

EVENBET
GAMING

HOTTTEST iGAMING TRENDS

2022

white paper

WHAT IS THIS PAPER?

In September 2022, EvenBet Gaming marketing and content team members spoke to the companies and partners during the iGaming events and in-person meetings to find out which trends and challenges are the most important for their operations and business development at this very moment.

We have organised the summaries of these interviews into a brief report that will allow you to relate (or not!) with fellow online gaming experts.

EvenBet Gaming is planning to update this white paper at the end of 2022, so keep an eye on our news:



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THE BIGGEST TRENDS IN THE INDUSTRY, FROM THE INSIDE PERSPECTIVE

The most mentioned iGaming trend in Q3 2022 was undoubtedly everything crypto-related, from introducing or extending the crypto payment ecosystem to creating new web3 projects. Apparently, the cryptocurrency subjects are more pressing for the vendors and service providers as they have mentioned it more often than operators.

“Our industry is adaptive, and now banking becomes a really difficult issue. Maybe, the crypto will be going to save the industry in a few years”

The second most mentioned trend was the tightening regulation across multiple jurisdictions, sometimes going together with privacy and marketing-related changes in the industry. This was equally important for the operators and the vendors.

“Regulated markets are the future, but regulation delays innovation because we have to look at the different demands”

“We have a lot of resources in compliance”

In 2021, the global crypto population increased by

178%

reaching almost 300 million in December. In 2022, the growth continues.

52

regulatory bodies around the world, at least, are known to the authors of this white paper. We don't expect it to be a complete number.

26%

average increase in Legal & Compliance specialists' salaries in 2020-21, according to Pentasia and iGB research

FOCAL POINTS OF THE COMPANIES

Crypto is a trend but not a priority: often mentioned as a predominant issue in the industry in general, it was rarely mentioned as a current company focus by our respondents. The top popular answer to this question was, surprisingly, expanding into the new markets or improving the positions in the new markets.

Could we say that Europe isn't any more interesting for the iGaming companies' future development? Talking about the objectives, both vendors and operators pointed at Asia and Latin America, and sometimes North America, but almost never Europe.

"Let's see what happens in Brazil and Latin America in general"

"LatAm and Brazil, and the USA can become the biggest market for B2B"

"Everybody is looking out of Europe"

"I would pay attention to the emerging markets: the US, Brazil, Asia, Finland"

The second best answer for vendors and providers was a new game or feature development. The operators were mostly preoccupied with the player acquisition in all its forms.

"We are constantly looking for new ways to generate traffic and acquire players"

"I'd say, player acquisition and attribution is the main focus now"

3.7

billion Brazilian reals: expected sports betting GGR in Brazil in 2023, growth by 200% in just two years

CHALLENGES: THE MOST PRESSING ISSUES

Talking about problems and challenges, the respondents were less united: obviously, in different markets and verticals, they could not be similar. However, some answers were repeated from time to time:

- Human resources and talent hiring, especially for companies dealing with the development and (or) integration.
- Looking for company growth opportunities (solved by some by entering new and emerging markets).
- Continuous war in Ukraine and global economic crisis worsened by the political and military confrontation.

92%

of iGaming companies
are actively recruiting

“Macroeconomic situation and tightening regulation make companies work better and harder than ever. Consumer behaviour is changing; people have less money, but they still want to entertain themselves”

MARKETING IN FOCUS

With the general iGaming industry complaints about companies not investing enough in the brands, it was surprising that one-third of our respondents have named different brand-strengthening activities as their current marketing focus. Among these, were: increasing brand awareness, improving the company's presence on social media, and others.

For almost every operator asked, however, the marketing focus was the same as the main challenge - player acquisition.

THE INDUSTRY IS NOT GAMBLING. BUT WHAT DO WE DO?

It's not that often that you go to a casino yourself, is it? And almost improbable, that if you do, you meet an industry mate there. We gamble rarely for entertainment, not work, but what do we do with our free time?

Top-popular online and digital entertainment types in the iGaming:

- 1) Netflix and its likes: watching TV series and movies
- 2) Watching sports, especially football (no betting mentioned!)
- 3) Non-gambling video games, varying from PS hits to Japanese arcade games

THE WHITE PAPER HEROES: PROFILING

Who were we talking to? Some details on our respondents.

COMPANY TYPE

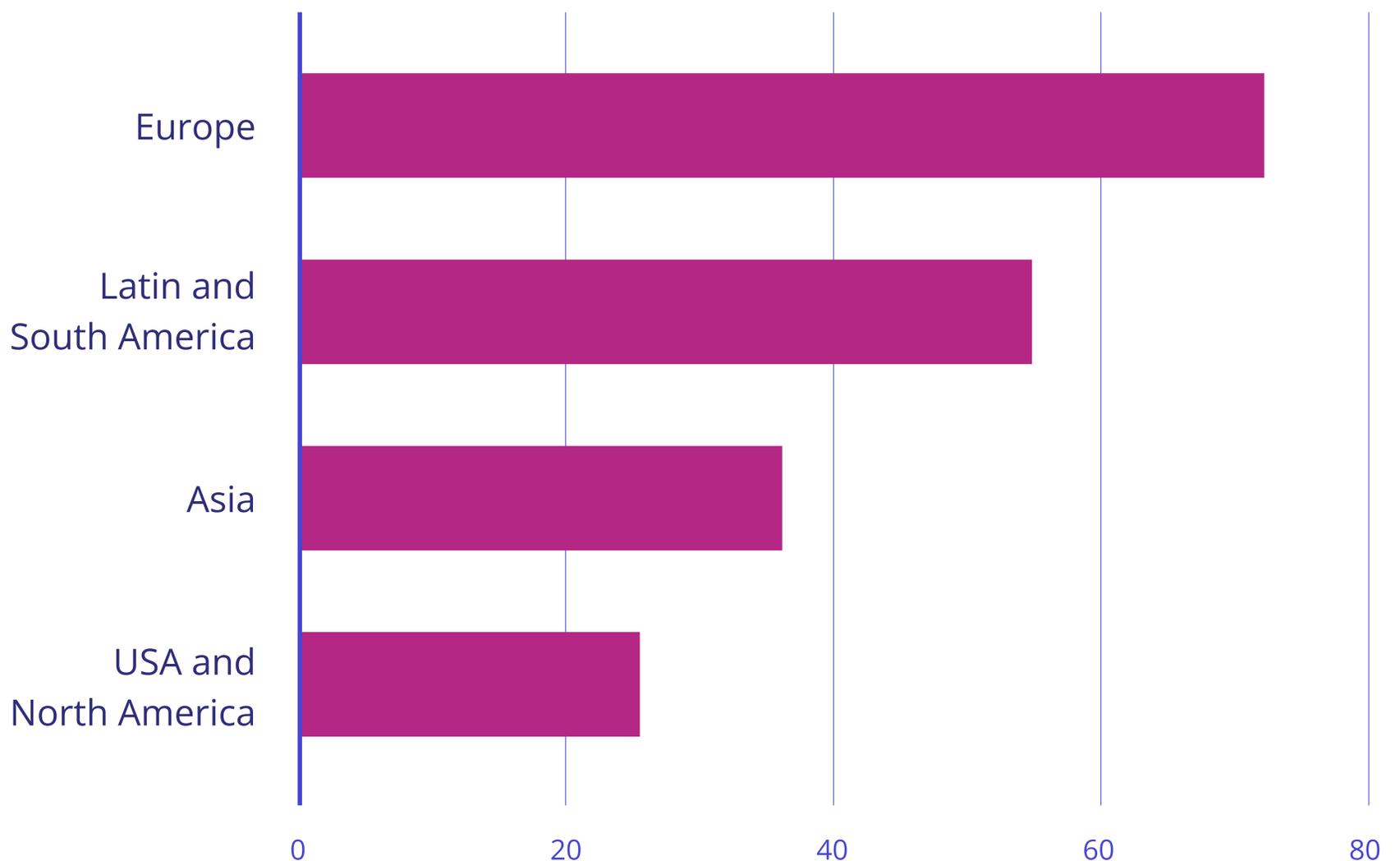


Supplier
54.5%

Operator
36.4%

Other
9.1%

TARGET MARKETS



QUESTIONS?

- ✦ Send us a message to pr@evenbetgaming.com
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