rating and within specific areas – and taxes them highly. But an online sportsbook or casino serving Egyptians is not possible to license under current law.

Taxation: Since there are no legal online winnings for locals, there's no direct tax on Egyptians' gambling. However, interestingly, **Morocco** (another Muslim-majority country) instituted a tax on **foreign online gambling winnings** in 2025. If Egypt wanted to discourage online gambling by residents, it could consider a similar approach, but currently Egypt hasn't done that. Instead, Egypt generates revenue from tourist casinos and tends to ignore or quietly disapprove of any local online play (which happens informally).

Payment Methods (usage in grey market): Egyptians who do gamble online usually have to use indirect methods, since many international gambling sites don't accept Egyptian credit cards. Some use **e-wallets** (like Neteller, Skrill) or crypto to fund offshore accounts. Others use VPNs and foreign payment accounts. This is all unofficial. There is also a small community of Egyptian poker players who play on global platforms using such workarounds.

User Behavior: It's hard to characterize Egyptian bettors due to lack of open data. Likely, those who do gamble are urban, more affluent or internationally exposed individuals. Sports betting (especially on football) and online poker are thought to be the main attractions. Horse betting was historically present (there is horse racing at Cairo's track, where informal betting happens among enthusiasts). But any such activities are niche.

Recent Developments: There haven't been major changes – Egypt remains steadfast in prohibition. One notable event: in late 2020s, some Middle Eastern countries began considering lotteries or regulated betting (e.g., UAE discussing a lottery), but Egypt has not indicated any shift. In 2024, there was some crackdown reported on an illegal betting ring in Cairo, but these are isolated incidents. **No regulatory reform** is on the horizon; religious and political climate makes legalization unlikely in the near term.

Outlook: For the foreseeable future, Egypt will remain a **“black market”** for online gambling. It is identified as such alongside countries like Tunisia and Morocco – places that **officially ban gambling but often don't aggressively enforce online prohibition**. Egyptians will likely continue accessing international gambling sites quietly. If anything changes, it might be the government taking steps to block more websites or to penalize payment processors. Conversely, if tourism needs boost, Egypt might expand casino offerings for foreigners, but not for locals. By 2028, unless there's a surprising policy shift, Egypt will still have no legal iGaming. From a market researcher perspective, Egypt's massive population is an enticing potential market, but

social/religious factors keep it off-limits. Any entry strategy would be very high-risk legally. Thus, Egypt's role in Africa's online gambling is mostly as an example of a large population kept out of the gambling boom due to legal barriers.

Morocco

Market Size & Growth: Morocco, population ~37 million, is another North African country with a complex relationship to gambling. Unlike Egypt, Morocco has a notable **gambling culture and history**, and certain forms (like lotteries and sports betting via state monopoly) are legal. However, **online gambling remains unregulated** – there is no licensing of online operators domestically. Moroccans do participate online via foreign sites, and that volume is significant enough that in 2025 the government moved to tax it (see below). We can infer the market size from clues: Officials estimated that **hundreds of millions of dirhams** (1 USD ≈ 10 MAD) are wagered by Moroccans on offshore gambling sites each year. This suggests perhaps on the order of **\$50–100 million+** in annual GGR is flowing through unregulated online play. Domestically, Morocco has a strong land-based segment: there are several casinos (which locals can enter, unlike some countries), a national lottery (La Marocaine des Jeux et des Sports, MDJS), and horse betting (SOREC runs pari-mutuel betting on horse races). The MDJS offers sports betting through a brand called **Maroc Bet** (and lottery games), and it has begun offering some games online (lottery sales, etc., during COVID they expanded digital channels). Still, these are state-run. There's no private online sports betting licensees. So the **total regulated online market** is basically just MDJS's online sales (small) plus whatever is bet on MDJS's limited online platform. Growth in online gambling usage is there but hard to quantify. What's clear is Morocco sees money leaving to offshore sites and is now acting to recapture it through taxation.

Regulatory Status: Morocco's main law governing gambling is the **1966 Dahir (decree) on games of chance**, which provides a framework for land-based gambling. It essentially allowed the state to run lotteries and certain betting, and allowed casinos under license in some areas. **Online gambling is not addressed** in that law and thus considered illegal or at least unlicensed. However, crucially, Moroccan law does **not criminalize individuals** for using offshore gambling sites – citizens are not prosecuted for online betting; it's more a legal vacuum. The country has a generally permissive attitude in practice: authorities historically did not strongly police online gambling, leading to many Moroccans freely accessing foreign sites. The legal gambling options are:

- **MDJS (La Marocaine des Jeux et Sports):** a state-owned company with monopoly on sports betting and lotteries. MDJS offers sports bets (parlay bets called “Pari Sportif”) and lottery draws, with proceeds funding sports development.
- **Casinos:** legal in certain cities (Casablanca, Marrakesh, etc.), open to those over 18 (including locals, since Morocco is a more liberal Muslim country in this regard).
- **Horse racing:** SOREC (state entity) manages race betting (the “Turf”). This is somewhat popular among punters via off-track betting points. No private bookmakers or online casinos are licensed domestically. Thus, many international online operators (like Bet365, 1xBet, PokerStars, etc.) attract Moroccan players in a grey market scenario.

Licensing: As no online licenses exist, any operator wanting to target Morocco has to do so from abroad. The state lottery and sports betting monopoly means, theoretically, private online sports betting is not allowed. There's been talk in the past about liberalizing the sports betting market to private companies, but that hasn't happened. Licenses for land casinos are granted on a case-by-case basis by decree (often tied to tourism zones). For online, **Morocco is effectively closed to licensing** until new legislation is enacted.

Taxation: Recognizing the online outflow, Morocco implemented a **new tax in 2025: a 30% withholding tax on winnings from foreign online gambling platforms, plus an additional 2% "solidarity levy"**. This is collected by payment intermediaries (banks, e-wallets) when a Moroccan player cashes out from an offshore site. Essentially, when winnings are detected coming into Morocco (like a wire transfer or credit card credit from a known gambling merchant), banks are mandated to deduct 32% (30% tax + 2% social contribution) and remit to the government. They leverage existing AML tracking systems to identify such transactions. This aggressive measure indicates how much revenue was leaking; the **General Confederation of Moroccan Enterprises (CGEM)** lobbied for it, arguing foreign sites siphon money overseas without local benefit. The expected revenue will fund social programs and may soften opposition by earmarking it for good causes. Aside from this new tax on offshore winnings, legal gambling operations in Morocco (MDJS, casinos) have their own heavy taxes (casinos pay around 12-20% of GGR plus other levies; MDJS returns a large share of turnover to the state).

Payment Systems: Moroccans who gamble offshore often use **credit cards** (Morocco has decent banking penetration) or **online payment services**. However, with the new tax mechanism, using local bank cards or wires will trigger the tax. Some will likely shift to using **e-wallets or cryptocurrencies** to avoid detection. It wouldn't be surprising if Moroccan gamblers increasingly use crypto to withdraw to avoid the withholding – something the government will watch. Domestically, MDJS's online platform accepts cards and perhaps mobile payments. Morocco's internet penetration is about 84% (quite high) and mobile penetration is high too. So access isn't a problem, it's the legal barrier that's the issue.

User Preferences: Moroccans enjoy **football betting** (the country's success in football, e.g., at World Cup 2022, spurs national interest). Many are passionate European football fans, making them natural customers for sports betting. **Horse racing** has a niche following. Morocco also has a tradition of **lottery** play (MDJS runs games like Loto and others). In casinos, games like roulette and slot machines are popular among those who visit. Given the cultural context, gamblers in Morocco are likely a minority of the population, but one that spans various socio-economic classes (from casual lottery players to high-rollers in casinos).

Recent Events: The standout recent development is **the 2025 Finance Bill's gambling tax provisions**. This marks the first direct government action acknowledging online gambling by residents. It likely foreshadows further regulation – indeed the Finance Bill's commentary suggested this tax is an interim measure until they can draft comprehensive **online gambling regulations and licensing**. So, Morocco might be preparing to eventually allow and regulate online gambling domestically. Discussions are ongoing in government circles about modernizing the 1966 law to cover online betting and perhaps open licensing to private operators (with the state taking a cut). The timeline is uncertain, but the tax move indicates seriousness.

Additionally, in late 2022, MDJS renewed its management contract with Intralot (a Greek gaming tech firm) to run its lottery and betting systems, including a push to digital channels – so MDJS is improving its online offerings, perhaps to compete with offshore sites.

Outlook: Morocco is a country to watch. **Short-term**, the government will implement the new tax and monitor compliance. They may increase pressure on banks to report gambling transactions. For players, this is a deterrent; some may cut back or find workarounds (which could limit how effective the tax is). **Medium-term (3-5 years)**, there's a real possibility Morocco introduces a licensing regime for online gambling. It could allow international operators to apply for licenses to operate in Morocco under regulation (paying taxes and adhering to rules). This would formally create a market where currently only the state monopoly exists. Given Morocco's relatively liberal approach to many things and need for revenue, a regulated online market by 2028 is plausible. That would unlock significant market potential – Morocco could easily rival Kenya or Ghana in online GGR if opened. On the other hand, public/religious opposition could slow this; they might instead keep only MDJS as the sole legal provider and just keep taxing offshore winnings. In any case, Morocco is moving beyond ignoring online gambling to addressing it, either via taxation or future legalization. For now, it's a **gray market with a tax on the gray activity, which is a unique model in Africa**. If successful, it might even be emulated by other countries that prohibit gambling but want to capture revenue from those who do it online.

Tanzania

Market Size & Growth: Tanzania, with over 65 million people, has a growing gambling sector driven largely by sports betting. It is considered a **fully regulated market** that, while smaller than the giants like Nigeria or Kenya, shows strong potential. Online gambling in Tanzania is still in early stages. For example, **online casino revenue was only about \$0.48 million in 2024**, expected to exceed \$1 million by 2029 – very small, reflecting that online casino is nascent. **Online sports betting revenue** was projected at **\$9.8 million in 2025**, rising to nearly **\$15 million by 2029**. So by mid-decade, Tanzania's total online GGR might be in the \$10–12 million range. While modest, note that those figures exclude the vast turnover from small bets: Tanzanian bettors place **many** low-stakes bets (a common pattern). A reported **71%** of Tanzanians have gambled at least once, and **31% bet daily (!)** – indicating a huge participant base, but with very low spend per user. The market growth rate is healthy, with sports betting leading the way. Land-based gambling (mostly sports betting shops and a few casinos) currently accounts for the bulk of revenue. But with internet (~25% penetration) and mobile (~86 subscriptions per 100 people) expanding, online share will rise. Over 2025–2030, expect high double-digit growth in online betting as smartphone adoption increases and operators invest in digital platforms. By 2030, Tanzania's online GGR could be perhaps \$30–40 million if enabling factors align, making it a significant secondary market in Africa.

Industry Development: Tanzania was one of the earlier African countries to regulate gambling. The **Gaming Act 2003** established the **Gaming Board of Tanzania (GBT)**, which oversees licensing and operations. The industry started with casinos and lottery, then mid-2000s saw

introduction of sports betting. In the 2010s, sports betting became very popular (notably via SMS and mobile). Key developments:

- **2003:** GBT formed, first casinos licensed in Dar es Salaam.
- **Late 2000s:** Introduction of a national lottery and slot halls.
- **2010:** First sports betting companies licensed (e.g., **M-Bet, SportPesa** later on, etc.).
- **2015-2018:** Mobile betting surges; companies integrate with mobile money (M-Pesa, Tigo Pesa), allowing instant betting from phones. Virtual games also introduced.
- **2019:** Government hikes taxes (introducing a 25% tax on GGR and requiring 10% withholding on player winnings). SportPesa (Kenyan firm) entered Tanzania and became a big player, leveraging its brand after leaving Kenya.
- **2020s:** Growth continues. Tanzania also sees some consolidation; a few big operators dominate (SportPesa TZ, Betway TZ, MkekaBet, etc.). The regulator steps up efforts against unlicensed operators in 2022–23 (some crackdowns reported).
- **2023:** The government began pushing for more revenue collection; talk of connecting betting systems to a central monitoring for tax purposes emerged.

Regulatory Status: All gambling is legal under permit. The Gaming Board issues different licenses: sports betting (both retail and online), casino, route gaming (slots), lottery, etc. Tanzania prides itself on a clear regulatory framework. Online betting and online casino are explicitly allowed under licenses from the GBT. The law requires licensees to be incorporated in Tanzania (though foreign-owned companies can apply, often via a local subsidiary). Age limit is 18. Tanzania's regulations also include player protection measures and technical standards (for example, systems must be certified). The environment is considered one of the more secure for investors due to a stable regulatory authority.

Licensing & Fees: The costs in Tanzania are quite moderate. According to Slotegrator's info, whether you seek an online casino license or online sportsbook license, **fees amount to just over €500 per month** (so roughly €6,000/year). Additionally, sportsbook licensees pay a **6% levy on all stakes** (essentially a turnover tax). There is also a significant **investment requirement:** operators must invest at least **\$300,000** in the country if local, or **\$500,000** if foreign-owned. This could mean paid-up capital or demonstrable expenditure/infrastructure. This ensures licensees are serious players with commitment to the local economy. The application process includes supplying business plans, system details, responsible gambling policies, etc. and can take a few months to process.

Taxation: Tanzania's gambling taxes are as follows:

- **25% tax on GGR** for operators (introduced a few years ago).
- **6% levy on stakes** (if that still applies as per GBT, might be included in the effective tax, but likely it's separate as a turnover tax).
- **10% withholding tax on player winnings** – so when players win, operators must deduct 10% of the net win and remit to government.
- Corporate income tax ~30% on profits also applies normally. These taxes are quite heavy combined (if we consider an example: from 100 units wagered, if the hold is 10, operator pays 25% of 10 = 2.5 plus maybe 6% of 100 = 6 plus players pay 10% of winnings... it's

a lot). However, Tanzania's enforcement is serious, and operators comply. The funds go to government and a portion to a sports development fund. The taxation might deter some high rollers, but given most bets are small, players may not feel the pinch directly beyond the 10% on any win.

Payment Systems: Mobile money is extremely popular in Tanzania. Services like **M-Pesa, Tigo Pesa, Airtel Money, and HaloPesa** are integrated into betting platforms. In fact, many Tanzanian betting services are primarily USSD/SMS-based for feature phone users: a bettor can text a short code to place bets, with wagers and payouts going through mobile money accounts. For smartphone users, apps and mobile sites also use these wallets for seamless transactions. The use of traditional banking (cards, bank transfers) is lower, as a large segment of population is unbanked. Mobile money solved that – it's reported about **45% of Tanzanian adults had a mobile money account**, facilitating gambling payments. Cash betting occurs in betting shops (there are many retail betting kiosks in urban centers where people can go watch football and bet). But even those often use mobile money for account top-ups. **Cryptocurrency** isn't mainstream in Tanzania's betting – regulatory stance on crypto is actually a bit wary (the central bank had banned crypto at one point). So, most stays in the official mobile money ecosystem.

User Preferences: Tanzanian bettors overwhelmingly love **football betting**. A 2021 GeoPoll survey found **63.2% of bettors preferred football**. Other sports like basketball, rugby, and tennis also see some bets (especially NBA and international rugby given some interest). **Jackpot bets** (pick the scores of multiple matches) are offered by companies like SportPesa and attract many small-stake players hoping for big payouts. **Casino games:** Tanzania has a few land casinos in Dar es Salaam and Zanzibar, but the general population doesn't engage much with casino gambling. Online casino content is slowly being introduced (some betting sites have slot games, etc.), but focus remains sports. **Betting habits:** Much like Kenya, Tanzanians tend to place many low-value bets – e.g., \$0.50 on a few matches. Given daily betting by a third of respondents, it's a routine pastime for many youth (especially males 18–35). The frequency is high but spend per bet is low. Many treat betting as a social activity (e.g. discussing picks with friends, watching games together at a betting shop or café).

Recent Events:

- **Crackdown on illegal gambling:** In 2024, the GBT announced enhanced efforts to identify and shut down illegal gambling operations and unlicensed slot machine halls in the country. They also targeted unlicensed online platforms. This is part of maintaining control and ensuring taxes are paid.
- **Responsible gambling:** The regulator, along with operators, has been promoting responsible gambling. One notable step: Tanzania hosted a regional conference on responsible gambling in 2023, signaling commitment to keeping problem gambling in check even as the industry grows.
- **Technology upgrades:** The GBT has been working on linking all licensed operators to a central monitoring system for real-time revenue and tax calculations. This system, sometimes called "Electronic Monitoring System (EMS)", was slated to go live around 2022/2023. It will help the government automatically track bets and ensure taxes like the 6% levy are properly captured.

- **Market entries:** New entrants like Betway have obtained licenses in the past couple of years, expanding choices for consumers. Meanwhile, SportPesa (which had become a top operator) temporarily suspended operations in mid-2019 due to some licensing renewal hiccup but later resumed, continuing as a market leader.
- **Enforcement on winnings tax:** There's been push to ensure the 10% player winnings tax is strictly deducted. This often meets some player frustration, but it's become standard.

Outlook: Tanzania is poised for **steady expansion** in gambling. **Short-term**, growth in user numbers will come as more of the population comes online via mobile. The regulatory stability (clear licensing, reasonable fees, albeit high taxes) makes it attractive for more operators to enter – so competition might increase, benefiting consumers with better odds and products. **Long-term (to 2028)**, Tanzania could see a doubling or tripling of its online GGR as internet penetration rises from 25% to maybe 50%. The government might also consider adjusting taxes if they find it stifles the industry (though no sign of reduction yet). We might see product diversification: for example, more online casino content being offered under existing licenses, or introduction of live dealer games as internet improves. Given its large population and improving digital infrastructure (and the cultural acceptance of gambling), Tanzania could become a top-5 African gambling market in revenue by 2030. One challenge is the relatively lower income levels – spending will remain small per user, so volume is key. The outlook also includes potential **regional expansion** – Tanzanian companies might expand to neighboring countries (already some have ventured into Uganda, Zambia, etc.). The government will likely continue balancing revenue extraction with keeping the industry healthy. Overall, Tanzania's regulated approach serves as a model, and its industry will mature significantly in the coming years.

Uganda

Market Size & Growth: Uganda, population ~47 million, has a lively gambling scene relative to its size. An estimated **71.4% of Ugandan adults have placed bets**, indicating widespread participation. The market includes sports betting, lottery, and casinos, though sports betting dominates. In 2023, the **National Lotteries and Gaming Regulatory Board (NLGRB)** reported total betting turnover of **UGX 2.1 trillion** in just the first half of 2023. That's roughly \$560 million wagered in 6 months. By end of 2023, the regulator had collected **UGX 151 billion** (≈€38 million) in gaming tax revenue. This suggests an annual GGR in the ballpark of \$100–150 million (since gaming tax likely is a fraction of GGR). Online vs offline is blurred, as many operations use both channels. However, online betting in Uganda is growing thanks to mobile money and cheap feature phones. The market has attracted numerous operators (local and foreign). Over the past 5 years, growth has been high (sports betting was new in mid-2010s and expanded rapidly). The government at one point (2019) considered banning new licenses due to social concerns, but ultimately growth continued under regulation. Forecasts for 2025–2030 see moderate growth as internet expands beyond the current ~26% of individuals. If broadband access improves (which it should, though currently lagging), online gambling could surge. For now, a lot of betting still happens via SMS and retail shops. By 2030, Uganda's online market might be similar in size to Tanzania's, say \$25–30 million GGR, assuming enabling factors improve.

Industry Development: Uganda legalized gambling in 2013 with the **Lotteries and Gaming Act**, establishing the NLGRB as regulator. Before that, only a state lottery existed (and some unregulated activity). Key developments:

- **2010s:** Dozens of sports betting companies set up, many with retail outlets and mobile betting. Popular brands include Fortebet, Betway Uganda, BetPawa, etc.
- **2019:** The president announced no new licenses would be issued, citing moral reasons, effectively freezing market entrants at the time. Existing operators could continue. This was not a formal ban but a directive that slowed new entries.
- **2020:** COVID affected retail operations but pushed more players to use mobile betting.
- **2021-22:** Regulatory efforts to enforce license compliance, tax payments, and underage gambling prevention increased.
- **2023:** The government lifted the freeze on new licenses quietly, possibly, as a few new companies appeared. Meanwhile, the NLGRB was actively collecting higher taxes (as evidenced by revenues).
- **Technology:** Uganda's betting is heavily reliant on USSD (text-based) because internet usage is lower. Companies innovate with offline betting slips that can be settled via mobile money.

Regulatory Status: Gambling is legal and regulated by the NLGRB. Uganda permits sports betting, casinos, lotteries, and slot halls. Online gambling is not separately legislated but licenses cover both online and offline. For example, a sports betting license allows you to take bets in shops and via online/mobile. The regulatory climate has been a bit erratic (with the 2019 freeze scare), but generally the NLGRB is functional. Age limit 25 for casino entry, 18 for sports betting (they raised casino age to 25 to keep young people out of casinos). Advertising is allowed with some restrictions (no targeting minors, etc.). The regulator publishes some reports (though irregularly) and works to improve standards.

Licensing & Fees: Specific fee data for Uganda from Slotegrator:

- Application fee (resident): **UGX 20,000,000** (~\$5,400).
- Application fee (foreigner): **UGX 50,000,000** (~\$13,480).
- License fee: **UGX 15,000,000** (~\$4,044). These are annual fees presumably. So foreign companies pay a higher initial application fee. The fees are relatively low (on the order of few thousand dollars annually), making Uganda an accessible market. This low cost might explain why many small operators popped up. There is also typically a requirement of showing financial capacity and bank guarantees for payouts. The NLGRB has been raising the bar on who they license, especially after concerns of too many betting shops.

Taxation: Uganda has a **15% tax on GGR** for betting and gaming operators. Additionally, since 2018, there was a controversial **15% withholding tax on player winnings**, but this was repealed in 2019 due to complaints (the government realized it was counterproductive as players avoided taxed platforms). So currently, players are not taxed on winnings in Uganda, only operators pay GGR tax. The NLGRB revenue likely mostly comes from that 15% GGR tax and license fees. Uganda also introduced in 2018 a telecom tax on mobile money transactions (0.5%), which indirectly skims from betting deposits/withdrawals as well.

Payment Systems: Mobile money (especially MTN Mobile Money and Airtel Money) is the lifeblood of Uganda’s online betting. Virtually all sportsbooks offer deposit/withdraw via those. Cash betting is still present – punters can visit a shop to deposit cash into their account or place bets directly. Internet connectivity is limited (only 26% use the internet), so many bets are placed via USSD on basic phones. This means a lot of betting is essentially “offline-online” hybrid (digital bets over SMS). As 4G spreads and smartphones become cheaper, more Ugandans will migrate to app/website betting. **Crypto:** Very niche in Uganda’s betting, not significant at this time.

User Preferences: Ugandans, like their East African neighbors, love **football betting**. English Premier League, European competitions, and local Ugandan league matches see action. **Sports betting shops** are social hubs where mostly young men gather. Besides sports, **lottery** (run by National Lottery) has some following, and **slot machines** are popular in urban areas (often small slot machine parlors exist). Virtual betting on simulated soccer and other games is offered by many sportsbooks to fill the gap when real matches aren’t on. Ugandan players have similar habits: small stakes, multi-bets (parlays), hoping to win big from a small amount.

Demographics: Predominantly 18-30 year old males are the largest group. A noteworthy aspect: in rural areas with limited employment, sports betting has become a pastime and sometimes seen as an income chance, paralleling trends in Kenya.

Recent Events:

- **Policy fluctuation:** The 2019 near-ban signaled the government’s concern about youth gambling. While it wasn’t fully implemented (existing businesses continued), it sent a message for operators to step up responsible gambling measures. By 2021, the talk of ban subsided and the focus shifted to regulation.
- **Stricter enforcement:** The NLGRB has been conducting compliance audits. In 2022, several unlicensed gaming shops were closed. In 2023, the regulator issued new guidelines on customer identification to counter money laundering (e.g., SIM card verification for mobile betting accounts).
- **Tax changes:** As mentioned, the removal of the 15% tax on winnings in 2019 helped the market recover (players returned to formal platforms). Now Uganda relies on taxing operators. If needed, they might tweak rates, but no changes since then.
- **Regional collaboration:** Uganda’s regulator in 2024 engaged with counterparts in Kenya and Tanzania to share best practices (there’s a cooperation agreement in East Africa to tackle illegal cross-border gambling).
- **Technology:** The government is considering requiring betting companies to integrate their systems with a central monitoring similar to Tanzania’s. This may happen in the next couple of years to curb tax evasion.

Outlook: Uganda’s gambling industry should continue to grow, but possibly at a controlled pace. **Short-term,** there might be a cap on new entrants to avoid proliferation of betting outlets. The focus will be on channeling existing demand into legal, monitored systems (e.g., shifting more to mobile betting where transactions are traceable, versus cash-in-hand bets). **Long-term,** Uganda could liberalize further or modernize its law – for example, explicitly legalizing online casinos or updating advertising rules. The government sees the tax revenue benefits, so an

outright ban is unlikely despite past rhetoric; instead, they will tighten oversight. By 2028, with better internet, online betting (via apps/web) should comprise a bigger share of the market, and total market size could significantly expand. Challenges include relatively low internet use and income levels, but as with others, low stakes by many people can still yield substantial industry size. Uganda is also influenced by its neighbors; if Kenya and Tanzania implement certain policies (like ad restrictions or tax changes), Uganda often considers similar moves. For investors, Uganda remains one of the cheaper markets to enter but with lower value per user. Over the next 5 years, expect gradual growth, some consolidation (smaller shops might fold or merge under larger brands due to compliance costs), and steady government revenue from the sector. The industry's social license to operate will depend on how well it addresses problem gambling, which authorities have flagged as important in Uganda's context.

3. Major Operators & Suppliers

Africa's online gambling landscape features a mix of **local operators, regional players, and global brands**, as well as a supporting cast of technology and service providers. Below we identify the top B2C (business-to-consumer) operators in the African online gambling market and the key B2B (business-to-business) suppliers that enable the industry.

Top B2C Operators (Online Betting & Gaming):

- **Bet9ja (Nigeria):** The undisputed market leader in Nigeria's sports betting sector, Bet9ja is a local brand that reportedly holds **50–60% market share** in Nigeria. It operates online and through thousands of retail agents. Known for its football pools and user-friendly platform, Bet9ja consistently ranks among the most visited websites in Nigeria. It has expanded its sportsbook to other countries via partnerships. Bet9ja's success is built on localization – accepting Naira, integrating with local payment methods, and aggressive marketing (e.g., sponsorship of reality TV show Big Brother Naija).
- **BetKing (Nigeria/Kenya/Uganda):** A rising star, BetKing launched in Nigeria in 2018 and rapidly grew, partly through a strong agent network. South African media giant **MultiChoice** acquired 49% of BetKing's parent (Blue Lake Ventures) by 2022, valuing it around \$500+ million. BetKing has since expanded into Kenya and other African markets. Its platform focuses on soccer bets and jackpot offerings. The company emphasizes a high-quality user experience (web and mobile) and has the backing of Entain plc (Entain provides technology support and initially had an involvement via a joint venture).
- **SportPesa (Kenya/Tanzania/South Africa):** Once Kenya's #1 bookmaker, SportPesa is known internationally for sponsoring English football clubs. Founded in 2014 in Kenya, it grew rapidly due to its easy SMS betting and mega jackpots. Though it faced a setback in Kenya (license issues in 2019), it maintains a significant presence in Tanzania and re-entered Kenya in 2020 under new management. SportPesa's brand remains very strong in East Africa. It offers sports betting primarily, with some casino games. The company has a reputation for high payouts and big promotions (its jackpot winners became local celebrities).

- **Betway Africa (Pan-Africa):** Betway, a global brand (origin UK), has established licensed operations in multiple African countries: South Africa, Nigeria, Kenya, Ghana, Uganda, Zambia, and more. Betway Africa often operates through local franchise partners under the global brand. It leverages its international experience, offering a broad sportsbook and online casino (where allowed). Betway's strengths are a polished mobile app, robust technology, and marketing via sports sponsorships (e.g., it sponsors West Ham United and local African leagues/clubs). Betway is particularly strong in South Africa's online market and is growing elsewhere by offering reliable payouts and diverse products.
- **1xBet (Global, active in Africa):** Originally from Russia, 1xBet operates globally and is popular across many African countries (often without a local license, making it somewhat grey). It offers an enormous range of sports and casino games and is known for high odds and extensive live betting. 1xBet has marketing presence through sponsorships (CAF African Nations Championship, Cameroon football, etc.). Its strategy in Africa includes accepting local currencies, mobile money, and even crypto. Despite regulatory controversies globally, 1xBet has a strong African user base due to its comprehensive offerings (from sports to slots) and aggressive affiliate marketing.
- **BetPawa (Pan-Africa):** BetPawa is a pan-African online bookmaker focused on "microbetting" – enabling very small stakes. It operates in countries like Nigeria, Kenya, Uganda, Ghana, Tanzania, and Zambia. BetPawa is partly backed by **Flutterwave** (a fintech) and received a \$3 million investment from **Flutter Entertainment** (owners of FanDuel/Paddy Power) in 2022 to support expansion. BetPawa's appeal is to the mass market; it often allows bets as low as ~₦1 or KSh1. It also runs big pan-African jackpot campaigns. Simplicity, mobile-first design, and strong presence on social media characterize BetPawa.
- **Others:** **NairaBET** (Nigeria) was an early entrant founded by local entrepreneur Akin Alabi; it remains popular, though somewhat eclipsed by Bet9ja and BetKing. **Hollywoodbets** (South Africa) is a dominant retail and online brand in SA (famous for horse racing as well as sports). **Sportingbet** (South Africa) is another notable brand (owned by Entain) catering to the SA market. **MozzartBet** (originally from Eastern Europe) has established operations in Kenya, Nigeria, and Tanzania. **Premier Bet** (under various brand names) covers many Francophone and sub-Saharan countries through a network of shops and an online platform – it's one of the continent's broadest-reaching operators, focusing on smaller markets. **Soccabet** and **Betika** are strong in Ghana and Kenya respectively. **Maroc MDJS** is the Moroccan state sports betting operator (notable as a monopoly in that country). This competitive landscape shows a mix of local incumbents and international entrants across different regions.

Major B2B Suppliers:

- **SportRadar & Genius Sports (Data Providers):** These two are global leaders in sports data and odds feeds. In Africa, many bookmakers rely on their services to offer live betting and a wide array of sports markets. SportRadar has deals with African sports leagues and provides risk management services to some bookies. Genius Sports likewise powers some lottery-run sportsbooks and has a partnership with the Nigerian football league for data rights.

- **BetConstruct (Platform Provider):** Armenia-based BetConstruct has been very active in Africa, offering turnkey sportsbook and casino platforms to emerging operators. It provides the website, odds engine, live casino, etc., which smaller operators can brand. BetConstruct has signed deals in countries like Kenya, Uganda, and South Africa to supply technology and even retail betting terminal software.
- **BtoBet (Platform Provider):** BtoBet, now part of Aspire Global/NeoGames, is another platform provider with a focus on Africa. It powers several operators, especially in West and Central Africa. BtoBet is known for AI-driven personalization and a modular platform. For example, **BetPawa** and Ghana's **Betway** have at times utilized BtoBet's platform.
- **Evolution Gaming & Pragmatic Play (Casino Game Providers):** In markets that allow online casino content (Nigeria, Ghana, Kenya to some extent), these global providers are key. Evolution supplies live dealer games (roulette, blackjack streamed from studios) – in 2022, Evolution even launched a dedicated studio in South Africa to cater to African operators with higher quality connections. Pragmatic Play offers slots and virtual games; it has inked distribution deals with African-facing aggregators so that its slot games are in many sites' casinos. Their localized content (lightweight games that run on mobile) suits African bandwidth conditions.
- **Kiron Interactive (Virtual Sports):** South Africa-based Kiron is a leading virtual sports provider. Virtual football, horse racing, and other simulated games by Kiron are extremely popular in bet shops across Africa. Operators integrate Kiron's virtual games to offer betting 24/7. Kiron's roots in Africa and bespoke African league virtual games give it strong penetration.
- **Mobile Money & Payment Aggregators:** While not traditional “gambling suppliers,” the likes of **M-Pesa (Safaricom/Vodafone)**, **MTN Mobile Money**, and fintech companies (e.g., **Flutterwave**, **Paystack**) are crucial infrastructure. They provide APIs that operators integrate for deposits/withdrawals. Flutterwave in particular has a product for betting operators to accept payments across different African countries easily. Another example: **Cellulant** and **Interswitch** provide payment gateways connecting banks, cards, and mobile wallets for gaming sites.
- **Gaming Laboratories International (GLI) & BMM Testlabs (Compliance):** These testing labs certify gaming software and RNGs. As African regulators modernize, they often require games/systems to be certified by GLI or BMM. Thus these firms indirectly support Africa's online gambling by ensuring platforms meet international standards.
- **Local Tech & Content Studios:** A few African companies are now making betting tech – e.g., **Lotto Uganda** developed a digital lottery platform; **Edge Gaming** in South Africa provides sportsbook software for some smaller SA operators; **Virtual Tech Kenya** is an example of a startup building jackpot systems. While smaller, these local B2B players indicate a growing ecosystem.
- **Odds Providers & Traders:** Many African operators that don't have in-house odds compilation use services of odds suppliers like **Oddin.io** or **BetGenius** to manage their sportsbook pricing. Also, some larger operators are providing B2B services – for instance, **Hollywoodbets (SA)** provides risk management and odds to some smaller bookies in Africa.
- **Platform Aggregators:** Companies like **Pronet Gaming** and **SBTech (DraftKings)** have targeted Africa with “platform in a box” solutions. Pronet, for example, signed clients in

Nigeria and Ghana, offering sportsbook, casino, and retail integration tailored to African requirements (lightweight mobile site, USSD betting, etc.).

In summary, the competitive B2C landscape is fragmented country-by-country, but a few names stand out regionally (Bet9ja, Betway, SportPesa, etc.). On the supply side, global tech providers have recognized Africa's potential and tailored their offerings, while local innovations (especially in payments) have been key. The collaboration between these operators and suppliers underpins the industry's rapid growth across the continent.

4. Licensing Analysis & Cost Structure

Licensing regimes in key African markets vary widely – from highly regulated and costly (Nigeria) to relatively low-cost and loose (Uganda), to completely closed (Egypt). Below we compare licensing frameworks, including application processes, fees, renewal costs, taxes, and compliance burdens, and discuss pros/cons of each environment for new entrants:

South Africa (Provincial Licenses):

- **Structure:** Decentralized – 9 provincial authorities issue licenses for bookmakers (online and retail). Prospective licensees choose a province (Western Cape is popular).
- **Fees:** Surprisingly low base fees. E.g., Western Cape's bookmaker license application **ZAR 15,000** (\$770) and annual fee **ZAR 3,000** (~\$154). However, **hidden costs** include significant suitability investigations and associated fees (WC annual probity investigation fee ~ZAR 12k), plus the cost of preparing detailed applications (hundreds of pages of disclosure).
- **Compliance:** Rigorous. Applicants undergo extensive background checks (financials, criminal records, source of funds). Must have local incorporation and local technical infrastructure. Ongoing compliance involves monthly reporting to the provincial board, adherence to technical standards, and responsible gambling contributions.
- **Taxes:** Gambling taxes on GGR vary (approx 6–8% to province for betting, plus a portion to a national trust). Corporate tax 27%. Effective tax burden moderate.
- **Pros:** Well-defined process, strong legal protection (rule of law is robust). Credibility – an SA license signals strict compliance (useful if expanding globally). Low upfront fees make it financially accessible.
- **Cons:** Online casino not permitted (only sports betting), so product scope limited. Getting licensed is time-consuming (can take 12+ months). Regulatory fragmentation – if you want to move your operation or target another province, might need separate licenses. The outdated National Act causes uncertainty for interactive gaming – new entrants cannot legally offer poker, slots, etc., limiting revenue streams.

Nigeria (Unified National Framework as of 2025):

- **Structure:** Historically dual (NLRC vs State licenses), now moving to a one-stop **Universal Reciprocity Certificate (URC)** valid in all participating states. This streamlines what was a confusing multi-license environment.

- **Fees:** Previously steep. NLRC online casino or Lagos sports betting license was **NGN 100 million** (~\$130k) + **NGN 2 million** fee, valid 5 years. Association members got 50% off. Under URC, likely similar scale fees but one license covers all (details pending). The 2025 waiver of fees for existing operators was a one-time relief.
- **Compliance:** High bar. Must supply 5-year financial projections, AML policies, responsible gaming measures. Physical presence in Nigeria required. For foreign companies, partnering with a local entity often needed (though not strictly mandated by law, practically helpful). Now under FSGRN, there's presumably a standardized set of technical requirements across states, which will reduce duplicative compliance (formerly one had to file reports to each state).
- **Taxes:** Varied by state; this likely unifies somewhat. Expect around 2–5% of turnover (or ~20% of GGR) to cover state levies and national tax. Plus 10% on player winnings (federal) still on books. Historically complex, hopefully simplifying with URC.
- **Pros:** Enormous market potential – a license gives access to 200+ million population. The new single framework eliminates navigating 36 different state rules – much easier for new entrants. Nigeria's youthful, enthusiastic betting culture means strong demand.
- **Cons:** Licensing cost is one of the highest in Africa – a deterrent for smaller entrants. The business environment can be challenging (bureaucracy, enforcement of IP/trademark can be slow). Until URC fully settles, some transitional confusion might remain. Also, high taxes (if multiple levels remain) can pinch margins. Compliance with both FSGRN and each state's specific nuances (states keep autonomy) might mean still dealing with local offices.

Kenya (National BCLB License):

- **Structure:** Centralized via Betting Control and Licensing Board. One license can cover both land-based and online operations.
- **Fees:** Moderate. Application **KES 1 million** (\$7.7k), License issuance **KES 3 million** (\$23k), Annual **KES 0.5 million** (\$3.8k), plus investigation **KES 250k** (\$1.9k). So first-year cost ~\$35k, subsequent years ~\$3.8k. Additionally, 20% of shareholding must be held in trust by a local on behalf of the gov (peculiar rule mooted at one point) – unclear if enforced, but local partnership is recommended.
- **Compliance:** Fairly rigorous. Requires local incorporation, demonstration of capital and funding sources, detailed business plan, responsible gambling strategy. BCLB often asks for system certifications and may conduct site visits. The Kenyan market is highly visible, so authorities keep close eye on operators' tax compliance and social responsibility (there have been instances of BCLB not renewing licenses if an operator was seen as problematic).
- **Taxes:** Excise 5% on stakes (post-2025), 20% withholding on winnings, 15% on GGR (in income tax law) – actual effective tax burden ~20-25% of GGR when combined. Corporate tax 30%. Fairly high but with recent relief to punters.
- **Pros:** Clear single-license system – no state/province complications. Fees are affordable relative to market size. Kenya's established payments (M-Pesa integration) and high user engagement mean a well-run operation can thrive quickly. Regulatory reforms (tax cuts, new Gaming Bill in pipeline) are making it more attractive.

- **Cons:** Policy volatility – tax rates changed multiple times, which can affect business planning. The regulator is strict: e.g., they’ve revoked licenses for tax issues or if political winds change. Advertising is under heavy scrutiny. New entrants need robust responsible gambling and KYC or risk public/government backlash (Kenya’s media has strong focus on gambling impact).

Ghana (Gaming Commission License):

- **Structure:** Central Gaming Commission oversees all forms (sports betting, casinos, etc.).
- **Fees & Capital:** License fees not publicly listed in sources, but known to be reasonable (~\$40k range for sports betting license annually). However, **minimum paid-up capital \$2 million** is required. Also need Ghanaian ownership stake and local director. So, while direct fees aren’t huge, the capitalization and partnership requirements raise the entry bar.
- **Compliance:** The GCG is thorough. Applicants must present detailed internal controls, security measures, and demonstrate they have systems to prevent underage gambling. The commission inspects betting premises and has recently enforced stricter KYC. With local ownership mandated, foreign firms often partner with Ghanaian investors (this can be pro or con depending on finding the right partner).
- **Taxes:** 15% GGR tax for operators. 20% corporate tax. A short-lived 10% player winnings tax (2023) was slated for removal, so likely no withholding tax by 2025. The tax scheme is thus moderate and straightforward.
- **Pros:** Pro-business environment with government keen to attract operators (especially if they invest in local economy via partnerships and capital). A full range of gambling is allowed, so operators can diversify (sports, casino, virtuals, etc.). Relatively stable regulatory regime with low corruption.
- **Cons:** The local partnership and high capital requirement can be a barrier to smaller entrants. Ensuring compliance with local shareholding can complicate corporate structure. The market size, while growing, is smaller than Nigeria/Kenya, so recouping the \$2m capital might take time, meaning Ghana favors well-capitalized entrants.

Egypt & Morocco (Prohibited/Unregulated):

- **Egypt:** No licensing for online gambling at all. Any operation would be illegal. Therefore, “fees” are infinite (one cannot legally pay to get a license). This is a **con:** the market is off-limits legally. Only casinos for tourists are licensed, which require heavy investment, government approvals, and locals still can’t be served. **Pros:** None for online entrants – Egypt is not accessible.
- **Morocco:** Also no online licenses. However, Morocco’s openness to gambling culturally (casinos exist, lottery and sports betting monopoly exist) suggests licensing might come in future. Currently, if you want to operate, you technically can’t get licensed – you’d either run under the radar or partner with the state monopoly (which is unlikely). **Pros:** if regulation opens, a first-mover could capture a large pent-up market. **Cons:** operating now means being unlicensed and facing potential legal or at least fiscal penalties (as seen by the new 30% tax on winnings). For both, new entrants should avoid unless laws change. The **cost of non-compliance** could be business-killing if authorities crack down.

Tanzania (Gaming Board Licenses):

- **Structure:** Unified licensing under GBT for both online and retail.
- **Fees:** Low ongoing fees ~€6,000/year, but **investment requirement** \$300k (local) / \$500k (foreign). This effectively means proving you'll spend that on local operations (e.g. hiring, offices, tech).
- **Compliance:** GBT is fairly stringent. Operators must integrate a central monitoring system and comply with AML. They also must demonstrate a commitment to local employment (often requiring a percentage of staff be Tanzanian). The process is clear-cut and typically a few months to get approval if requirements met.
- **Taxes:** High cumulative taxes – 25% GGR, 6% of stakes, 10% on winnings. This squeezes margins. But the government is stable in policy, so at least it's predictable.
- **Pros:** Lower cost of entry than giants like Nigeria. Tanzania's market is growing, and a license covers both retail and online, offering flexibility (one can do betting shops and mobile under one permit). Regulatory support is decent; the GBT often helps operators with compliance understanding.
- **Cons:** Profit margins get eroded by multi-layer taxes. The required local investment means you can't just run lean; you must commit capital which might take time to ROI. Also, a 6% turnover levy can be painful for high-volume, low-margin sportsbook models.

Uganda (National Lotteries and Gaming Board):

- **Structure:** Single national license covering all operations.
- **Fees:** Low – foreign applicant ~\$13.5k application, \$4k annual. Local ~\$5.4k application, \$4k annual. No huge capital requirements explicitly noted (likely some minimum capital but not as high as Ghana).
- **Compliance:** Moderate. The process isn't as institutionally rigorous as South Africa or Kenya, but the NLGRB is getting stricter. They will check beneficial owners, require local incorporation, and ensure tax compliance. Enforcement historically was lax but is tightening. Still, relative ease of entry meant many operators got in during the 2010s. Now, after the license freeze period, new applicants face a bit more scrutiny (e.g., one must show value-add or innovation to get approved).
- **Taxes:** 15% GGR tax, no player tax. Reasonable compared to many neighbors. But the government expects timely payment; failure can result in license suspension.
- **Pros:** Low cost, relatively quick licensing (several months). Market has high participation so finding customers is feasible. A new entrant can differentiate and capture share since market isn't dominated by one or two big players (there's fragmentation, leaving room for newcomers with better tech or odds).
- **Cons:** The government's unpredictability (talk of bans) is a risk – while unlikely now, it happened before. Lower internet penetration means heavy investment in USSD tech and physical outlets might be needed, which could surprise entrants expecting a pure online play. Also, because fees are low, competition is high – many small operators saturate, making it hard to stand out without significant marketing spend.

Comparative Pros & Cons for New Entrants:

- **Cost vs Market Potential:** High-cost licenses (Nigeria) come with huge markets but steep upfront spend; lower-cost licenses (Uganda, Tanzania) are easier to get but markets are smaller or spending power is less. New entrants must balance budget with expected ROI. E.g., Nigeria's \$100k fee is hefty but 60 million bettors potential; Ghana's \$2m capital is big but ensures commitment to succeed in that market.
- **Regulatory Clarity:** South Africa and Tanzania offer well-established processes, which is good for predictability. Nigeria historically was confusing, but 2025 reforms address that – promising for new entrants who waited for clarity. Kenya's environment has been volatile tax-wise; a new entrant should price in potential regulatory shifts.
- **Compliance Burden:** In stricter regimes (SA, Nigeria, Kenya), expect thorough vetting – pro: it keeps fly-by-night operators out, con: it slows market entry and adds legal costs. In easier regimes (Uganda previously), many entrants can lead to oversupply and later a crackdown or freeze (as Uganda did). So “easy entry” can turn into “hard survival” if too many players drive margins down or provoke regulators.
- **Local Partnership Requirements:** Ghana, Nigeria (informally), and others might necessitate local partners – pro: can help navigate local market and politics; con: profit sharing and potential partnership risk. For a new entrant, picking the right local ally is crucial.
- **Tax Environment:** High taxes (Kenya formerly, Tanzania now) mean operators must operate efficiently to profit. New entrants often underestimate the effective tax impact. For instance, in Tanzania an operator effectively might keep only ~60% of GGR after taxes and levies. In contrast, in Uganda ~85% after tax. So profitability per dollar wagered varies widely by country.
- **Enforcement and Stability:** Countries like South Africa have strong rule of law – your license and business are secure if you follow rules (no sudden seizures). In some markets, political decisions can abruptly change things (like Kenya's 2019 license suspensions or Uganda's ban talk). New entrants should consider political risk – e.g., stable countries like Ghana vs. potentially populist policy swings elsewhere.

In conclusion, **South Africa** offers low fees and a solid legal framework but limits on product (sports only). **Nigeria** offers the largest market but historically high cost and complexity, now improving. **Kenya** is attractive with moderate fees and huge engagement, but policy must be watched. **Ghana** requires a serious local commitment but has a stable environment. **Tanzania and Uganda** are comparatively accessible and growing, though with some margin challenges. **Morocco and Egypt** currently are off-limits (or only via creative corporate structures that assume future legalization). **New entrants should weigh these factors and possibly pursue a multi-country strategy:** e.g., start in a mid-tier market like Ghana or Tanzania to establish brand and revenue, while planning for a Nigeria or South Africa entry when ready to scale and comply with those jurisdictions' demands. Each licensing environment has pros/cons, and the “best” one depends on the entrant's resources, risk appetite, and long-term strategy in Africa.

5. Payments & Financial Infrastructure

Payment systems are the backbone of online gambling, and in Africa, **cashless channels** have enabled the industry's boom. Here we analyze country-by-country usage of payment methods –

mobile money, bank cards, e-wallets, crypto, vouchers – and highlight key partnerships and emerging trends:

Mobile Money – The Reigning Champion: In most of Africa (especially East, Central, and parts of West Africa), **mobile money services** are the **primary way users deposit and withdraw** on betting platforms. These are phone-based wallets managed by telecom companies. Examples:

- **Kenya: M-Pesa** (Safaricom) – over 90% of online bets use M-Pesa for payments. Integration is seamless: users transfer from M-Pesa to the betting site’s paybill number and vice versa. Low transaction fees and ubiquity make it ideal.
- **Tanzania: M-Pesa, Airtel Money, Tigo Pesa** – collectively used by the majority. ~45% of adults had mobile money accounts. Bettors can use USSD menus of these wallets to place bets directly.
- **Uganda: MTN Mobile Money, Airtel Money** – similar dominance. Operators often provide shortcodes for each to deposit/withdraw. As internet is low, USSD via mobile money is critical.
- **Ghana: MTN MoMo, Vodafone Cash, AirtelTigo Money** – widely adopted for deposits. Mobile money agents are everywhere in Ghana, so bettors can convert cash to e-value easily.
- **Nigeria:** Mobile money is less entrenched (only ~4% use mobile money there). Instead, **bank accounts** are more common, but fintechs like Paga and OPay mimic mobile money style wallets and are used by some bettors.

The partnership between betting operators and telcos is crucial. Most operators must secure a “paybill” or merchant code from the telco to integrate payments. For instance, **Safaricom in Kenya actively manages hundreds of paybills for betting companies**, and in 2019 it even briefly halted payments for operators during a licensing dispute, showing the influence of telco payment gateways on the industry.

Bank Integration & Cards: Banks play a role particularly in countries with higher banking penetration:

- **South Africa:** Many online bettors use **debit/credit cards** (Visa, MasterCard) or instant EFT (electronic funds transfer) to pay. SA’s banking system is advanced and most betting sites accept cards and even offer bank transfer via services like Ozow or SID. Moreover, SA sportsbooks may partner with banks to offer direct deposits (like FNB eWallet).
- **Nigeria:** With about 40% banked, cards and **bank transfer** are popular for online betting. Payment gateways like **Flutterwave and Paystack** make it easy for operators to accept card payments, and also provide account-to-account transfers. The introduction of **USSD banking** (dialing shortcodes for transfers) means even feature phone users can move money from bank to betting account.
- **Francophone Africa:** Countries like Côte d’Ivoire, Senegal, etc., also use mobile money (Orange Money, MTN) heavily, but where bank cards exist (via UEMOA’s GIM network), those can be used on some sites. However, issues like low card limits and fraud concerns limit card usage in many African markets. Using traditional banking usually

incurs more friction (OTP codes, bank fees) compared to mobile money's instant nature. Thus, even where available, many bettors prefer mobile wallets for speed.

E-Wallets (Online Wallets): Global e-wallets like **Skrill**, **Neteller** historically were used by African punters to gamble on international sites (especially before local options existed). They are still used by high-stakes players or those on poker platforms, for example. But for local regulated sites, they're less common, as local alternatives suffice. One exception is South Africa, where Skrill is accepted on some betting sites and helps players circumvent bank blocks on gambling transactions. Also, **PayPal** is not widely integrated for gambling in Africa (except perhaps in SA for a few operators), as PayPal's support for gambling merchants is limited and their penetration in Africa is low.

Airtime & SMS Billing: In some countries, there were experiments with using prepaid **mobile airtime** to fund bets (essentially billing bets to phone credit). This isn't widespread now because telcos prefer the formal mobile money route, and regulators worry it blurs lines (as airtime is meant for communication, not gambling). Still, in a few places like Cameroon or Ghana historically, some lottery games allowed playing via airtime deduction. Generally, airtime betting is discouraged due to transparency and taxation issues.

Cash Vouchers & Retail Conversions: Given many Africans still use cash, bridging online betting with cash is important:

- Many operators issue **voucher codes** that can be bought for cash at retail outlets (e.g., kiosks or petrol stations) and then redeemed online. For example, 1xBet had "1xPay" vouchers sold by vendors. In South Africa, OTT Voucher and 1ForYou Voucher are sold in convenience stores; players purchase a code with cash and enter it on the betting site to fund their account.
- **Agent deposit/withdrawal:** In Nigeria and Ghana, it's common that you can visit a betting agent shop, hand them cash, and they will credit your online account (or pay you cash for online winnings). These agents use their own wallet with the operator to do this. It's a key way to serve customers who aren't comfortable with digital payments.
- **Bank branches:** Some operators allow deposits via bank branch or ATM. For instance, a Kenyan bettor can walk to a bank and deposit to the betting company's account and then send proof. This is less common now due to mobile money's convenience.

Cryptocurrency: Crypto usage in African online gambling is **emerging but still marginal**. Several factors drive interest:

- In countries with currency controls or unstable currencies (Nigeria's Naira, Zimbabwe's ZWL), some bettors find using Bitcoin, USDT or similar a way to preserve value and play on international sites.
- A few offshore sportsbooks explicitly target Africa with crypto betting (e.g., some accept Bitcoin and advertise on African forums).
- However, **regulatory acceptance is low**. Most licensed African operators do not accept crypto directly, partly because regulators haven't sanctioned it. Also, crypto penetration among general population is still low, though growing among youth. Notably, the Astute

Analytica report mentioned **blockchain adoption** – predicting 40% of online platforms incorporating it by 2024. This seems optimistic; in reality maybe some have blockchain-based provably fair games or accept crypto payments. One example: **BetLion Uganda** reportedly trialed crypto deposits in 2022 on a small scale. The more likely scenario is crypto being used underground: players convert crypto to local currency via P2P, then use that money to bet, or use crypto on unlicensed crypto-casinos. Also, VPN+crypto is a common combo to access blocked international gambling sites without leaving a financial trail.

Notable Payment Partnerships:

- **Safaricom & Betting Industry (Kenya):** Safaricom (M-Pesa) effectively partnered with the betting industry by providing bulk payment APIs (allowing automated payouts to winners in seconds). This tight integration was key to the boom. After controversies, Safaricom also worked with government to enforce blocking of unlicensed operators' paybills, demonstrating an evolving partnership/responsibility stance.
- **Flutterwave:** This Nigerian fintech unicorn powers payments for many Nigerian and pan-African operators. It offers a single integration to accept cards, bank transfers, mobile money in multiple countries seamlessly. For instance, a Ghanaian betting site using Flutterwave can take MTN Money, Vodafone Cash, and Visa card payments all through one integration. Flutterwave also supports payouts (which betting sites use for withdrawing winnings to users' bank accounts).
- **MTN & Telcos:** MTN (a telecom present in many countries) often partners via its Mobile Money. In Ghana, for instance, MTN has collaborated to promote responsible gambling messaging through its platform since so much betting money flows there. Telcos have a vested interest – they earn fees from each transaction (e.g., 1–2% of each deposit/withdrawal), so gambling provides them significant revenue. In Uganda, a large chunk of mobile money traffic was gambling-related, which got regulatory attention.
- **Interoperability Initiatives:** Some regions are pushing mobile money interoperability (so a user of one network can seamlessly send to another's wallet). This will aid betting too – for example, Tanzania introduced interoperable mobile money; now a Vodacom user can pay a betting site's Airtel Money account. This simplifies operators having to manage multiple wallets.
- **Bank-Fintech tie-ups:** Banks are now integrating with fintech to smooth gambling payments. For example, Guarantee Trust Bank (GTBank) in Nigeria allows funding betting wallets directly from its app. In South Africa, some operators use **SiD Secure EFT** which connects to multiple banks for instantaneous transfer with no card needed.

Emerging Trends:

- **Central Bank Digital Currencies (CBDCs):** A few African central banks are piloting digital currencies (eNaira in Nigeria, eCedi in Ghana). These could potentially be used in gambling transactions if they gain traction – a regulated digital alternative to crypto.
- **International Remittance to Betting:** There's anecdotal evidence of diaspora sending money to family back home for betting purposes. Some operators consider enabling

direct international payments (e.g., a UK-based Kenyan could top-up a Kenyan betting account via WorldRemit). If formalized, it's another channel.

- **API-based open banking:** In South Africa and Nigeria, open banking APIs are emerging. This could allow betting apps to directly debit a user's bank account (with permission) without them using cards or going through a wallet, streamlining payments further.
- **Fraud and KYC improvements:** As payment volumes grow, fraud (like stolen mobile phones being used to withdraw from betting accounts) has been an issue. Operators now employ stricter KYC – requiring the betting account name to match the mobile money account name, etc., to prevent misuse. Biometric ID (where national ID systems exist, like Ghana's or Nigeria's BVN) may get integrated for verification in the payment flow.
- **Instant Payouts as a differentiator:** In competitive markets like Kenya, operators tout their fast withdrawal times. Many can credit a winner's mobile wallet in under a minute after they click withdraw. This near-instant payout is made possible by the robust mobile money APIs and is a crucial service aspect – players gravitate to sites where they trust they can get money out quickly. This trend pressures all operators to streamline their cashout processes and perhaps automate more, as manual approval slows things down.

Country Highlights Recap:

- **Nigeria:** Mix of **cards, bank transfers, USSD, fintech wallets**. Key infrastructure: Nigeria's NIBSS Instant Payments and fintech like Flutterwave. Challenge: card limits and periodic currency devaluations (some operators allow USD accounts or crypto for VIPs to mitigate Naira issues). Payment is one area Nigerian operators differentiate with – offering many options from QR codes (like Paystack QR) to pay-by-bank-app.
- **South Africa:** Heavily **bank-card and EFT-based**, though vouchers fill the gap for unbanked. SA's advanced fintech (Ozow, Zapper, etc.) are used by operators. Recently, some SA betting sites started accepting **Apple Pay/Google Pay**, indicating alignment with global trends in payment convenience.
- **Francophone Africa:** **Orange Money** and **Moov** wallets dominate in countries like Côte d'Ivoire, Cameroon, Senegal. Any operator in those markets must integrate those. French online lottery ParionsDirect tried linking with Orange Money in some places, showing even state lotteries lean on mobile wallets.
- **Small markets:** In places like Zambia or Rwanda, similar patterns – one or two mobile money kings (Airtel, MTN) plus bank cards for the elite. Even in war-torn or sanction-hit markets like DR Congo or Sudan, reports suggest people bet using prepaid vouchers or by purchasing online betting credits informally, highlighting that where formal channels lack, informal workarounds emerge.

In summary, **cashless is king in African gambling payments**, with mobile money being the standout facilitator. It turned betting into a 24/7 accessible activity and brought millions into the fold who never had bank cards. The trend is toward even greater integration (open APIs, faster transactions) and possibly **cashless-only** operations – some countries might phase out cash betting entirely in favor of traceable digital payments (a move that helps with taxation and control). For operators and investors, understanding and leveraging the dominant payment

methods in each country – and forging strong partnerships with those providers – is absolutely critical to success in the African online gambling market.

6. Competitive Landscape & Company Profiles

The African online gambling sector features a competitive mix of homegrown companies and international operators. Below, we profile some of the **largest B2C operators** (customer-facing betting companies) and **key B2B suppliers**, detailing their ownership, footprint, flagship products, partnerships, and unique selling points:

Major B2C Operators (mini-profiles)

Bet9ja – Nigeria’s Betting Powerhouse

- **Ownership & Origins:** Bet9ja is operated by KC Gaming Networks, founded in 2013 by a group of Nigerian and foreign investors (notably Italian entrepreneur Ayo Gamrat and partners). It is a privately held company headquartered in Lagos.
- **Footprint:** Primarily Nigeria. Bet9ja does not directly operate in many other countries, focusing on dominating its home market. It has a vast retail agent network across Nigeria’s 36 states and a top-ranked online platform (often in the top 5 visited websites nationally).
- **Flagship Products:** Sports betting (especially football) is core. Bet9ja offers pre-match and extensive live betting on soccer, basketball, tennis, etc. It also has a popular “Bet9ja League” virtual football game and casino slots on the online platform. A signature product is the **Bet9ja Jackpot (Mega9ja)** – a weekly accumulator jackpot with very large prize, driving engagement.
- **Partnerships:** Bet9ja has partnered with local tech firms for platform support and uses global odds providers for data. It also has a high-profile sponsorship: the **Nigeria National League** (football second division) and was famously the headline sponsor of the reality TV show “Big Brother Naija”, greatly boosting its brand.
- **USPs & Corporate Highlights:** Bet9ja’s key strengths are trust and localization. It built trust by fast payouts and reliable service at a time the market was nascent. Its website is optimized for low-bandwidth and older phones, catering to Nigeria’s broad user base. They integrate seamlessly with Nigerian payment options (cards, bank USSD, and recently, a Bet9ja own wallet card). The company is known for high odds on European football, which attract savvy punters. With an estimated **20+ million registered users**, Bet9ja is a profitable market leader. Despite new competition, it retains loyalty through loyalty programs, regular promotions (like 170% multiple bet bonus), and a strong retail-online synergy. Bet9ja has remained Nigerian-owned and operated, often cited as a local entrepreneurial success story in a multi-billion dollar industry.

Betway Africa – Global Brand, Local Approach

- **Ownership & Structure:** Betway is a global brand owned by Super Group (listed in NYSE). Betway’s African operations are typically run by franchise partners or

subsidiaries of Betway Group. For example, **Betway South Africa** is a locally licensed entity, Betway Ghana is run by a local franchise partner (with Betway's tech and brand).

- **Regions of Operation:** Betway has a presence in at least 7 African countries: South Africa, Nigeria, Kenya, Uganda, Ghana, Tanzania, Zambia, and possibly others through partnerships. Each is licensed locally.
- **Products:** Full-service sportsbook and online casino (where legal). Betway offers a vast sportsbook with both local (e.g., South African horse racing, Kenyan league football) and international markets. They offer live betting, jackpots (like Betway Jackpots in Kenya), and a range of casino games, virtual sports, and Betgames (live dealer lottery games) on their platforms. Betway's mobile app is a flagship product – known for its smooth user experience.
- **Partnerships & Sponsorships:** Betway leverages global sports sponsorships – e.g., West Ham United (English Premier League) – in African marketing. Locally, they sponsor teams and events: Betway Ghana sponsors Ashanti Gold FC; Betway Uganda has sponsored basketball leagues, etc. They partner with local payment providers (M-Pesa, MTN) in each country. Betway also engages in social responsibility partnerships (Betway Ghana built sports facilities for communities, Betway SA runs coaching clinics) to bolster its brand image as a responsible operator.
- **Unique Selling Points:** As a global operator, Betway brings a high level of professionalism, technology, and variety. Their odds are competitive and they have a reputation for prompt payouts and 24/7 customer support – which sometimes outshines local competitors. Betway's brand is associated with big leagues and VIP experiences (they often run promotions to send African bettors to UK to watch Premier League matches, etc.). They also emphasize **responsible gambling tools** (deposit limits, self-exclusion) more than some local operators, aligning with international best practices. Corporate-wise, Betway's African expansion since mid-2010s has been largely successful, capturing significant shares in markets like Kenya (top 3 operator) and South Africa (a leading online sportsbook). The backing of a well-capitalized group means they can weather regulatory or tax changes with strategic adjustments, and invest in user acquisition heavily.

SportPesa – East African Trailblazer

- **Origins & Ownership:** SportPesa was founded in Kenya in 2014 by a consortium of Kenyan investors and foreign partners. Operated by Pevans East Africa (in Kenya) originally, the brand expanded and is now owned by various entities in different countries (SportPesa Global has UK incorporation, etc.). The Kenyan business faced license issues; now a different company (Milestone Games Ltd) uses the SportPesa brand in Kenya under license.
- **Footprint:** SportPesa's core was Kenya, where it quickly became #1 by late 2010s before the 2019 exit. It also launched in Tanzania, South Africa, Italy, and the UK. Currently active strongholds are Tanzania (where it's among top 3) and Kenya (trying to regain ground). It withdrew from the UK in 2020 after some issues, but the brand is still recognized from its prior Everton FC sponsorship.
- **Products:** Focus on sports betting. SportPesa's platform was known for being simple and very mobile-friendly (the SMS betting was a killer app). They offered one of the biggest

football jackpots in Africa – **SportPesa Mega Jackpot** – which at its peak reached 230 million KSh (~\$2.2m) and created multiple local millionaires. They also have casino and virtual games on the platform, but the brand is synonymous with sports betting.

- **Corporate Highlights & Partnerships:** SportPesa made global headlines as a first African brand to sponsor an English Premier League team (Hull City, then Everton). It also sponsored the Kenyan Premier League (it was named SportPesa Premier League) and teams like Gor Mahia (Kenya) and Simba SC (Tanzania). These sponsorships ingrained SportPesa in the sports culture. However, a dispute over a 20% tax on winnings led to SportPesa halting Kenyan operations in 2019, a huge moment in the industry (Kenyan fans petitioned for its return). By late 2020, SportPesa re-launched in Kenya on a smaller scale. The company has portrayed itself as a technology leader – it developed much of its platform in-house (through its local tech team in Nairobi).
- **USPs:** SportPesa's USPs were its massive jackpots and deep engagement with customers (through sports events, fan zones, etc.). It positioned betting as part of sports fandom. The brand also benefited from public goodwill generated by its CSR initiatives, like supporting sports talent and community projects (they famously flew the Kenyan national team to an away match when the federation couldn't). Despite setbacks, SportPesa remains a beloved name for many East African bettors, and its robust platform and brand loyalty are strengths as it contends to reclaim market share.

Flutterwave (Payments) – Fintech Backbone

(Though a B2B fintech, adding here due to its importance to gambling)

- **About & Operations:** Flutterwave is a Nigerian-founded fintech company (founded 2016) that has become one of Africa's largest payment providers, valued over \$3 billion. It provides a payment gateway that online businesses (including many betting sites) use to accept and disburse funds across Africa.
- **Services for Gaming:** Flutterwave's APIs allow betting operators to accept **card payments, bank transfers, and mobile money** in multiple countries seamlessly. For instance, a Ghanaian betting site using Flutterwave can take MTN Money, Vodafone Cash, and Visa card payments all through one integration. Flutterwave also supports payouts (which betting sites use for withdrawing winnings to users' bank accounts).
- **Partnerships:** Flutterwave has partnered with major banks and card schemes, and specifically with the Nigeria Licensed Lottery and Betting Companies association to tailor solutions. It also integrated with M-Pesa, enabling Kenyan shillings processing. In 2022, Flutterwave signed deals with operators in Kenya and South Africa to handle local payments, reinforcing its presence.
- **USP:** Reliability and scale – it processes millions of transactions daily, ensuring betting payments are handled quickly even during peak match times. It also offers features like recurring payments and tokenization, which some betting platforms use for quick re-deposits. Flutterwave's pan-African reach and currency support (over 150 currencies) give it an edge; a pan-African betting operator can use one provider rather than integrating separate ones per country.
- **Corporate:** Flutterwave's high profile (Y Combinator alum, big VC funding) means it's well-resourced to keep up with compliance and security – important as regulators expect

betting payments to be secure. It also means if regulators in one country (like Kenya's CBK) impose rules, Flutterwave works to comply (ensuring continuity for gaming clients). In short, Flutterwave exemplifies the fintech-gambling symbiosis in Africa: a fast-growing tech firm powering the financial flows of a fast-growing industry.

Key B2B Suppliers (mini-profiles)

BetConstruct – Turnkey Solution Provider

- **Overview:** BetConstruct is a global gaming technology and services provider (HQ in Armenia, with offices worldwide). Active in Africa for over a decade, it has helped launch numerous local betting sites by providing a white-label platform.
- **Products:** BetConstruct offers a complete **turnkey** iGaming suite: sportsbook software (with pre-match and live odds on thousands of events), online casino (with slots and live dealer), virtual sports, poker, and more. They also provide back-office tools, CRM, payment integrations, and even hardware for retail shops (betting terminals).
- **African Operations:** BetConstruct has signed partnerships in countries like Kenya, Uganda, Tanzania, Nigeria, and South Africa. For example, Uganda's BetOn and Nigeria's BetKing (in early days) reportedly utilized BetConstruct's platform. In 2020, BetConstruct struck a deal to power Ghana's national lottery's online expansion (though details are scant, it's known they provide technology for some state lotteries in Africa). They localize their solutions – e.g., integrating M-Pesa, Airtel Money in the cashier, offering African leagues in their odds feed.
- **USP & Highlights:** BetConstruct's selling point is **fast time-to-market** – an entrepreneur can launch a fully functional betting site in a matter of months using their solution. They handle tricky parts like odds compilation (via their trading team) and provide a wide game portfolio, which is tough for a new company to build from scratch. They also allow deep customization – clients can choose which features or sports to emphasize. A highlight was in 2018 when BetConstruct opened an office in South Africa to support the continent, showing commitment. They've also been present at African gaming expos, often showcasing innovations like their AI-driven risk management – appealing to new operators who may lack such expertise. The trade-off is cost; BetConstruct operates on a revenue-share or fixed fee model, which can be significant. But for many African startups without in-house tech, it's a crucial partnership that can make or break their venture.

Sportradar – Data & Integrity Partner

- **What It Is:** Sportradar AG is a Swiss-based sports data company and odds supplier. Virtually every sportsbook in Africa (and globally) either directly or indirectly uses Sportradar's services for their sports betting operations.
- **Services:** Sportradar provides live scores, statistics, and betting odds feeds for a huge range of sports. They also offer risk management services (through their Managed Trading Services, MTS) where they can manage an operator's book to optimize margins and limit fraud. Additionally, Sportradar has an **Integrity Services** arm that partners with sports federations (including in Africa) to monitor for match-fixing – indirectly benefiting licensed operators by keeping competitions fair.

- **Africa Presence:** Sportradar has deals with several African football leagues to be official data partner (e.g., the Kenyan Premier League, South African PSL in the past). Most betting sites either subscribe to Sportradar or get its data via a platform provider that uses it. For example, Bet9ja uses Sportradar for its in-play odds. In 2022, Sportradar announced a partnership with African Lotteries and Gaming Association to help modernize data usage in state lotteries. They also sometimes sponsor African gaming conferences.
- **Unique Selling Points:** Unmatched breadth of data – even small operators can offer bets on Japanese baseball or ATP tennis thanks to Sportradar’s feed. Their MTS can be lifesaving for an operator that doesn’t have an army of traders; it reduces risk of big losses. Sportradar’s global scale means African operators get the latest betting markets (like novel prop bets, esports data) quickly.
- **Corporate Highlights:** Sportradar is publicly listed (NASDAQ: SRAD) and has major clients like FanDuel, etc. For Africa, one highlight is their partnership with the Confederation of African Football (CAF) to monitor betting irregularities in AFCON and club competitions – boosting the integrity of games that African bookmakers take bets on. This highlights Sportradar’s central role not just as a provider but a guardian of the sports betting ecosystem.

Evolution – Live Casino Pioneer

- **About:** Evolution is a world-leading supplier of live casino games (real human dealers streamed to players). While primarily known in Europe/US, Evolution has begun making inroads in Africa as markets open to casino gaming.
- **Products:** Live Roulette, Blackjack, Baccarat, Poker, and innovative game-show style games (e.g., Dream Catcher wheel). They stream from studios (in Europe and recently from Johannesburg for the SA market) with real-time interactivity. They also own slots providers (NetEnt, Red Tiger), whose games are in many online casinos.
- **Africa Reach:** In South Africa, Evolution partnered with local licensees as soon as regulation allowed live dealer games (SunBet, Betway SA offer Evolution tables). In Kenya, Nigeria, Ghana – where online casino is legal or tolerated – Evolution’s games are often featured on the casino section of betting sites. Because bandwidth can be an issue, Evolution developed low-bandwidth streams and an “Africa Studio” in 2022 with themed games for Africa. For instance, they considered launching a live game show with an African cultural theme (not confirmed, but they adapt games regionally).
- **USP:** Quality and trust – Evolution’s games are high-quality and certified fair, which helps operators convince wary customers to try online casino. Their local studio in SA is a unique asset, reducing latency for African players and creating local employment. Evolution’s suite helps operators diversify beyond sports – important as sports betting margins are thin and dependent on season. A sportsbook adding Evolution live games can boost its revenue per user significantly.
- **Key Points:** Evolution’s expansion aligns with African regulation: as more countries consider legalizing online casino, Evolution is ready to supply. They often do revenue-share deals, so operators can add casino without heavy upfront costs, making it low-risk to expand product verticals. Their presence shows the maturing of African iGaming – moving from purely sports to a full casino experience.

Moobifun – Mobile-First Platform Provider

- **About:** Moobifun is a French technology provider specializing in digitizing gambling for emerging markets. They have a strong focus on Africa, helping lotteries and betting companies go mobile.
- **Services:** They create SMS and USSD-based gaming platforms, digital wallets, and marketing via text. For instance, they help run **Pari Mutuel Urbain (PMU) bets via SMS** in some French-speaking African countries. They also build white-label sports betting platforms optimized for feature phones.
- **Notable Projects:** Moobifun modernized the **LONACI** (national lottery of Côte d'Ivoire) by enabling mobile bets and electronic sales. They also worked with operators in Morocco to integrate mobile payments with existing lottery games. Essentially, Moobifun's niche is where internet penetration is low – they enable gambling via basic phone. They can also integrate mobile money into these solutions.
- **USP:** Deep expertise in telecom integration and “low-tech” gaming. They bring a lottery or old-school operator to the digital age without needing apps or websites – crucial for reaching rural or older customers. This increases user base for an operator significantly.
- **Partnerships:** They partner with telcos (Orange, MTN) and regulators to ensure compliance. For example, they might create a short code *898# where users can register and bet on lottery draws through prompts. These kinds of services require regulatory nod and telco support, which Moobifun adeptly secures.
- **Impact:** By providing these solutions, Moobifun indirectly boosts the online gambling sector's reach. An operator that may have only had betting shops can, with Moobifun, offer remote betting to anyone with a phone, expanding market penetration. They thus illustrate the symbiotic role of B2B specialists in Africa: success isn't just fancy apps, it's also making gambling accessible on **older networks and devices** – meeting the market where it is.

Overall, the competitive landscape in Africa is one where local giants and international players compete, often relying on cutting-edge suppliers to deliver world-class experiences adapted to local needs. The B2C companies that succeed are those marrying local market intelligence (culture, sports fandom, payment habits) with robust technology and service. Meanwhile, B2B providers play a pivotal role by lowering entry barriers (with turnkey solutions), ensuring reliability (payments, data), and bringing new products (live casino, virtuals) to keep the market evolving. This interplay defines the dynamic, fast-growing African online gambling industry.

7. Historical Evolution & Future Outlook

Historical Timeline of Online Gambling in Africa (High-Level)

- **Pre-2000:** Gambling in Africa was mostly offline – casinos in tourist hubs (e.g., South Africa, Egypt, Morocco), state lotteries (e.g., Ghana started lottery in 1962), and informal betting. Internet usage was minimal. Sports betting existed mainly as pool betting or betting shops for horse racing (notably in South Africa and Kenya).
- **Early 2000s:** The dawn of online sports betting. **South Africa's National Gambling Act 2004** legalized online sports betting, making SA a pioneer. Around the same time,

Nigeria lifted its gambling ban in 2004 and enacted the National Lottery Act 2005, opening the door for licensed betting. These were foundational legislative moves. However, internet penetration was still low; thus, actual online activity remained limited. A notable event was the rise of **mobile telephony** – by late 2000s, Africa was skipping landlines to mobiles, which set stage for mobile betting.

- **Late 2000s:** Several countries established regulatory bodies: **Tanzania’s Gaming Board (2003)** became active, **Kenya’s BCLB** started issuing betting licenses to bookmaking firms (SportPesa’s parent was licensed in 2013, indicating BCLB’s scope by then). **Ghana’s Gaming Act 2006** formalized that market. During this period, early online betting in Africa often meant using desktop or betting at internet cafes. Some pioneers included **World Sports Betting (South Africa, launched 2002)** and **NairaBET (Nigeria, ~2008)** offering rudimentary online platforms alongside retail.
- **Early 2010s: Mobile Money revolution** – particularly the launch of M-Pesa in Kenya (2007) and its mass adoption by 2010 – transformed online gambling’s feasibility. Kenya saw explosive growth in betting; **SportPesa (2014)** capitalized on M-Pesa and smartphone uptake to become a national phenomenon. In Nigeria, **Bet9ja (2013)** went live, riding increasing internet access (driven by cheap Android phones) and a huge football-loving population. Across Africa, youth unemployment and interest in English Premier League created fertile ground – betting became a common hobby. **SMS betting and USSD betting** solutions emerged, allowing those without internet to bet (particularly in East Africa).
- **Mid-2010s:** Rapid expansion and boom. Many new operators launched in various countries (e.g., **Betway entered Africa around 2015, BetPawa mid-2010s**). Governments observed the sector’s growth and started leveraging it – either by taxation or involvement. For example, **Uganda’s Lotteries and Gaming Act 2016** updated laws to license many bookmakers. **Ethiopia** and others considered frameworks. Problem gambling concerns began as well (Kenyan media started reporting on student betting around 2016). Technologically, live betting became common as 3G networks spread. **Virtual sports** gained popularity in betting shops to supplement real sports downtime.
- **Late 2010s:** Consolidation and regulatory growing pains. Some markets became saturated (Kenya had over 50 licensed bookmakers by 2018). This led to government pushback: Kenya’s tax hikes in 2018 and the famous 2019 license crackdowns (leading SportPesa and Betin to exit temporarily). **Uganda’s president in 2019** ordered no new licenses (a moral stance). **South Africa** continued its attempts to pass an online casino bill (a 2018 attempt failed to pass again). Meanwhile, corporate developments: Western firms increased interest (Entain’s investment in BetKing 2020, Flutter’s stake in BetPawa 2022, as mentioned). Also, Africa had its first gambling unicorns on B2B side (e.g., Flutterwave by 2019).
- **2020 (COVID Era):** The pandemic temporarily closed casinos and retail betting shops. This accelerated **online migration** – more people tried betting apps and mobile sites. It also spurred innovation in remote verification and lighter apps. However, sports cancellations (e.g., leagues paused) hurt revenue; operators promoted virtuals and casino games to fill gap. Governments in need of revenue became more receptive to online expansion: e.g., **Ghana and Nigeria** contemplated updates to capture online taxes better.
- **2021-2022:** Rebound and reform. Sports returned, and betting saw a sharp rebound (e.g., South Africa’s 2021/22 GGR soared, as we saw). Several regulatory updates: **Nigeria’s**

FSGRN formed to unify licensing (leading to the 2025 URC framework signing). **Kenya in 2021** briefly removed then re-imposed excise tax, before the 2022 elections brought a more betting-friendly parliament. **Ghana in 2023** tried taxing winnings but is retracting – showing an iterative approach to policy. The industry further professionalized: more emphasis on responsible gambling (Kenya requiring RG messages on ads, SA launching a National Self-Exclusion Register in 2022).

- **Mid-2020s (Current 2024-2025):** We see an environment of **maturation and integration**. Regulatory regimes are settling (e.g., Nigeria’s new unified scheme, Kenya’s tax rationalization). Markets like South Africa are near saturation in sports betting, and the conversation has shifted to legalizing new verticals (online casino) to capture lost revenue. The competitive field is shaking out – some weaker operators have folded or been acquired, and strong brands are regionally expanding (e.g., Betika from Kenya into other countries). Another hallmark of mid-2020s is **pan-African collaborations**: regulators signing MOUs (as Botswana and Lesotho did) and operators running cross-border promotions (Pan-African jackpots covering multiple countries). There’s also the entry of **multinationals via acquisitions**: e.g., 2022 saw UK’s Entain expand into Central Europe but also eye Africa as a frontier (noting that in Entain’s Capital Markets Day they pegged African opportunity at \$11.5, indicating serious interest).

Country-Specific Development Arcs:

- **South Africa:** A relatively **mature market**. Started with strong land-based infrastructure (casinos, horse racing totes) and early regulation of online sports betting. Its arc has been evolutionary – steady growth with incremental regulatory tweaks. The major gap in SA’s story is the non-legalization of online casinos, which has been debated for 15+ years. SA’s future likely involves finally addressing this gap (perhaps after 2024 elections). South Africa also stands out for its stable regulatory enforcement – no big reversals or bans, just slow legislative processes. Thus, it’s a story of plateauing growth awaiting the next legislative breakthrough to reach a new level.
- **Kenya:** An **early boom, then correction** arc. Kenya went from zero to boom around 2010-2016, becoming a poster child of mobile betting. By 2018 it arguably had the highest per-capita betting in Africa. Then came government pushback: heavy taxation and moral concern leading to market contraction in 2019-2020 (SportPesa’s exit was symbolic). Now Kenya is in a phase of recalibration – seeking a balance between industry growth and social responsibility. The tax cut in 2025 suggests Kenya wants to re-energize the sector but will pair that with safeguards (ad restrictions, youth gambling prevention). Expect a **second boom** in late 2020s if regulation stabilizes – possibly including new forms like online casinos or regulated slots to diversify revenue beyond sports.
- **Nigeria:** A story of **potential unlocking gradually**. Nigeria had gambling for years but chaotic regulation. Its arc: slow start (2000s), a chaotic expansion (2010s) with multiple licensing authorities and flourishing unregulated corners (like pools, street betting), and now an inflection point as the government unifies and formalizes the market in 2025. Nigeria is moving from a semi “Wild West” environment to a structured industry, which likely will unleash even more growth (investors who were wary may jump in now). By

late 2020s, Nigeria could fully realize its #1 position in Africa by revenue if reforms persist. The arc suggests an accelerating trajectory – the opposite of Kenya’s boom-then-pause, Nigeria is more like slow-then-speed-up.

- **Smaller/Emerging Markets (Ghana, Tanzania, Uganda, etc.):** Many of these have a **steady upward trajectory**. They started a bit later and have been generally scaling up year by year with fewer dramatic swings. For example, Ghana steadily legalised and is tightening oversight but never had a major industry shutdown. Tanzania regulated early and has consistently grown by expanding mobile reach and maintaining investor-friendly policies. Uganda had a hiccup with the license freeze talk, but overall usage kept rising. These markets show incremental growth – improving internet and mobile money usage directly translates to more betting. Their arc likely continues upward unless a policy shock intervenes (which seems unlikely as they mostly see gambling as an economic positive if well-regulated).

Future Outlook Through 2028

We anticipate significant evolution in Africa’s online gambling by 2028, across consolidation, regulation, and technology:

Consolidation & Market Structure: By 2028, the landscape will likely feature a few **pan-African powerhouses**. We expect more mergers/acquisitions:

- Large global operators (Entain, Flutter, Bet365, etc.) might acquire or partner with big local brands (similar to Entain’s stake in BetKing). This injection of capital and expertise can consolidate fragmented markets.
- Regional champions could emerge – e.g., a company like Betika (Kenya) expanding to 10+ countries to become an East/West Africa leader, possibly going public for funding.
- Smaller local bookies that cannot compete on tech or marketing will either niche down (focus on specific towns or a unique product) or fade out. For example, in South Africa some smaller provincial bookies have already been acquired by larger groups; this will continue across countries.
- State operators might also consolidate; perhaps a multi-national African lottery alliance might form to pool resources for bigger draws (similar to Europe’s EuroMillions concept).

Regulation & Legalization Trends:

- **More countries regulating:** Expect that by 2028, several countries that currently have unclear laws will have enacted gambling regulations. For instance, **Côte d’Ivoire, Senegal, Cameroon** – likely to formalize online sports betting with licenses, as they see neighbors’ success. Possibly **Ethiopia** might revisit its strict stance given large population and revenue needs. This expansion of regulated markets will enlarge the overall African market size.
- **Online Casino Legalization:** It’s quite likely that at least a couple of major markets will legalize interactive gaming. **South Africa** is a prime candidate – pressure to tax the outflow and support local industry is high. A regulated online casino framework in SA

could happen by or before 2028, creating a blueprint for others. **Kenya and Nigeria** might also explicitly allow online casino games (Nigeria's new framework already includes "online casino" as licensable category). This will diversify offerings beyond sports and bring new demographics (including more female players, as casino games often attract a different audience).

- **Taxation will stabilize (and harmonize to a degree):** After a period of experimentation, governments will find more optimal tax regimes that maximize revenue without killing the golden goose. We predict moderate GGR taxes (10-20%) will become the norm, rather than high turnover or winnings taxes. The trend seen in Kenya (dropping extreme measures) suggests pragmatism will prevail. Also, multi-country operators might lobby for more uniform taxes to ease cross-border operations (potentially through bodies like the African Gambling Association if one forms).
- **Responsible Gambling & Enforcement:** With growth comes social responsibility. By 2028, expect far more robust responsible gambling programs: self-exclusion databases potentially linking across borders (maybe an East African self-exclusion alliance, for example). Advertising will be more regulated – watershed hours, no celebrity endorsements of betting to minors, etc., across many countries (some already doing this). Enforcement against illegal operators will also improve via technology – governments may deploy better IP blocking, payment blocking (like Morocco's approach of taxing rather than blocking might be emulated – if you can't fully stop offshore, at least tax it). Also, collaboration across countries to combat match-fixing and fraud will be stronger, as many African nations engage with international integrity bodies.

Technology & Product Evolution:

- **Smartphone Penetration Impact:** As affordable smartphones (sub-\$50 Android phones from Transsion, etc.) become ubiquitous, even in rural areas, more users will access full-feature online betting (not just SMS). By 2028, if Africa's smartphone usage climbs steeply (which it is), the nature of online gambling will shift to more in-app experiences, richer interfaces, live streaming of games on betting apps, etc. This will increase engagement and turnover.
- **Internet Infrastructure:** Expansion of 4G/5G and cheaper data will allow products like live casino and in-play betting to flourish in places they currently lag (e.g., 5G in major cities could allow seamless high-def live dealer play). Satellite broadband (Starlink) might also connect remote regions, unexpectedly adding new customer bases who were previously offline.
- **AI and Personalization:** By late 2020s, AI-driven personalization should be standard – African operators will use AI to tailor offers and responsible gambling flags (global companies already do, and these will filter into African operations). AI chatbots for customer service in local languages will improve user support at scale.
- **New verticals:** We anticipate **eSports betting** will rise as Africa's youth are into competitive gaming (though currently infrastructure is limiting). As internet improves, betting on eSports (and even fantasy sports leagues) will attract younger demographics. **Social gaming elements** might also appear – e.g., peer-to-peer betting, tipping competitions integrated into messaging apps (some forward-thinking companies are exploring betting via WhatsApp or Telegram bots to merge social chat with gambling).

- **Blockchain & Crypto:** While mainstream adoption in gambling may remain limited by regulation, blockchain could be used in the backend for transparency (some lottery or charity raffles might use blockchain to show fairness). Crypto could become an accepted payment method in more crypto-friendly jurisdictions or as a way to attract international customers (e.g., a pan-African crypto-friendly betting site might operate from a hub like Seychelles or Mauritius if they craft crypto-gambling regulation).
- **Localization of Content:** We might see more **African-themed casino content** (slots with African music or sports heroes) as providers realize the market potential. Likewise, local sports beyond football might gain betting markets – e.g., cricket in Southern Africa, rugby, or athletics during Olympics – as interest diversifies. Virtual sports might include local touches (maybe a virtual AFCON tournament simulation).

Social & Economic Impact Outlook: By 2028, online gambling will be a significant economic sector in many countries – providing thousands of jobs (from tech development, customer support, to marketing and retail agents) and tens of millions in tax revenue. This will likely make governments more invested in its success (akin to how some now rely on telecom or mining sectors). However, the flip side is gambling will also be more visible socially, and issues of problem gambling might become more pronounced, leading to possible public health responses (like more funding for gambling addiction treatment, or tighter advertising limits, as has happened in Western countries when gambling matured).

In essence, Africa’s online gambling industry by 2028 is projected to be **larger, more regulated, and more technologically sophisticated**. We’ll likely talk about African markets not just in terms of potential but actual sizable contributions to global operators’ earnings. It wouldn’t be surprising if by then one or two African-born companies are themselves listed on a stock exchange or have expanded overseas (imagine a Bet9ja International taking on other emerging markets). The narrative will shift from “frontier, fast-growth market” to **“established growth market, with pockets of innovation leading the global industry”** – for example, Africa’s innovations in mobile payments and SMS betting could inform how betting is done in other developing regions.

In conclusion, the dice have been rolled on Africa’s online gambling – the early game was about rapid expansion with few rules, the current phase is about codifying and optimizing, and the future should bring a more sustainable, integrated, and perhaps somewhat tamer growth, albeit with the excitement of new tech and a still expanding customer base. Stakeholders – from regulators and operators to players – are learning from the past decade’s experience, aiming to ensure the industry remains both profitable and conscientious as it heads towards 2030.

8. Data Sources & Citations

Throughout this report, we have drawn on a range of **recent data, industry reports, regulatory releases, and credible media sources** to ensure accuracy and currency:

- **Industry Reports & Press Releases:** We utilized market forecasts from Astute Analytica and Statista data as cited via EvenBet Gaming for market size and growth

figures. These provide up-to-date projections (as of 2024/25) for Africa's gambling revenue and user base, which were cited inline. Additionally, press releases such as Globe Newswire (Astute Analytica) gave insight into trends like blockchain adoption and demographic drivers.

- **Regulatory and Government Sources:** Key regulatory developments were referenced from official or news sources quoting officials:
 - The **Nigeria URC framework** was detailed from African Gambit news which cited the Federation of State Gaming Regulators announcement in May 2025.
 - Statistics on South Africa's gambling revenues and breakdown came directly from the **National Gambling Board's 2023/24 report** as reported by iGamingBusiness.
 - Kenya's tax changes (Finance Bill 2025) were sourced from African news detailing the National Assembly decision.
 - Morocco's new tax law on online winnings was drawn from a detailed SiGMA report which in turn referenced Morocco's 2025 Finance Bill.
 - We referenced studies, such as a ScienceDirect study on African regulators, cited via EvenBet, to provide statistics on how many countries have regulators, etc.
- **Credible Media & Analytical Articles:** We used articles from outlets like:
 - Slotegrator's analytical articles for country-specific stats (they in turn cited surveys by GeoPoll, TGM, Statista, etc.). These were useful for participation rates and mobile usage data.
 - African Gambit – a specialized news site covering African gambling – for recent events and regulatory changes in Ghana, Nigeria, Kenya, SA.
 - Business Insider Africa (Pulse) for survey-based participation numbers and the scale of bettors in major countries, giving a sense of user base.
 - Focus Gaming News / Legal Guides: though not heavily cited, we cross-checked regulatory details for Egypt, Morocco, etc., from legal analyses (e.g., CMS Law guides) to ensure consistency.
- **Direct Data & Tables:** We embedded a comparative table image for global regions (Statista via EvenBet) to visually support the data on Africa vs other regions in 2024. All other data is cited inline in text with the cursor references provided.

We encountered no significant contradictory data across sources; where minor discrepancies existed (e.g., different estimates of market size), we chose the most recent or authoritative figure and cited it. In cases of rapidly changing situations (like tax policies in flux), we cited the latest position (e.g., Ghana's intent to remove the 10% tax per BusinessInsider Africa).

In summary, the report is built on a foundation of **connected, cited sources** ranging from industry data aggregators and news outlets to regulatory communications, ensuring that every key assertion can be traced to a reliable origin for verification.