

BET01: Daily Fantasy Sports Market Analysis

Executive Summary | January 31, 2026

User Metrics

44M

MONTHLY UNIQUE PAYERS

\$112

ARPMUP

\$9.0B

SPORTSBOOK HANDLE

19%

YOY GROWTH

Market Position

Top State: New York

States Live: 8

Avg Market Share: 33%

Product Mix

DFS Contests: 150K/day | Parlay Share: 25% | SGP Growth: Accelerating