

Responsible Gambling: Consumer Insights and Trends in Latin America

3rd Edition

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CEO Note

We are delighted to release our third report on 'Responsible Gambling: Consumer Insights and Trends in Latin America'. We launched the first edition of this survey and research in 2020 with the aim of gaining a deeper understanding of the region's specific needs and challenges, as the online gambling sector grows in maturity and regulation.

We commissioned this research to support the wider industry, understand and meet evolving stakeholder expectations, and help build a sustainable sector in the region over the long term. This report provides insights into online gambling markets across Latin America, highlighting local nuances from country to country. It details key trends shaping the industry in major markets, with data gathered from over 2,500 individuals of legal gambling age in Brazil, Argentina, Colombia, Peru, and Chile.

2025 is set to be an exciting year for Latin America, with Brazil and Peru officially launching online regulations. Brazil, in particular, is set to become one of the world's largest and fastest-growing regulated online gambling markets. I am excited about Playtech's role as a technology partner, contributing to the sustainable growth of the online entertainment sector.

Mor Weizer
CEO Playtech



Markets like Brazil and Peru present significant and exciting opportunities for growth and innovation in the online gambling sector. By sharing these insights and fostering knowledge exchange within the industry, Playtech aims to support the long-term success of the sector in Latin America, while also promoting a more responsible and consumer-focused gambling environment in regulating markets within the region.

We hope that the third edition of this research continues to provide operators, regulators, policymakers and the industry at large with practical insights to support a safe, sustainable online entertainment sector in the region.

Mor Weizer | CEO



Introduction

As part of its ongoing effort to understand the evolving trends in Latin America's online gambling market, Playtech has partnered with Broadminded to conduct comprehensive surveys. This third edition of the report delves deeper into key markets in the region, providing a richer perspective on player behaviour and preferences.

The survey involved 2,500 individuals of legal gambling age from Brazil, Argentina, Colombia, Peru, and Chile. The targeted questions aimed to explore responsible gambling practices, player concerns, and the role of technology in enhancing player protection.

The findings offer valuable insights into players' understanding of gambling, their betting habits, game preferences, and spending patterns. By addressing their main concerns, the report

emphasises the importance of responsible gambling and regulatory issues, providing operators with actionable insights. The report also highlights effective communication channels and the roles of companies and governments in ensuring a responsible gambling environment.

Playtech remains dedicated to promoting a safe, engaging and entertaining betting and gaming experience. Across all markets, including regulated or regulating jurisdictions, the importance of safer gambling continues to be a key topic for the sector. Through Playtech Protect, the company is delivering technological solutions to help its partners improve safeguards as well as collaborate with academics, non-profit organisations, customers and think tanks to further develop and advance the delivery of safer gambling solutions and standards.

▶ About Playtech

Founded in 1999, Playtech is the leading platform, content and services provider in the online gambling industry in the region, Playtech brings over 20 years of experience and investment in technology to the gambling sector. With over 180 licensees operating in over 30 regulated markets using its solutions. The company is focused on regulated and regulating markets across its B2B and B2C businesses. Both divisions leverage Playtech's proprietary technology to deliver innovative products and services to ensure a safe, engaging and entertaining gambling and gaming experience.

Latin America Overview

Latin America's regulated online gambling market is projected to achieve significant growth, with annual revenue expected to reach USD 6.75 billion by 2027, up from an anticipated USD 1.51 billion in 2023, according to [VIXIO](#)¹. The region's online gambling markets are forecasted to grow at a compound annual growth rate (CAGR) of 11.30% from 2024 to 2029, potentially reaching a market volume of USD 8.71 billion by 2029, [as reported by Statista](#)².

Online gambling is becoming an increasingly frequent activity for many in Latin America, gaining substantial attention and interest from both consumers and governments across the region. The [robust growth is primarily driven](#)³ by regulatory trends in key markets such as Brazil, Mexico, and Colombia. Consequently, numerous regulatory bodies in the region currently have legislative proposals and frameworks to regulate the online gambling sector. The expansion of digital access and connectivity across the region is also a major contributor, creating favourable conditions for online gambling operators and their value chains.

From our research, it's clear that consumers in Latin America have a strong preference for comprehensive regulatory frameworks that ensure online gambling companies operate legally, verify player ages diligently, and protect vulnerable users, including those at risk of gambling-related harm. This regulatory foundation remains at the forefront in shaping consumer behaviour and promoting a safe gambling environment across the region.

However, there are notable challenges that accompany this growth across the countries. Brazil, with its significant market potential, is positioned to becoming one of the world's largest and fastest-growing regulated online gambling markets. Yet, the country has faced obstacles in its transition to regulation, including the need to establish clear rules for licensing and taxation. Recent developments in

these areas are promising, but the formalisation of the sector is still in progress.

Meanwhile, Argentina and Chile are navigating regulatory flux, with changing laws impacting user perceptions and platform preferences. In Argentina alone, approximately 300 listed and regulated sites operate, while over 250 additional gambling sites have been reported due to alleged irregularities. This regulatory uncertainty presents both challenges and opportunities for the industry as it seeks to balance compliance with market expansion.

Colombia continues to serve as a prime example of effective regulation in the region. The country has established a stable and robust regulatory framework for online gambling, significantly enhancing player protection and combating unregulated gambling. Coljuegos, the regulatory authority overseeing gambling sites in Colombia, has intensified efforts to shut down illegal platforms. Over the past four years, nearly 15,000 unlicensed sites have been blocked, reflecting a strong commitment to safeguarding players and promoting a regulated gambling environment.

In Peru, the diverse and competitive nature of the market is evident, with 115 companies applying for licenses to offer online gaming and sports gambling services. Of these, only 29 are Peruvian-owned, while the remaining 86 are operated by foreign entities. Highlighting the importance of robust regulatory frameworks to ensure fair play and consumer protection.

Overall, the regulatory landscape in Latin America is evolving rapidly, with significant strides being made to enhance player protection and promote a sustainable and responsible online gambling environment. By addressing these regulatory challenges and opportunities, the region is well-positioned to achieve substantial growth and innovation in the online gambling sector.

Growing market

The industry's notable growth trajectory in the region has highlighted contrasts between social distrust of online gambling platforms and the emerging recognition of their benefits. For instance, Colombia has regulated the sector and is allocating gaming tax revenues to its healthcare system.

Online gambling is becoming an increasingly frequent activity for many in Latin America. Three in four respondents in Brazil and Peru say they place bets at least once a week, while just over half of Chilean players do the same. By contrast, around a quarter of respondents in the region state that they no longer bet.

Last year brought significant changes to the regulatory landscape for online gambling, with Peru and Brazil launching their regulated markets in 2025. The evolving regulatory landscape is also shaping policy and public debate on specific topics, from advertising regulation to online safety and player protection.

Survey respondents display a range of opinions on the regulation of gambling advertisements. In Argentina, respondents felt that restricting gambling ads for those aged 18 and above should be a policy priority. Meanwhile, respondents from Brazil, Peru, Chile, and Colombia emphasised the importance of including clear information about the risks of gambling in ad campaigns.

Preferences for selecting an online gambling platform differ across Latin America. In Argentina, Colombia, and Peru, users prioritise fast and reliable payment methods. In contrast, players in Brazil and Chile place a higher value on the safety and reliability of the platform. For Colombian players, the value of prizes is the key factor in their decision-making process.

Overall, the trustworthiness of gambling platforms is a major issue for most people in the region, with Peruvian players specifically highlighting data security as a primary concern.

Additional insights on key themes and topics across countries include:



- In every surveyed country except Chile, women prioritise the variety of games offered by a platform when choosing where to play.
- Meanwhile, individuals aged 55 and older in all markets except Chile and Argentina place most value on exclusive bonuses and rewards.
- Younger players aged 18-34 are the most concerned about the deductions which platforms take from their winnings.

Views on setting budgets and controlling online gambling spend also vary by gender and country. In most countries, women are more likely to adhere to specific spend limits/budgets, while men in Argentina deviate from this trend. Colombians report spending more on gambling each month compared to their regional neighbours, with Argentinians spending the least.



Across all surveyed countries, men tend to bet more money than women. The 18-24 age group spends the least in Argentina, Chile, and Colombia, while in Brazil and Peru, individuals aged 55 and older are the most conservative with their spending.

In Colombia, most respondents stated that they use their winnings to pay daily expenses, whereas, in other countries, the majority of players prefer to save their winnings. Across all countries, men are more likely to reinvest their winnings into bets at a later date.

The groups most likely to use their winnings to pay off debts are

18-24
year olds
Colombia

25-34
year olds
**Argentina,
Chile and Peru**

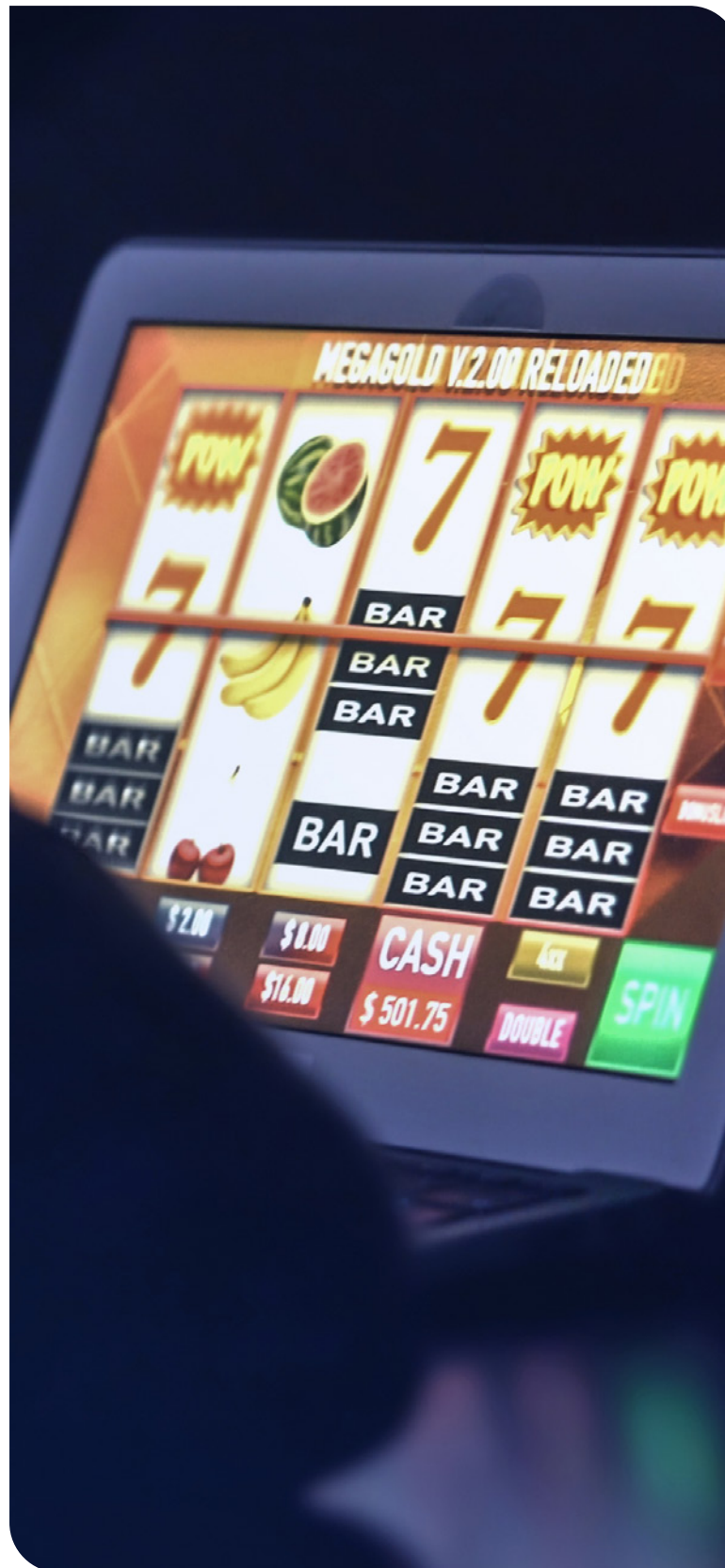
35-44
year olds
Brazil

Seeking help for gambling-related harm

Argentina and Peru had the highest percentages of respondents who knew where to seek help for gambling-related harm, while Colombia and Chile had the most respondents who were unaware of available resources. Colombia also had the highest number of respondents who reported unsuccessful attempts to reduce their gambling spend.

Awareness of gambling regulations

Awareness of gambling and gambling laws varies widely, with Brazilians and Argentinians having the highest levels of awareness and Chileans the lowest. Respondents across all countries primarily rely on specialised websites for information about gambling laws. Government websites are the second most popular resource in Argentina, Chile, and Colombia. In Brazil, YouTube videos featuring expert commentary are the second most common source, while in Peru, social media influencers play a significant role in informing the public about gambling laws.



In Colombia, the 18-34 age group is the least informed about gambling and gambling laws.



In Chile, more than half of women report the same.



Brazilians aged between 18 and 24 have read more extensively about the country's laws than any other age group.

Argentina

The online gambling market in Argentina is projected to experience significant growth, with annual revenue expected to increase by over 8%, reaching more than [6 million players by 2029, according to Statista⁴](#). The report also indicates that revenue in the Online Gambling market is projected to reach USD 1.57bn in 2025. With an annual growth rate (CAGR 2025-2029) of 6.90%, the market volume is projected to reach USD 2.05 bn by 2029, positioning Argentina as a significant player in the region.

Unlike many countries in the region, Argentina does not have federal online gambling laws. Regulation is managed by provincial authorities across the country's 24 districts, with a general understanding that gambling is illegal unless expressly authorised by a competent authority.

In 2023, populous districts like the City of Buenos Aires and the Province of Buenos Aires, implemented [online gambling regulations⁵](#), requiring operators to register and pay taxes. In June 2024, the City of Buenos Aires [halted new gambling house licences⁶](#) and reviewed the eleven existing ones. Additionally, access to more than 700 gambling sites was blocked from Wi-Fi networks in public schools in Buenos Aires.

Betting habits

The survey found that 64% of Argentinian players bet once or more a week. Men bet more frequently and spend more money, with 69% of men gambling at least weekly, and 75% spending more than USD 8 (ARS 8,000) per month. In comparison, 59% of women bet weekly with only 49% surpassing this amount.



61%

Slot machines are the most popular format among Argentine players

51%

Roulette

35%

Bingo

27%

Blackjack

Key factors for choosing a platform include fast, reliable payments (58%), security and reliability (51%) and prize value (44%).

Preferences when selecting a platform



Women - variety of games offered by the platform (37%)



Men - an easy-to-navigate, user-friendly interface (35%)



Over 55 years old - fast payment methods (65%)



Younger bettors (18-24) - fast and efficient customer support (45%)



Slot machines are more popular among the +55 age group.

49% of players set a budget before gambling (though a quarter of these often exceed their own budget limit), and 63% of players spend less than USD 15 (ARS 15,000) per month. Nearly half of Argentine players (46%) said they save their winnings, while 30% said they use winnings for daily expenses.

**46%**

Save their winnings

30%

Use winnings to pay daily expenses

24%

Use their winnings for more gambling

24%

Spend their winnings on special occasions

Only 2% reported never having won

Those aged 35-54 are more likely to save their gambling winnings (51%) compared to the 24-34 age group (42%). Younger players are most likely to use winnings for daily expenses (41%), compared to just 22% of the over-55s.

Advertising concerns

Driven by media and parent group campaigns to ban gambling ads aimed at teens and children, regulatory bodies have increased their control over gambling advertising. However, Argentine respondents are calling for even tighter regulations. One in four (25%) support limiting gambling ads to specific times of the day, a higher proportion than in neighbouring countries. The majority (85%) of respondents are concerned about gambling ads targeting under-18s, and 88% would like to see stricter age checks on online gambling sites.

**42%**

Believe ads should clearly communicate the risks of gambling

42%

Think ads should not encourage impulsive or excessive gambling

67%

Feel gambling companies do not care about the safety and well-being of the public

75%

Believe gambling companies should help/do more for people with gambling addiction





While 77% of respondents want increased regulation of gambling advertisements, and 53% would feel safer if they knew a gambling platform was legal and registered, only 16% consider themselves well-informed about Argentina's gambling laws.

Four in ten former players stopped gambling because they lost too much money or found it boring (38%, in both cases), while 29% lost trust in gambling companies. High financial risks deterred one third (33%) of non-players, while 21% cited addiction fears.

Among all survey respondents in Argentina, 65% knew where to seek help in case of gambling-related problems - from support groups and rehabilitation centres, psychologists and health professionals. Half of these respondents knew exactly where to go, while the other half had some idea.

The biggest concern for online players in Argentina is platform trustworthiness (53%), followed by data security (45%). Three in ten Argentinian players (28%) unsuccessfully attempted to reduce their gambling, the lowest rate among the markets in this report.

Trust and security concerns

A significant portion of respondents believe that gambling platforms are rigged to prevent people from winning, and 62% think sports games are fixed to favour certain players. Additionally, more than half (52%) feel that professional athletes should not be allowed to bet on sports matches.



More than half (55%) of all players prefer platforms that sponsor their favourite team, with 67% of 18-24 year olds sharing this view, higher than any other age group.

Players in Argentina exhibit a cautious approach to managing their finances, with a strong focus on budgeting and saving winnings. Key concerns revolve around platform trustworthiness and security, highlighting the need for stronger regulatory frameworks across all provinces and better sectoral transparency. Furthermore, with significant portions of the population unfamiliar with gambling laws, there is a clear opportunity to improve education and awareness of the risks of gambling-related financial harm.

Brazil

The expanding [gambling market in Brazil](#)⁷ is a major driver of growth in the region, reflecting the growing interest in sports gambling and other online gaming formats. The regulated fixed-odds sports gambling market in Brazil began operating on 1st January 2025, with new rules for all platforms in the sector. [Sixty-nine gambling](#)⁸ companies are currently authorised to operate, a number that is expected to increase in the coming months. Increased regulation of the sector presents opportunities for compliant companies to enter the market and operate in Brazil.

This development promises to transform the way Brazilians interact with gambling, solidifying Brazil's position as a strategic market for the sector globally.

The legalisation to pave the way for sports gambling in 2018 and the regulation of online gambling this year are the key growth drivers for the market. According to [VIXIO](#)⁹, Brazil is projected to account for approximately 45% of the total regulated LatAm online market by 2027, with Brazil, Mexico and Colombia combined accounting for nearly 80%. Approximately 14% of the population (22 million people) [placed at least one bet](#)¹⁰ in 2023. Sports gambling is one of the fastest-growing sectors, [with football](#)¹¹ the most popular sport among players.



In 2024, the betting sector in Brazil invested around USD 100 million (BRL 555 million) in contracts with more than a dozen Brazilian football teams.

To receive authorisation, companies must establish a local presence in Brazil, pay a BRL 30 million fee to the Federal Government for a five-year licence, whilst complying with strict regulations on cybersecurity, financial safeguards, and anti-money laundering measures. Authorised operators are also required to use the new “.bet.br” domain, making it easier for consumers to identify legitimate platforms.

In Brazil, consumers are subject to several requirements that encourage responsible gambling. For instance, players must be at least 18 years old, provide a valid CPF (Brazilian individual taxpayer registry number), and complete facial recognition during the account registration process. Additionally, new rules govern how players are paid and winnings are withdrawn—credit card deposits, for example, are no longer allowed.

This comprehensive regulatory framework aims to foster a safer, more transparent gambling environment for both operators and consumers.

Betting habits

Brazilian players are highly engaged with gambling, with 91% of players reporting that they bet at least once a month. Three in four (73%) bet at least once a week. However, only 24% bet more than USD 34 (BRL 200)* per month, while 53% bet USD 17 (BRL 100) or less per month. More than half (51%) of Brazilian players set a financial limit before placing their bets, while 29% of these regularly surpass their own, self-imposed limits. Men are more likely to adjust their budgets based on wins or losses - 21%, compared to 11% of women.

*this figure represents approximately 15% of the minimum wage in Brazil.

Respondents who stated that they no longer bet cited the following reasons:



31% cited a loss of trust in gambling companies as their main reason for quitting

28% quit due to financial losses

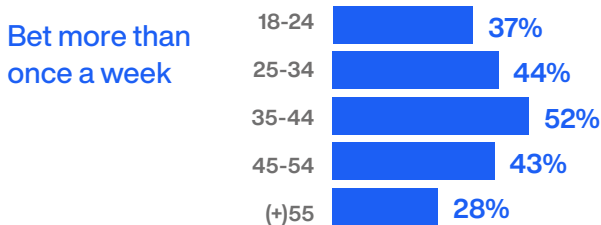
25% state that they felt deceived by online gambling platforms

22% quit due to the high financial risks involved.

Among the respondents who stated that they have never placed a bet, one third (33%) believe gambling platforms are rigged, with the same proportion (33%) citing fears over losing money or becoming addicted.

When selecting an online gambling platform, 61% of Brazilian players prioritise security and reliability as the most important factor, while 60% value fast and reliable payment methods. Roulette is the most popular online game (55%), followed by bingo and slot games (43% for both).

Age infographic on frequency



When choosing a platform, the importance of prize/reward value varies with age - It is the most important factor for 60% of players over 55, but only for 28% of 18-24 year olds.

Brazilian players take different approaches with their winnings - 44% add them to savings, 33% use winnings for daily expenses, while 28% of players choose to reinvest winnings into further bets.

Respondents aged 25-34 are most likely to spend and reinvest their winnings in additional bets(37%). Women are more likely to use gambling winnings to pay off debts (29%), compared to just 16% of men. More than half (51%) of young players (aged 18-24) save their winnings, while only 40% of over-55s do so.

Preferences

Men



79% betting weekly



50% prefer roulette



38% prefer slot games



48% of men set a budget



34% spend between BRL 50 and BRL 100 per month



When choosing a betting platform **44%** value ease of navigation and user-friendly interfaces, and **39%** exclusive bonuses and competitively priced bets.

Woman



66% betting weekly



61% prefer roulette



51% prefer bingo



54% of men set a budget



28% spend less than BRL 50 per month



When choosing a betting platform **51%** value customer support and **39%** user reviews and recommendations

Consumer safety and concerns

Distrust in gambling platforms is a major concern for 55% of Brazilian respondents. Data security worries 51% of participants, while 39% fear becoming addicted to gambling. Meanwhile, one in four former players say they have been scammed on an online gambling platform.

Six in ten survey respondents (59%) would feel safer gambling if they were confident the platform was legal and registered. A significant 72% believe that online gambling platforms are manipulated to prevent users from winning.

• Distrust in betting platforms



• Belief that platforms are rigged and this prevents people from winning



The belief that platforms are rigged is a major reason why some individuals avoid or stop gambling: 33% of those who have considered gambling but never tried cite this as a key factor in their decision.

Most survey respondents (85%) expressed concern about gambling companies targeting teenagers in their advertising. 82% believe more should be done to regulate ads, while 89% affirmed that platforms should have stricter age-verification policies. Similarly, 81% agreed that gambling companies should mobilise to help people with gambling addiction.



Three out of four Brazilians (74%) believe that some sports matches are fixed to favour players, while 60% state that professional athletes should not be allowed to place bets on sports matches.

Knowledge of Brazilian gambling laws remains low, with only 15% of respondents claiming to be well-informed, and 37% saying they have some knowledge. Of those, 44% rely on specialised gambling websites and 40% on YouTube videos for legislation updates from sectoral experts.

Responsible gambling

A third of survey respondents (33%) reported unsuccessful attempts to reduce their gambling. 26% stated that they do not know where to go for support for gambling-related issues, and 15% mentioned that they have never considered it. Among those who are aware of where to get help, 31% say they would turn to psychologists and health professionals, while 18% would seek help directly from the gambling platform. Many players are also concerned about the potential for impulsive behaviour.

37%

of respondents expressed fear that they may act irrationally when betting

39%

of respondents stated that they worry about becoming addicted to gambling

Chile

Online gambling has rapidly gained popularity in Chile, driven by increasing consumer interest and a growing demand for modern gambling options. Despite its rising popularity, the market remains largely unregulated. The government is working to pass a [regulatory framework](#)¹² through Congress, following a 2023 Supreme Court [decision](#)¹³ that ordered internet service providers to block access to more than twenty online sports gambling sites, and a 2023 ban on [online gambling sponsorships](#)¹⁴.

Meanwhile, many platforms continue to operate internationally, offering online gambling in Chile without regulation. The Chilean government is seeking to regulate these platforms as a matter of urgency, citing concerns over consumer protection and tax revenue loss.

The [Gaming Casino Superintendence \(SCJ\)](#)¹⁵, responsible for granting operating licences, published a National Responsible Gaming Strategy in 2022. The draft law under congressional debate includes a [20% tax on gross profit](#)¹⁶, a 1% tax for the Responsible Gaming programme, and an annual tax of 2% on gross income. Additionally, the Financial Analysis Unit (Unidad de Análisis Financiero, UAF) was established to prevent money laundering and terrorist financing, ensuring compliance with anti-money laundering (AML) standards.

Betting habits

Chilean respondents place bets less frequently than those in other Latin American countries, with 82% gambling at least once a month and 53% at least once a week. 77% of Chilean players spend up to CLP 30.000 per month, while 49% spend up to CLP 10.000. Meanwhile, 8% report spending more than CLP 50.000 on a monthly basis.

Slot games are most popular with Chilean players, preferred by 65% of players, followed by roulette (60%).



Men place bets more than women, with 61% gambling weekly, compared to 45% of women. Younger players (18-24 year olds) place bets less often, with 33% of this demographic gambling only on special occasions.

The greatest concerns of Chilean respondents when deciding whether to use a platform are trust in the platform (62%) and data security (57%). When choosing an online gambling platform, Chilean players prioritise safety and reliability (54%), fast and reliable payment methods (53%), and prize/reward value (53%).

Confidence levels were much higher in national gambling platforms (39%) than in foreign owned sites (6%) among players, former players, and potential players in Chile. More than half of all survey respondents (54%) believe that professional athletes should not be allowed to place bets on sports matches.



While 63% of players say they feel safer if they know they are using a legal and registered platform, just 15% feel they are fully up-to-speed on the law, with a further 31% saying they have some knowledge.



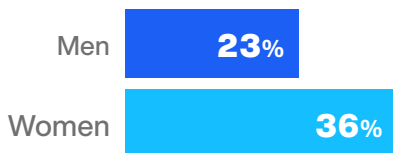
For 18-34 year olds, the main reasons for choosing a platform are similar to those already mentioned. However, there are some aspects worth highlighting: Platform user reviews and recommendations (49%); Fast and efficient customer support (43%); High-quality graphics and animations (25%).

Budget management

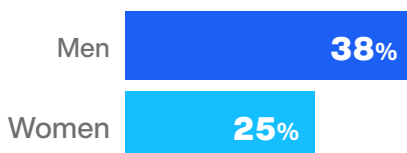
Budget management plays a significant role in Chilean players' behaviour, with 46% setting a limit before gambling, although 24% of these admit to occasionally exceeding their budget. Players aged 35-44 are the least likely to stick to planned budgets (16%), compared to 46% of over-55s. When Chilean players win, 37% save their winnings, 32% use their winnings to play again, and 31% use the money to pay off debts.

Gender differences are significant:

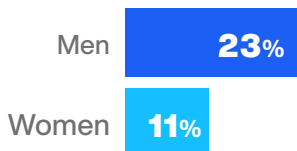
- More women use gambling winnings for bills and daily expenses, compared to men



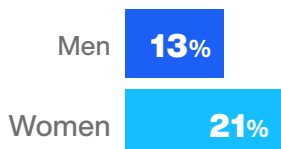
- 38% of men choose to play again with their winnings, while only 25% of women do so



- Men are more likely to buy non-essentials with their winnings



- Women tend to make planned purchases



Financial loss was the main reason for quitting gambling among 31% of former players, cited by 36% of men and 27% of women. High financial risks were cited by 36% of female ex-players, compared to just 14% of men. Boredom was another notable reason, cited by 31% of respondents. Among those who have never placed a bet online, a fear of losing money or becoming addicted was mentioned by 42% of women and 32% of men.



Trust and Security

A significant portion of Chileans (65%) believe that online gambling sites are unfair and designed to prevent people from winning. A strong feeling of distrust prevails, with 73% believing that some sports matches are fixed to benefit players. Concerns about the safety and well-being of the public are also prevalent, with 62% feeling that gambling companies do not prioritise these issues.

In Chile, 80% of survey respondents are in favour of stricter regulation of gambling advertisements, and 77% think that gambling companies should support individuals struggling with gambling addiction. A large majority (83%) are worried about gambling adverts targeting teenagers and children, while 86% feel that online gambling sites should have stricter age verification policies.



Older Chileans are more likely to support stricter age verification policies, with 93% of respondents over 55 years agreeing with this stance.

Around half of the survey's respondents (46%) believe that gambling advertisements should clearly communicate the risks of gambling, while the same proportion (46%) think regulatory frameworks should ensure that gambling ads comply with legal standards and only appear on legalised websites.



Chileans have the lowest awareness of these laws among all countries surveyed, with almost half (48%) of people saying they don't know anything about gambling laws at all. Only 15% feel well-informed about gambling laws, while 31% say they have some knowledge.

Among Chilean players, 31% have attempted to reduce their gambling activity but were unsuccessful, 27% worry about acting impulsively when gambling and 29% are concerned about the potential for addiction. Additionally, 28% of respondents do not know where to seek help for gambling-related issues. While 16% had never considered it, 26% said they would know where to find help, citing psychologists and health professionals as resources.

Colombia

Colombia was the first Latin American country to regulate online gambling, with the eGaming Act of 2016. Today, the country has more than 8 million active **bettor accounts**¹⁷ (though people can register for more than one. Bets on **football games**¹⁸ are particularly popular amongst Colombians, reportedly accounting for 85% of all sports betting.

With sixteen approved operators, internet-operated gambling reported sales exceeding **USD 2.3 billion (COP 10 trillion)**¹⁹ in the second quarter of 2024. Currently, online gambling accounts for 47% of the total national gambling revenue, highlighting its dominant role in the Colombian market. This growing segment has become a key contributor to the industry's overall performance, driven by increasing consumer interest and significant participation in sports events.

In Colombia, operating licenses in online gaming generated revenue of around USD 76 million (**318 billion Colombian pesos**²⁰) in 2023, with the associated tax earnings mostly redirected towards the healthcare sector. In the first quarter of 2024, around USD 55 million (**231 billion Colombian pesos**²¹) was directed by the state to healthcare.

Betting habits

87% of Colombian survey respondents who place bets do so at least once a month, while 67% make a bet at least once a week. Those aged 45-54 are the most frequent players, with 75% gambling at least once a week, compared to just 52% of 18-24 year olds. Roulette and bingo are the most popular online games, each preferred by 60% of participants, while slot games are favoured by 45%, and blackjack is preferred by 32% of players.

When choosing a gambling platform, the most important factors for Colombian players are fast and reliable payment methods (58%), safety and



reliability (57%), and prize/reward value (52%). 48% of Colombian players in this study say they value platforms which offer exclusive bonuses and rewards.



The availability of a smartphone app is key for 37% of Colombians, while 52% seek higher rewards. Competitive odds are important to 39%, and 48% prefer exclusive bonuses. Out of all the countries surveyed, Colombia places most value on economic factors.

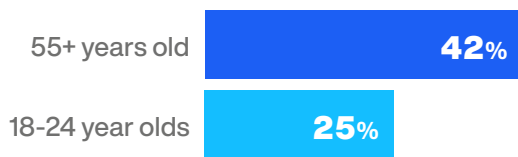
The trustworthiness of gambling platforms is a primary concern for 55% of players, followed closely by worries about data security, cited by 54%. Most Colombian players, former players, and would-be players (61%) say they would feel safer gambling if they knew they were using a legal and registered platform, while 54% would feel safer if the platform offered a variety of payment and withdrawal methods.

Survey respondents who do not place bets cite high financial risks (37%) and the fear of losing money or becoming addicted (34%). A further 26% say they don't place bets because of a lack of regulations protecting against fraud and gambling addiction - a concern shared by 29% of female non-players and just 14% of men in the same category.

Setting financial limits

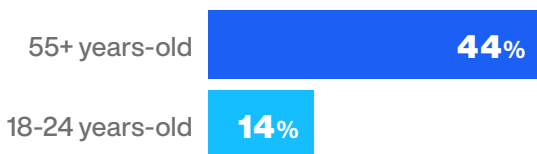
Almost half of Colombian respondents (49%) set budgets, with the majority of these (73%) sticking to their limit. Age seems to be a factor, with 42% of those aged 55+ sticking to their budgets, compared to 25% of 18-24 year olds. Notably, 20% of those aged above 55 years old do not set any budget.

- 42% of bettors aged 55+ stick to their budget, compared to 25% of 18-24 year olds.



One in five (21%) allocate less than COP 10,000 monthly, but one third (32%) of players said they wager more than COP 50,000 per month, with men emerging as bigger spenders - 36% spend more than COP 50,000 per month, while among women this percentage is 26%. Nearly half (44%) of the over-55s report spending more than COP 50,000 on gambling on a monthly basis.

- 44% of those over 55 wager over COP 50,000 monthly. In contrast, only 14% of younger people, aged 18-24, do the same.



Most players use their winnings to cover essential expenses. Half of the 18-24 year olds (48%) save what they earn from gambling, while only 36% of over-55s do so.

47%
use their winnings for daily expenses

43%
save their winnings

38%
use winnings to pay off debts

Trust & regulation

There is a sense of distrust towards gambling companies and gambling in general, with 71% of the opinion that gambling companies do not care about the safety and well-being of the general public. The same proportion of respondents (71%) believe that sports matches may be rigged to favour players, while 64% believe that platforms are manipulated to prevent user gains.

Meanwhile, 82% feel these companies should assist those with a gambling addiction, and 58% believe professional athletes should not be allowed to place bets on sports matches.

Four out of five (80%) Colombians agree that more should be done to regulate gambling advertisements, and 82% think that gambling companies should do more to help people with gambling-related problems. Half of the survey respondents (50%) believe sectoral ads should clearly communicate the risks of gambling, and 47% emphasise the importance of ensuring ads comply with legal standards and are restricted to appearing exclusively on legalised sites.



Only 14% of respondents feel well-informed about gambling laws in Colombia, with the majority relying on specialised websites and government resources for information.

Six out of seven respondents (86%) believe online gambling platforms should enforce stricter policies to verify the age of players, and 83% of respondents are concerned about gambling advertisements targeting teenagers and children.

- 95% of those aged 55+ are concerned about betting advertisements targeting children and teenagers, compared to 68% of 18-24 year olds.





Finding Support for Gambling-Related Harm

One in three (34%) players have unsuccessfully attempted to reduce their gambling. Compared to other countries in this report, Colombians know the least about resources that could provide support in cases of gambling-related harm and addiction. One in three (34%) do not know where to seek help. However, 23% said they know exactly where to go when help is needed, and a further 30% said they have some idea. Psychologists and health professionals were cited by 55% of these respondents.

Despite having one of the most robust regulatory frameworks in the region, underlying fears prevail, with 41% of players saying they are afraid of becoming addicted. A further 17% are afraid of their family's reactions if they find out they bet, a higher percentage than in any other country included in the study.

Peru

Online gambling is quickly growing in popularity in Peru, and is projected to exceed **USD 345.7 million²²** in 2025, with an average revenue per user (ARPU) of **USD 453²³**. Football captured around **90%²⁴** of the market, highlighting the nation's love for the sport. Peru's gambling market, valued at approximately **USD 2.5 billion²⁵**, is drawing significant interest from both international and local operators.

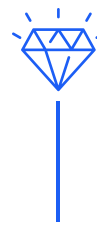
Mincetur (Ministry of Foreign Trade and Tourism) **gambling regulations²⁶** came into effect in February 2024, outlining the technical and regulatory requirements for gambling operators wishing to offer services. By mid-2024, 145 operators had already applied for licenses in Peru, with some still awaiting authorization. **Sectoral taxation²⁷** began in 2025, at a rate of 0.3% effective until June, increasing to 1% by July 2025.

High-frequency players

Peruvians place bets more often than any other Latin American participants in our survey, with 92% reporting that they place bets at least once a month. Three quarters (75%) of Peruvian players in the survey said they place bets at least once a week. One in four (25%) over-55 year olds only place bets on special occasions (e.g., when prizes are high).

Peruvians' favourite games are slot machines and roulette, each chosen by 59% of respondents, followed by bingo (48%) and blackjack (28%).

The most important factors influencing the choice of an online gambling platform are as follows:

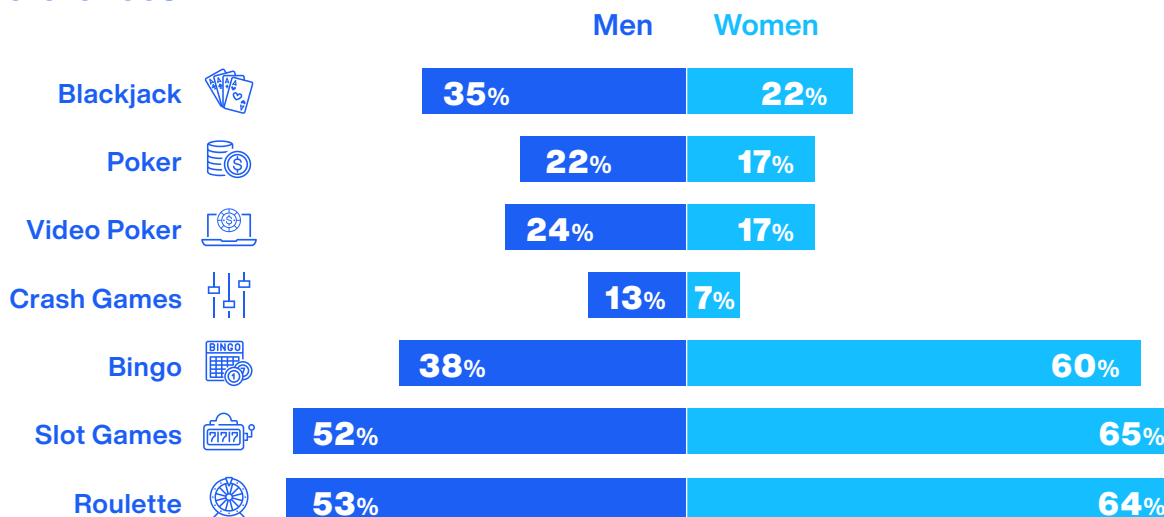


- **Fast and reliable payment methods (53%)**
- **Safety and reliability (47%)**
- **Prize/reward value (44%)**
- **Exclusive bonuses (39%)**
- **Competitive prices/odds (31%)**

One in three (34%) players value the availability of a smartphone app and the variety of games offered by the platform. Two-thirds (65%) of Peruvian respondents believe that some sports matches are rigged to favour players, while 57% said professional athletes should not be allowed to place bets on sports matches, which is a similar figure to Colombia and Brazil.

Women favour recommendations from friends and family (29%) and user reviews (27%). For men, competitive prices and odds are key (38%), as is easy navigation (35%).

Preferences



Betting habits

Just 44% of players in Peru set a budget before gambling (the lowest rate of the Latin American countries surveyed), although 30% of these players said they sometimes exceed their own limits. Most players (85%) spend less than 200 Peruvian soles per month, with 25% spending less than 50 Peruvian soles monthly.

When it comes to managing winnings, 45% of players in Peru said they save their winnings. One in three (33%) use their winnings to pay daily expenses, while 30% opt to reinvest their takings in further betting. Younger players (18-24 years old) are the most likely to save their winnings (51%), while older players (+55 years old) are the most likely to use their winnings to pay daily expenses (50%).

Peruvians said they would feel safer when gambling online if the platform they are using is certifiably legal and registered (51%), and offers a variety of payment and withdrawal methods (47%).

Advertising regulation

80% of Peruvian respondents want to see strengthened regulation for gambling advertisements, while 82% said gambling companies need to do more to help problem players. For example, 40% of respondents believe sectoral ads should include clear information about the risks of gambling, and 39% believe that ads should comply with legal standards and only appear on legalised sites. Another 35% say ads should not encourage impulsive or excessive gambling, while one in three (33%) support restricting ads to +18 players. 89% of respondents said gambling platforms need to introduce stricter age verification policies.

The most important factor regarding the regulation of gambling advertising for each age group:

18-24
year olds

Restrict ads/advertising based on user age (only for +18)

25-34
year olds

Ensure ads comply with legal standards and only appear on legalized sites

35-44
45-54
+55
year olds

Require ads to include clear information about the risks of gambling

Nearly half (44%) of Peruvian survey respondents stated that they do not have any knowledge about gambling laws in their country, with just 17% feeling well-informed and a further 33% saying they have some knowledge. Among the latter category, 67% obtain information through specialised websites, while 34% do so via social networks and influencer profiles.

Peruvians are suspicious of sports and gambling, with 64% believing that some sports results are rigged and 58% believing that gambling sites unfairly prevent players from winning. Additionally, 59% of respondents believe gambling companies ignore public safety.

Finding help

A slightly higher proportion of Peruvians (36%) reported unsuccessful attempts to reduce their gambling than in other countries in this report. One in three (33%) survey respondents said they knew exactly where to go in the event of gambling-related harm, while a slightly smaller proportion (31%) said they had some idea. By contrast, one in five (22%) have no idea where to seek help. Older players (55+) are the least informed, with only 10% knowing where to seek help, the lowest percentage among age groups.

Of those who know where to go for help, 44% would turn to psychologists and health professionals, followed by 17% who identified support groups and rehabilitation centres as places in which to seek help.

Among former players, the main reasons for quitting include considerable financial risks (31%), losing money due to bad luck (24%), and boredom (21%). Additionally, 21% mentioned they quit because they were spending too much time gambling. Meanwhile, among respondents who have never placed bets, 31% cited a fear of losing all their money or becoming addicted, while 26% cited high financial risks as the main reason.

• High financial risks are cited as the main reason to quit gambling among:



Conclusion

Latin America is an important region to watch in 2025 and beyond, as considerable growth is projected in the online gambling sector. The survey conducted in 2022 highlighted a greater need for player protection tools and information about safe gambling. By 2025, the focus has shifted towards education about responsible behaviour and the use of technology to identify at-risk behaviour, enabling personalised interventions for players in critical situations.

Concerns about gambling advertising and the importance of advertising regulation has also gained prominence in the 2025 survey. While previous concerns centred on security and the tools offered by platforms, respondents now emphasise that advertising campaigns should not target children and young people, and favour regulation to enforce stricter age verification policies. Consumer trust in recognised brands remains a relevant factor, but in 2025, this trust is directly linked to transparent communication about the legal status of platforms and government regulations.

This year's survey results clearly show that Latin Americans support sectoral regulation, with a particular focus on advertising standards and practices. The findings also indicate certain levels of mistrust, with consumers doubting the industry's commitment to customer fairness. Players want safe and reliable platforms, with easy-to-navigate payment systems. They seek reassurance that their online gambling is legal and above board, with regulated operators that refrain from targeting young people in their advertising. A vast majority want more stringent regulation of gambling ads and campaigns that clearly illustrate the risks related to gambling, something which is particularly evident in Peru and Chile. Respondents were broadly opposed to gambling platforms targeting children and want these platforms to introduce stricter age verification policies.



Awareness of gambling companies' social responsibility has increased considerably in recent years. Four out of five respondents stated that they believe that companies should play an active role in helping people with gambling-related harm issues. The industry has an important role to play in raising awareness and promoting education about responsible gambling tools and behaviour as well as signposting resources to support those experiencing at-risk behaviours. Exploring how technology can assist in identifying key at-risk behaviours and enable personalised interventions is also crucial.

In the first iteration of this study, Latin Americans reported that they would feel safer gambling online if they had more information about the company offering these services (44%), and brand recognition (42%). Little has changed in 2025, with survey respondents (players and non-players) saying they would feel safer if the gambling platform is well known to them. Clear communication, that includes governmental regulations regarding gambling and sports gambling, will serve to enhance consumer safety and build confidence within the sector.

This year the focus has expanded to address the impact of more advanced regulations, such as the changes in Brazil and Peru, which formalised their respective gambling markets. Colombia remains a regional benchmark thanks to its robust regulatory structure, while Argentina and Chile continue to undergo legislative transitions. Despite its great potential, Brazil faced challenges in implementing regulations that may enhance consumer confidence.

The Latin American online gambling market is on the cusp of significant growth, driven by evolving regulations and increasing consumer engagement. Whilst the market has seen an expansion of regulation in countries such as Brazil, Peru and Colombia, the 2025 survey underscores the critical need for enhanced player protection, responsible advertising, and greater transparency from operators. As the region continues to refine its regulatory frameworks, prioritising consumer trust and social responsibility will be key.

The progress witnessed in Brazil, Peru and Colombia highlights the potential for creating a safer and more transparent gambling environment. However, the region still faces challenges, including the need for consistent regulations and comprehensive policies to safeguard players from financial and social risks. The industry's success will depend on its ability to collaborate effectively with regulators, operators, and suppliers to build a sustainable future.

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Survey Data

How often do you bet online?

(Answered by survey respondents who reported betting on online games)

	Argentina	Brazil	Chile	Colombia	Peru
Every Day	7%	13%	7%	9%	11%
More than once a week	26%	30%	23%	31%	34%
At least once a week	30%	30%	24%	27%	30%
Once or twice a month	27%	19%	29%	20%	17%
Rarely, only on specific occasions (e.g., when prizes are high)	10%	9%	18%	14%	8%

Which of the options below best reflects your reality with betting games?

(Answered by survey respondents who reported not betting on online games)

	Argentina	Brazil	Chile	Colombia	Peru
I've bet/played before, but I no longer do	23%	21%	24%	31%	19%
I've thought about betting/playing, but never tried	30%	25%	37%	35%	45%
I have no interest in betting/games	48%	53%	39%	34%	36%

You mentioned that you stopped playing betting games. Could you tell us which of the options below best represents your motivation?

Select all that apply (Answered by survey respondents who reported betting in the past, but no longer do so)

	Argentina	Brazil	Chile	Colombia	Peru
I got bored	38%	13%	31%	30%	21%
I was spending too much time on these games and bets	21%	13%	6%	17%	21%
I lost trust in betting companies	29%	31%	28%	22%	17%
I had to stop due to medical advice	6%	3%	0%	0%	3%
I lost a lot of money, never had luck	38%	28%	31%	35%	24%
My spouse/family said I needed to stop	15%	9%	6%	4%	10%
I was scammed on online betting platforms	9%	25%	8%	13%	7%
I stopped betting/playing due to the high financial risks	26%	22%	28%	39%	31%
Lack of privacy and security of personal data	3%	6%	17%	2%	10%
Limited variety of games and betting options	9%	0%	0%	0%	7%
Had a bad experience with support and problem resolution on the platform	15%	16%	0%	7%	14%
Lack of transparency in bonus and reward policies	15%	16%	17%	9%	7%
Slow and complicated withdrawal options	9%	22%	8%	7%	14%
None of the above	3%	9%	11%	0%	3%
Other	0%	0%	0%	2%	3%

Is there a reason why you don't bet / play online?

Select all that apply (Answered by survey respondents who reported 'I've thought about betting/playing, but never tried' or 'I have no interest in betting/games')

	Argentina	Brazil	Chile	Colombia	Peru
I believe online betting platforms are rigged not to reward bettors	21%	33%	25%	24%	11%
I'm afraid of losing all my money or becoming addicted	21%	33%	39%	34%	31%
I think betting is a waste of money	32%	29%	22%	30%	6%
I think it's morally wrong	12%	18%	4%	9%	5%
I don't trust betting companies, they have a bad reputation	19%	26%	21%	19%	7%
I have no interest in betting	38%	30%	26%	26%	23%
Lack of regulations to protect against fraud and gambling addiction	17%	25%	20%	26%	8%
I believe betting involves high financial risks	33%	31%	42%	37%	26%
Lack of educational information on managing betting and responsible gambling	13%	13%	15%	18%	12%
I prefer to bet outside the internet	6%	7%	6%	8%	6%
I don't understand how these betting platforms work	17%	21%	31%	25%	21%
None of the above	8%	7%	2%	5%	6%
Other	0%	0%	0%	1%	1%

What do you consider most important regarding the regulation of betting ads/advertising?

Select all that apply (Answered by all survey respondents)

	Argentina	Brazil	Chile	Colombia	Peru
Restrict ads/advertising based on user age (only for +18)	50%	43%	43%	44%	33%
Limit the amount and frequency of ads	34%	30%	33%	32%	23%
Require ads to include clear information about the risks of betting and gambling	42%	51%	46%	50%	40%
Impose restrictions on advertising and ads at specific times of the day	25%	19%	18%	18%	12%
Ensure that ads do not encourage impulsive or excessive betting	41%	43%	40%	42%	35%
Prohibit advertising on players' sports team jerseys	16%	15%	14%	11%	7%
Prohibit advertising that uses celebrities or influencers to promote these games and bets	23%	26%	24%	20%	11%
Ensure ads comply with legal standards and only appear on legalized sites	32%	44%	46%	47%	39%
I don't know	5%	3%	3%	4%	5%
None of the above	2%	4%	2%	2%	2%

What factors do you consider when choosing an online betting platform?

Select all that apply

(Answered by survey respondents who reported betting on online games)

	Argentina	Brazil	Chile	Colombia	Peru
Competitive prices/odds	21%	35%	31%	39%	31%
Variety of games offered by the platform	31%	31%	38%	40%	34%
Platform user reviews and recommendations	29%	34%	33%	32%	26%
Safety and reliability	51%	61%	54%	57%	46%
High-quality graphics and animations	15%	21%	17%	22%	18%
Easy navigation and user-friendly interface	27%	39%	31%	38%	26%
Fast and reliable payment methods	58%	60%	53%	58%	53%
Fast and efficient customer support	32%	49%	33%	35%	31%
Exclusive bonuses and rewards	36%	37%	38%	48%	39%
Recommendations from friends and family	31%	25%	23%	29%	27%
Number of winners and prizes awarded	24%	27%	35%	31%	30%
Prize/reward value	44%	43%	53%	52%	44%
Availability of a smartphone app	25%	29%	26%	37%	34%
None of the above	1%	0%	1%	1%	1%
I don't know	1%	1%	1%	0%	0%

What types of betting games do you prefer to play? Select all that apply

(Answered by survey respondents who reported betting on online games)

	Argentina	Brazil	Chile	Colombia	Peru
Slot games	61%	43%	65%	45%	60%
Crash games	6%	26%	11%	12%	10%
Roulette	51%	55%	60%	60%	59%
Blackjack	27%	22%	29%	32%	28%
Poker (including Texas Hold'em and Three-Card Poker)	14%	27%	17%	21%	19%
Baccarat	5%	8%	9%	10%	8%
Video Poker	9%	19%	15%	17%	20%
Bingo	36%	43%	42%	60%	49%
Craps	20%	5%	23%	30%	29%
Live Dealer Games	12%	14%	12%	9%	11%
Specialty Games (e.g., Pachinko, Sic Bo)	10%	15%	12%	10%	11%
None of the above	3%	5%	2%	3%	5%
Other	1%	4%	5%	3%	3%

What are your main concerns when betting or playing online betting games? Select all that apply

(Answered by survey respondents who reported betting on online games)

	Argentina	Brazil	Chile	Colombia	Peru
How much the platform will deduct from my winnings	26%	23%	27%	32%	29%
I'm afraid of my family's reaction when they find out I bet/play	10%	13%	14%	17%	14%
I'm afraid that betting will become an addiction	31%	39%	29%	41%	31%
Facing financial difficulties if I don't win	30%	26%	25%	32%	24%
That the betting platform is not trustworthy	53%	55%	62%	55%	52%
That I will spend too much time betting and miss out on other opportunities	26%	26%	28%	34%	25%
That my personal or banking data are not secure	45%	51%	57%	54%	53%
I'm afraid of acting impulsively or irrationally when betting	30%	37%	27%	33%	28%
I have no concerns	4%	5%	2%	3%	3%

Indicate your level of agreement with the following statements:

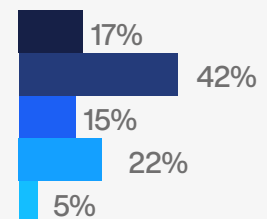
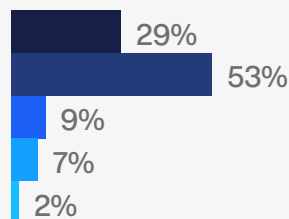
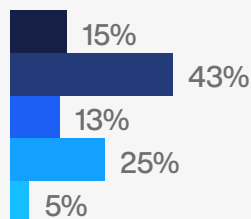
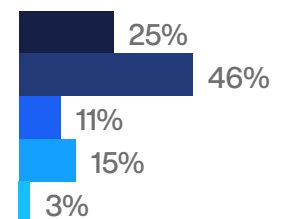
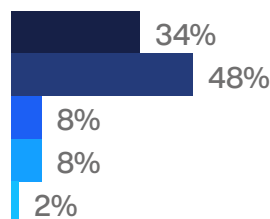
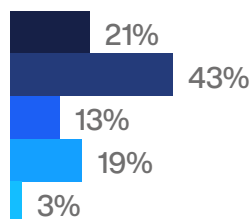
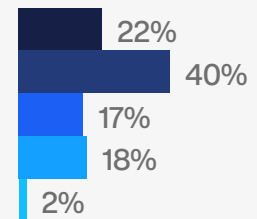
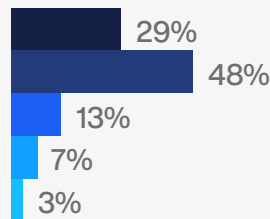
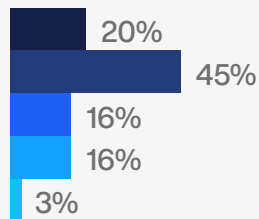
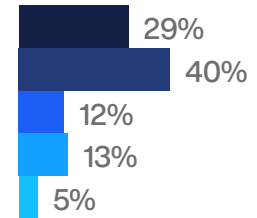
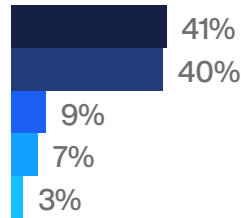
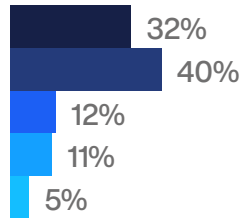
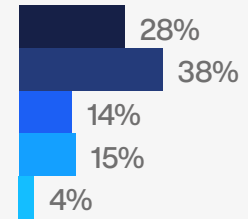
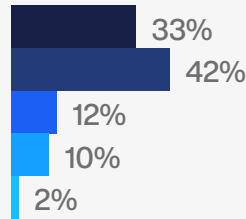
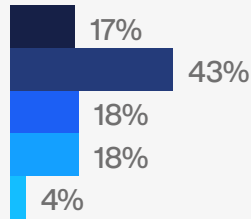
(Answered by all survey respondents)

Strongly agree
 Agree
 Neither agree nor disagree
 Disagree
 Strongly disagree

I believe betting platforms are rigged and this prevents people from winning

Betting companies should mobilize to help people with gambling addiction

Betting companies do not care about the safety and well-being of the public



Indicate your level of agreement with the following statements:

(Answered by all survey respondents)

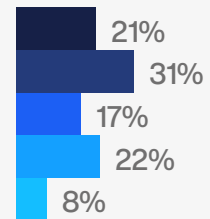
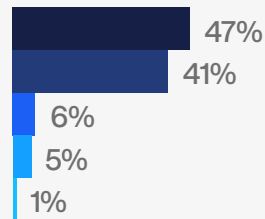
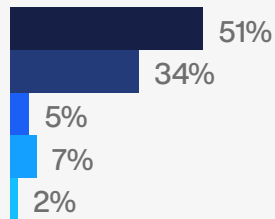
Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

I am concerned that betting companies are advertising to teenagers and children

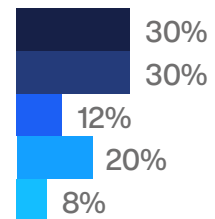
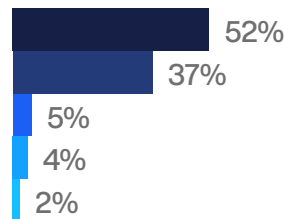
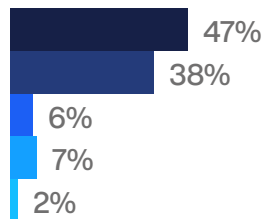
Online betting platforms should have stricter policies to verify players' age

I believe professional athletes should not be allowed to bet on sports matches

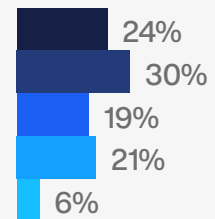
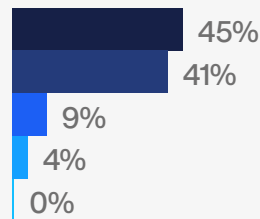
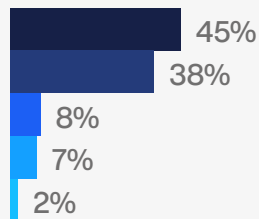

ARGENTINA



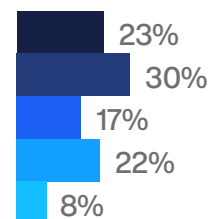
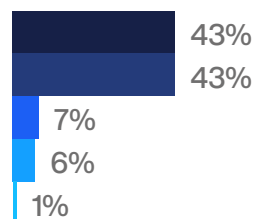
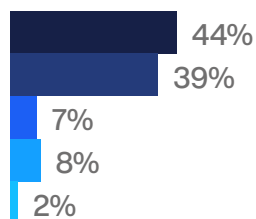

BRAZIL



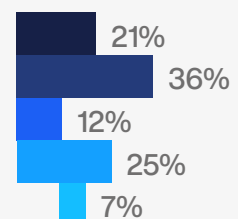
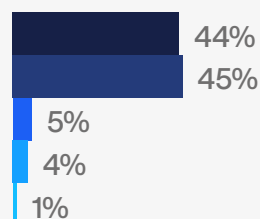
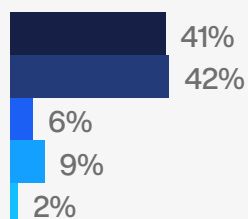

CHILE




COLOMBIA




PERU



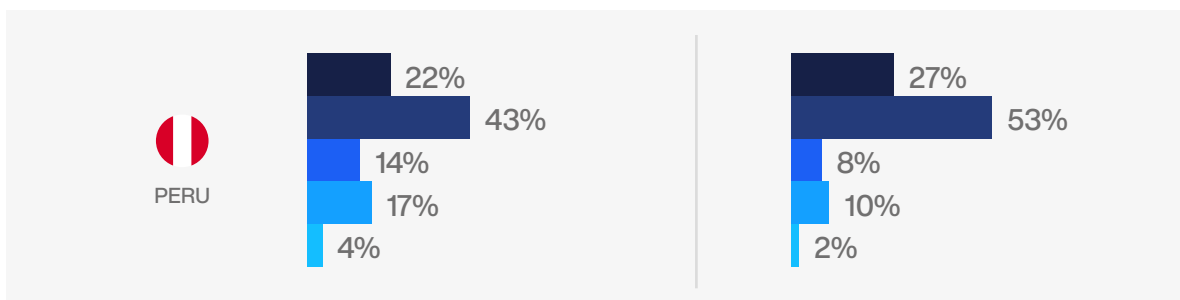
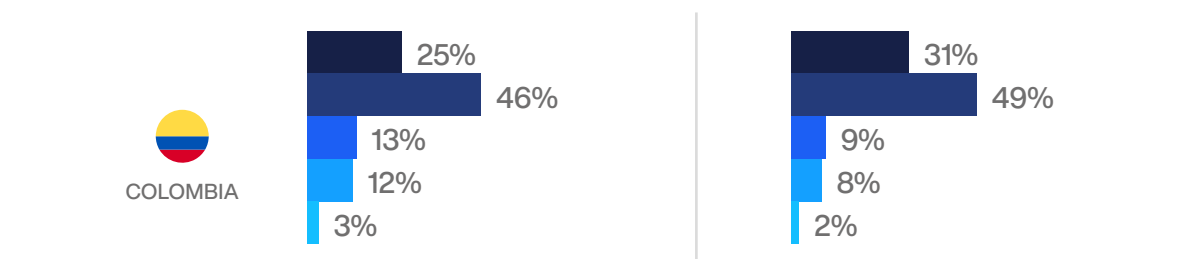
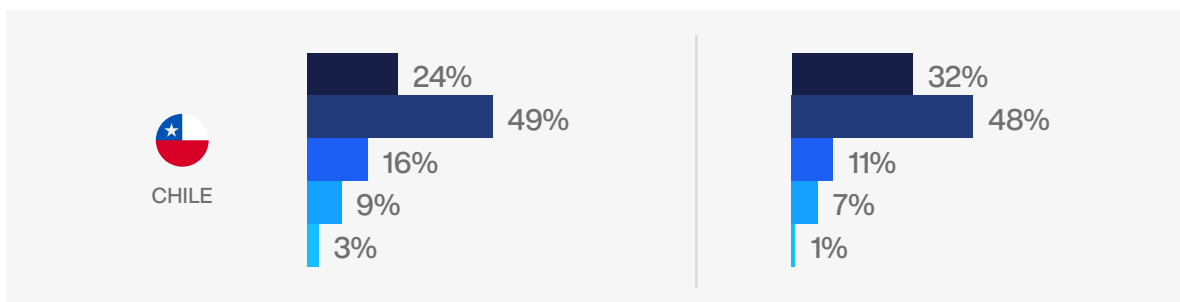
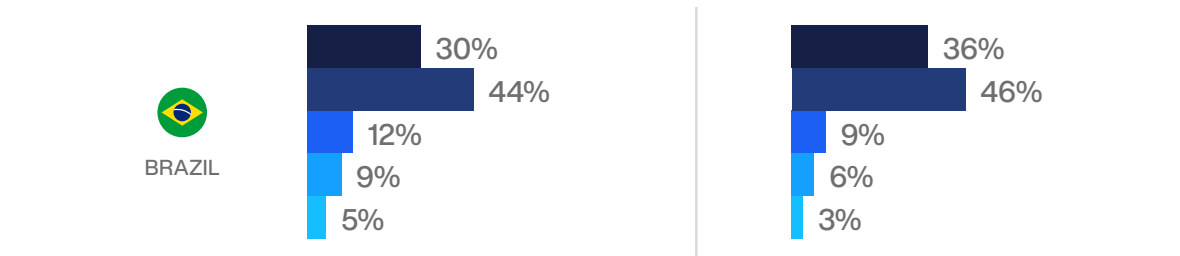
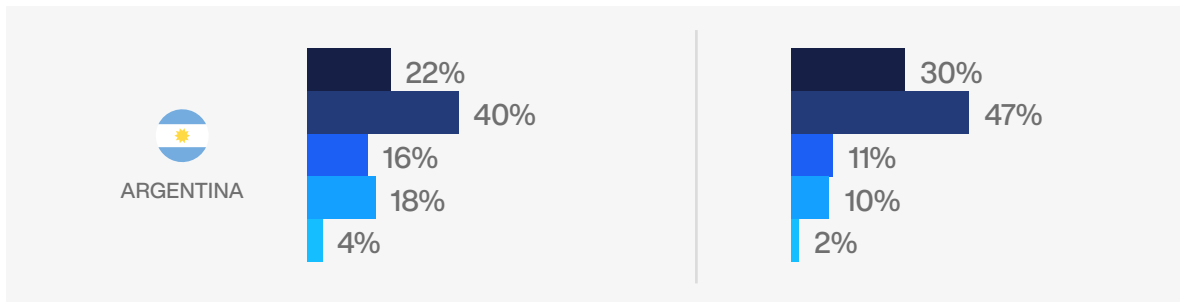
Indicate your level of agreement with the following statements:

(Answered by all survey respondents)

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

I believe there are sports matches where the results are rigged to favor bettors

I believe more should be done to regulate betting ads/advertising



How do you manage your budget for betting or games?

(Survey respondents who reported betting on online games)

	Argentina	Brazil	Chile	Colombia	Peru
I set a budget before betting and always stick to it (I stop playing when I reach the limit)	37%	36%	35%	36%	32%
I set a budget before betting, but sometimes I exceed that budget	13%	15%	11%	13%	14%
I have a general idea of how much I'm willing to spend, but I don't set a specific budget	18%	18%	14%	16%	20%
I don't set any budget and bet/play casually	15%	15%	16%	16%	11%
I adjust my budget based on my wins/losses	17%	16%	23%	19%	23%
Other	0%	0%	0%	0%	1%


What do you do when you win money from online betting? Select all that apply

(Answered by survey respondents who reported betting on online games)

	Argentina	Brazil	Chile	Colombia	Peru
I save it	46%	44%	37%	43%	46%
I spend it on non-essentials	15%	15%	17%	15%	12%
I use it to pay bills or daily expenses	30%	33%	29%	47%	33%
I reinvest in more bets	24%	28%	32%	34%	30%
I make a planned purchase	18%	21%	17%	25%	23%
I spend it on a special occasion	24%	22%	23%	29%	28%
I use it to pay debts	29%	22%	31%	38%	33%
I contribute to donations or charity	5%	9%	7%	8%	7%
I have never won	2%	5%	5%	3%	1%

On average, how much do you spend on betting or gambling per month?


Answered by survey respondents who reported betting on online games | This question was asked using each country's local currency

 Argentina	
Less than 8000 ARS	38%
Between 8100 and 15000 ARS	25%
Between 15100 and 30000 ARS	20%
Between 30100 and 70000 ARS	11%
More than 70000 ARS	4%
More than 150000 ARS	3%

 Brazil	
Less than 50 BRL	23%
Between 50 and 100 BRL	30%
Between 101 and 200 BRL	23%
Between 201 and 500 BRL	15%
More than 500 BRL	6%
More than 1000 BRL	3%

 Chile	
Less than 5000 CLP	17%
Between 5000 and 10000 CLP	32%
Between 15001 and 30000 CLP	29%
Between 30001 and 50000 CLP	15%
More than 50000 CLP	5%
More than 100000 CLP	3%

 Colombia	
Less than 5000 COP	7%
Between 5000 and 10000 COP	14%
Between 10001 and 20000 COP	18%
Between 20001 and 50000 COP	30%
More than 50000 COP	17%
More than 100000 COP	15%

 Peru	
Less than 50 PEN	25%
Between 50 and 100 PEN	35%
Between 101 and 200 PEN	25%
Between 201 and 500 PEN	10%
More than 500 PEN	2%
More than 1000 PEN	4%

What would make you feel safer with online betting? Select all that apply

(Answered by survey respondents who reported betting on online games, or reported: 'I've bet/played before, but I no longer do' or 'I've thought about betting/playing, but never tried')

	Argentina	Brazil	Chile	Colombia	Peru
The betting platform is well known to me	44%	32%	47%	53%	42%
It is a national platform	30%	23%	39%	34%	26%
It is a foreign platform	6%	7%	6%	6%	7%
I am sure that the platform is legal and registered	53%	59%	63%	61%	51%
Influencers and/or football teams sponsor the platform	12%	12%	16%	20%	19%
The platform is easy to navigate	33%	35%	44%	49%	32%
Knowing clearly how much the platform will deduct from my winnings	24%	37%	35%	34%	25%
The platform offers a variety of payment and withdrawal methods	51%	38%	51%	54%	47%
Having experience in the segment I'm betting on (e.g., sports, poker, games, etc.)	20%	29%	27%	32%	28%
The platform provides information or messages about responsible gambling	28%	38%	31%	36%	33%
Other	0%	2%	0%	0%	0%

Do you know where to seek help if you or someone you know has gambling-related problems?

(Answered by all survey respondents)

	Argentina	Brazil	Chile	Colombia	Peru
Yes, I know exactly where to go	32%	26%	26%	23%	33%
I have some idea, but I'm not sure	33%	32%	30%	30%	31%
No, I don't know where to seek help	18%	26%	28%	34%	22%
I've never thought about it	17%	15%	16%	14%	14%

Mark your level of agreement with the following statements:

(Answered by survey respondents who reported betting on online games)

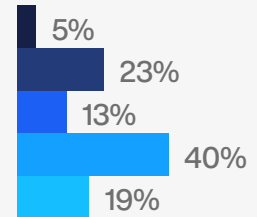
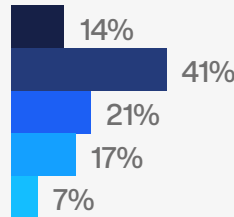
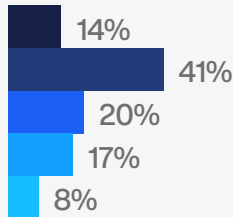
Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

I would be willing to bet on a site or app that sponsors a team (football, for example) that I don't support

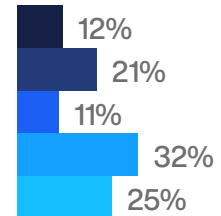
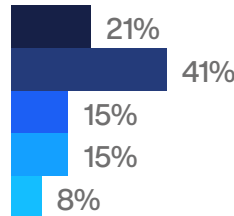
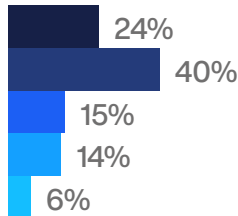
I would prefer to choose a gambling company that sponsors my favourite team over others

I tried to reduce my stakes, but could not

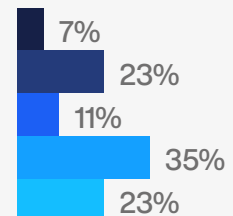
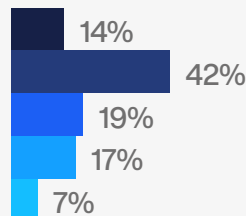
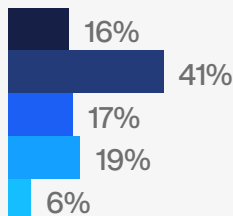

ARGENTINA



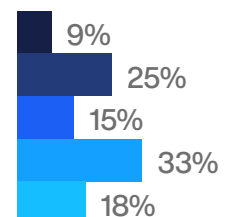
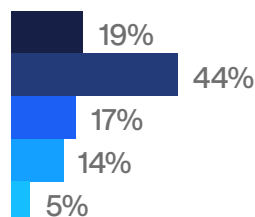
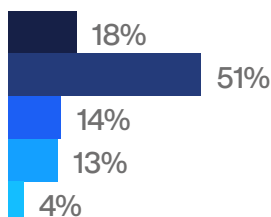

BRAZIL



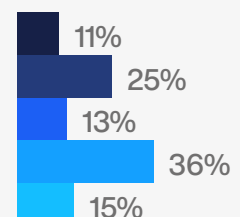
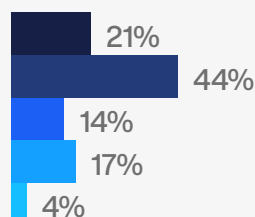
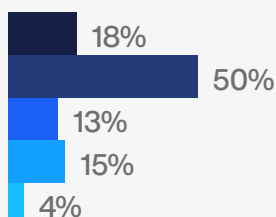

CHILE




COLOMBIA




PERU



Do you know the laws regarding betting and gambling in your country?

(Answered by all survey respondents)

	Argentina	Brazil	Chile	Colombia	Peru
Yes, I've read a lot about it	16%	15%	15%	14%	17%
I have some knowledge about it	36%	37%	31%	35%	33%
No, I don't know anything about betting and gambling laws	42%	39%	48%	44%	44%
I'm not sure	6%	9%	6%	7%	6%

Where and how do you find out about gambling laws in your country?

(Answered by survey respondents who responded: 'Yes, I've read a lot about it' or 'I have some knowledge about it' in the previous question)

	Argentina	Brazil	Chile	Colombia	Peru
On specialised websites about the gambling market	54%	44%	57%	65%	68%
In magazines and newspapers (printed or online)	18%	25%	22%	28%	23%
On television or radio	31%	33%	28%	30%	21%
On social networks on influencers' profiles	23%	31%	24%	29%	33%
In groups on messaging apps like WhatsApp or Telegram	17%	18%	15%	20%	17%
Online forums and communities	26%	26%	27%	28%	23%
YouTube videos where experts comment on new developments and changes to gambling laws in my country	27%	40%	22%	35%	32%
On government websites and pages	33%	23%	33%	43%	26%
I have no concerns	1%	0%	2%	1%	0%

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