

Rise of illegal bets could harm soccer teams, study says

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ANA BEATRIZ MARTINS

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All the clubs that competed in the Brazilian Championship Serie A in 2025 are sponsored by betting companies. However, the growth of illegal bets in the country may directly impact sponsorship relationships in sports, according to Ismail Vali, CEO of Yield Sec, a company specialized in analyzing the betting industry.

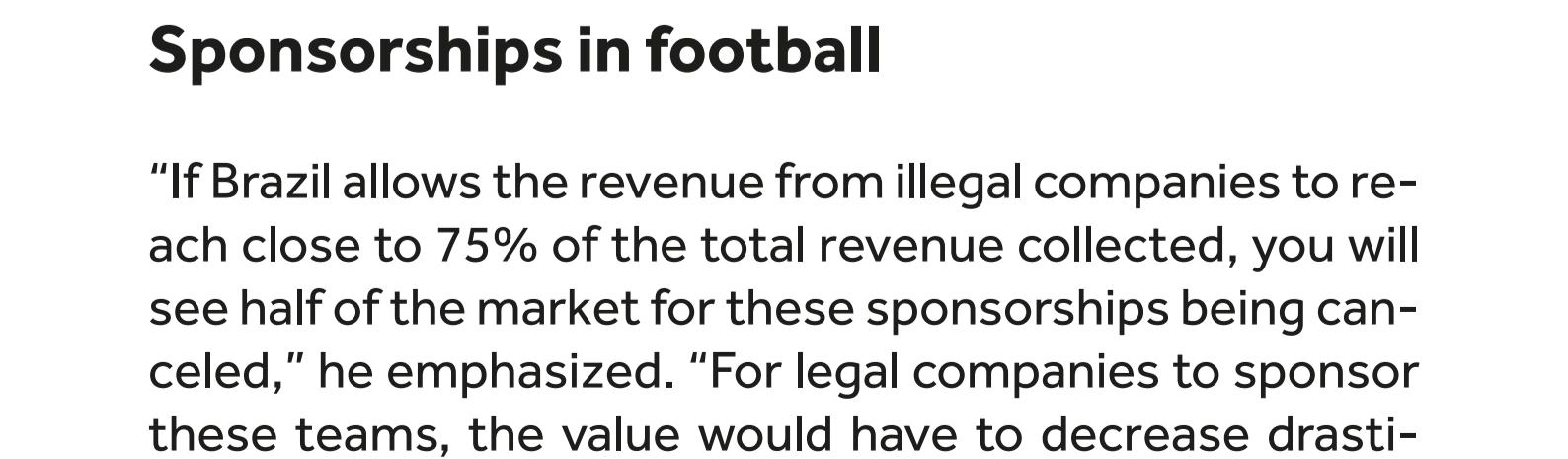
Of the 20 teams that competed in Serie A in 2025, only two did not feature bets on the front of their jerseys, in the position of main sponsor. "If the illegal market is not controlled, you will see more and more sponsorship agreements being canceled," said Vali in an interview with Metrópoles.

The national online gambling market, which includes sports betting, is divided between legal and illegal companies. According to data revealed by the study "Brazil – online gambling market," more than 50% of betting houses operating in Brazilian territory are illegal.

Data for the first half of 2025 shows that 51% of betting revenue comes from illegal companies, while 49% comes from regulated houses. According to Vali, the trend is that, with regulation, illegality will advance even further.

"The share of companies operating illegally in the market grew by 10% between the first and second quarters of this year. By the end of 2026, revenue from companies that do not comply with government regulations could represent more than 70% of the total revenue collected by online gambling in the national scenario," said Ismail.

Divulgação



All five of the largest sponsorships in Brazilian soccer come from betting houses. Flamengo leads the list, with a contract worth R\$ 260 million per year with Betano

Sponsorships in football

"If Brazil allows the revenue from illegal companies to reach close to 75% of the total revenue collected, you will see half of the market for these sponsorships being canceled," he emphasized. "For legal companies to sponsor these teams, the value would have to decrease drastically, because no one will profit as much as they should," added the CEO of Yield Sec.