

BET02: Sports Betting Market Dynamics

Executive Summary | January 31, 2026

Market Structure

39%

LEADER SHARE

68%

DUOPOLY SHARE

10.8%

AVG HOLD RATE

2.6x

LTV/CAC

Betting Behavior

Market Leader: FanDuel

Daily Bets: 19.4M

Mobile Share: 90%

Live Betting: 35%

Unit Economics

CAC: \$461 | LTV: \$1148 | Avg Bet: \$50

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