

BET02: Sports Betting Market Dynamics

Executive Summary | February 01, 2026

Key Performance Indicators

FanDuel LEADER	39% LEADER SHARE	68% TOP TWO SHARE
10.8% AVG HOLD	19.4M DAILY BETS	\$50 AVG BET

Stock Performance Summary

Metric	Value	Interpretation
Total Return (5.0Y)	-13.1%	Cumulative appreciation
Annualized Return	-2.8%	Geometric mean annual
Volatility	43.3%	Annualized std dev
Sharpe Ratio	-0.06	Risk-adjusted return
Max Drawdown	-62.5%	Peak-to-trough

Data Coverage

Company: FanDuel (FLUT)
Analysis Period: 2021-02-01 to 2026-01-30
Total Data Points: 7,535
Data Sources: Yahoo Finance (stock), synthetic operational metrics
Focus: Sports betting market share and handle analysis