

In a glimpse

JULY 2024

Gambling in France in 2023

The French gambling market confirmed its growth trend in 2023, and delivered record levels of activity with a gross gaming revenue of €13.4 billion, an increase of +3.5% (+450 million Euro) compared to 2022.

- This growth trend strongly benefits all forms of gambling though with significant disparities: from +0.2% for the lottery to +14.0% for online poker.
- The licensed online gambling sector continues to progress as compared with year 2022 and looms increasingly large in this economic sector (17.5% of market shares in 2023 vs 16.9% in 2022).
- A decline in the numbers of players has been observed in the licensed online gambling sector (3.6 million individuals in 2023 vs. 3.8 million individuals in 2022, ie -5.3%) exclusively due to the decline in number of players in sports betting.
- Nearly half of the French adult population have gambled over the last 12 months (47.0%, among 18–75-year-olds in 2019) as well as more than a quarter of young people aged 17 (27.5% in 2022).

After the health crisis of 2020 which severely limited the offer of online gambling, 2021 was marked by the aftermath of COVID followed by a record year in 2022. 2023 established a new level of activities for gambling with total annual gross gaming revenue (GGR) on the rise compared to the year before. For the first time since 2019, this increase benefited all forms of gambling.

In keeping with 2022, casino establishments and Parisian gambling clubs benefitted from almost half of the growth of GGR observed in 2023 and appear to be the primary driver of this growth trend.

For the first time since 2019, a decline in number of online players (excluding lottery games) is observed between 2022 and 2023 (-5.3%) due to a fall in the number of sports bettors. Comparison between the lessening number of players and economic growth in the activity of licensed operators in this area reveals an intensification of gambling practices on the Internet.

The average annual expenditure per adult increased and rose in 2023 to €249 against €242 in 2022.
