**MARKET RESEARCH REPORT: SPORTS BETTING PLATFORMS IN NIGERIA**

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**INTRODUCTION**

Across the globe, the evolution of the sports betting market has more or less followed a similar chronological order in most countries including Nigeria. Looking into the past, sports betting has always existed in the country, right from colonial days. Nigerians took to sports betting by the 1920s when the British colonial government promoted pool betting to foreigners and even some locals. Gradually, it turned out to be more of a nuisance than an industry as it integrated itself into Nigerian culture.

Notwithstanding the controversies incited by gambling in Nigeria, a practice which is abhorred by some religious groups, betting shops have increased in number. As it were in those bygone eras, thanks to the influx of betting sites over the web, worries associated with gambling do not exist as users place bets according to their wish. In the 1990’s, the Sports Lottery debuted. It was an activity in which most of the bets often revolved around football games. This bet was not in the management of a government entity, rather its interests depended on the private entities. Betting on sports with the intention of making money was somewhat stigmatizing Nigerian’s before the turn of the 21st century. Gamblers would often tend to conceal their intentions from their friends and relatives for fear of being identified as a good-for-nothing rascal.

Religion was predominant in minimizing the effect of the sport betting vice and would even attribute such activities to diabolical activities. Still in the 2010’s, lethargy has characterized most Nigerians as gambling with cash seems of no social benefit but rather aimed at ruinous fun in terms of constructions.

In this paper, we will look at how sports betting developed in Nigeria, what its present condition is and what are the leading sites of this market. The scope will include functionalities, customers, payment services, pricing, and commission levels and strategies towards the market exploitation to provide a thorough comparison of the most successful sites on the market.

**REFERENCES**

* https://scorenigeria.com.ng/the-evolution-of-sports-betting-in-nigeria-from-ancient-times-to-online-platforms/