

In a glimpse

AUGUST 2025

Gambling in France in 2024

In 2024, gross gaming revenue (GGR) grew by 4.7% compared to 2023, following a 3.5% increase between 2022 and 2023. GGR is what the operators receive after redistributing winnings to players and before taxation. GGR was almost €14 billion in 2024, against €13.4 billion in 2023.

This growth benefited almost all types of games. Only horse betting in retail outlets and online poker seemed to be marking time, with GGR falling slightly between 2023 and 2024. The other types of gambling all posted growth, particularly sports betting, where GGR across all formats rose by 14.8%. GGR from lotteries rose by 5.1%.

The market for licensed online gambling open to competition, i.e. horse betting, sports betting and poker, was up sharply with GGR of almost €2.6 billion, representing growth of 11.9%.

After a 5.3% drop in the number of online players (excluding lotteries¹) between 2022 and 2023, the number of players grew by 7.7% between 2023 and 2024. Nearly 3.9 million people bet money online with licensed operators in 2024, compared to 3.6 million in 2023. At the same time, the number of active player accounts (adults registered with at least one licensed online gambling operator) rose by 11.8%.

In 2023, more than half of 18–75-year-olds (51.6%) took part in gambling in the course of the year. This figure was 4.6 points higher than the previous measurement four years ago as part of the 2019 French general population survey (*Santé Publique France* Barometer). With the exception of horse betting which was stable, this increase applied to all types of gambling and to both men and women. Draw-based games (34.2%) and scratchcards (30.9%) were still the most popular games, well ahead of the other types of gambling which each concerned less than 7.0% of the population when taken individually. Players who took part in more than one form of gambling during the year remained in the minority (47.8%). The proportion of problem gamblers as defined by the Canadian Problem Gambling Index (CPGI) was almost one in twenty (4.9%), a proportion that is stable when compared to the situation in 2019.

Average annual expenditure per adult increased from €249 in 2023² to €258 in 2024.

¹ The data on the number of online gamblers includes sports betting, horse betting and poker activities, and therefore relates to the competitive market. Data relating to lottery players (draws and scratch cards) is not published.

² Gross gaming revenue (GGR) is calculated based on the adult population. It should be noted that while total GGR is calculated based on the entire adult population living in France in order to estimate individual expenditure, part of the activity is generated by foreign customers who do not reside in France, particularly in the case of casinos and gaming clubs.

- In France, 51.6% of adults aged 18-75 took part in gambling in the last 12 months in 2023. This represents an increase of 4.6 points compared to the previous measurement in 2019. In 2022, 27.5% of 17-year-olds reported that they had taken part in gambling in the year.
- In 2023, draw-based games (34.2%) and scratch cards (30.9%) were the most popular types of gambling among 18–75-year-olds. They were followed by sports betting (6.7%) and slot machines (6.6%). Less than 5% of the population took part in poker, horse betting and other casino games.
- In 2023, almost 5% of gamblers, or 2.5% of the population aged 18-75, displayed behaviour characteristic of problem gambling.
- The French gambling market remained buoyant in 2024, with a record level of activity and gross gaming revenue (GGR) of €14 billion, an increase of 4.7% compared to 2023.
- Gross gaming revenue (GGR) was up for all types of gambling, with the exception of horse betting in retail outlets and online poker. Increases ranged from 1.2% for casinos to 19.1% for online sports betting, however.
- In 2024, the licensed online gambling sector had 3.9 million players, an increase of 7.7% on 2023, when there were 3.6 million.