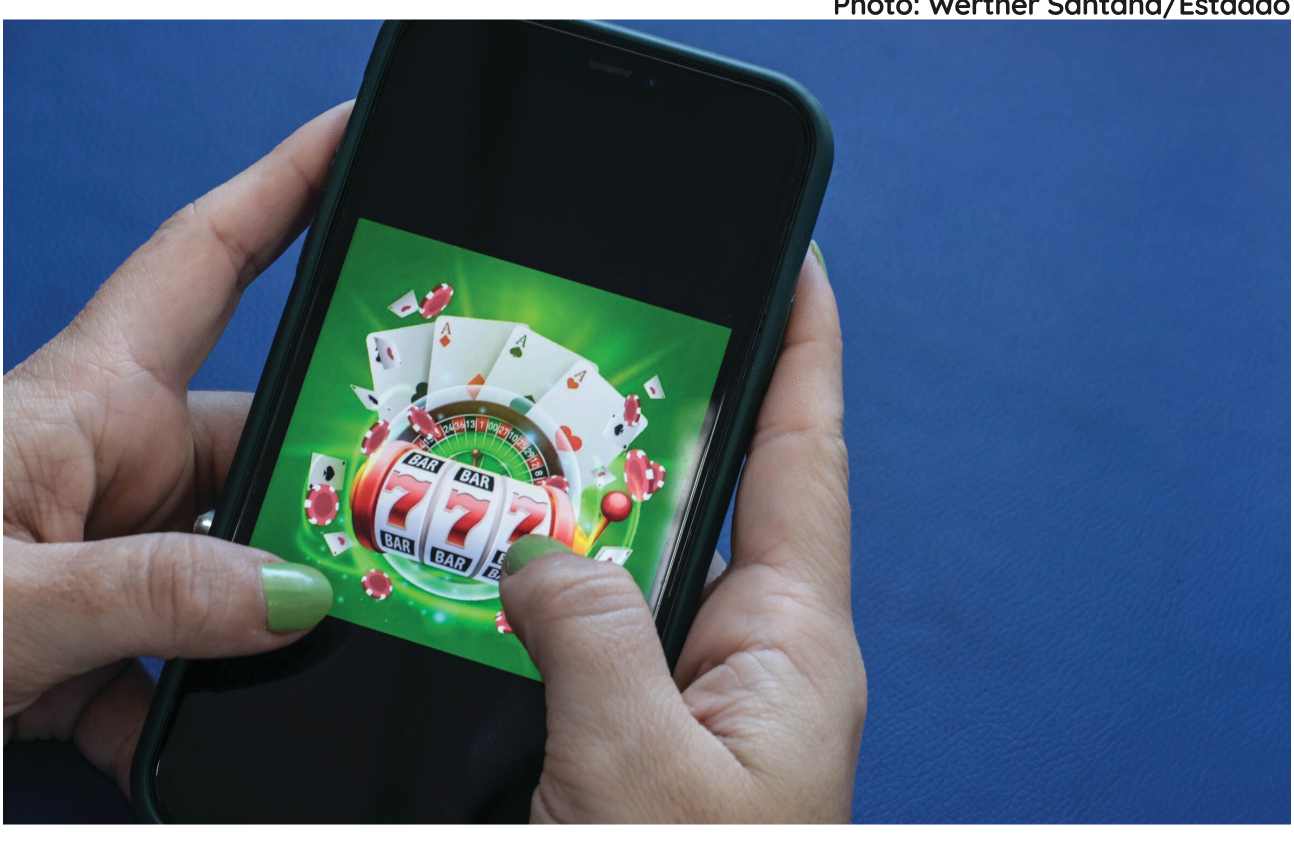
Rodrigo Capelo

Negócios do esporte, no Brasil e no mundo

Photo: Werther Santana/Estadão



User playing a gambling game on their mobile phone

51% of bets in Brazil go through illegal operators; understand the consequences

BY RODRIGO CAPELO
OCTOBER 28, 2025 | 12:00 PM • UPDATED: OCTOBER 28, 2025 | 12:05 PM

Illegal betting operators handle 51% of all money wagered in Brazil. This estimate comes from Yield Sec, a company that monitors the online market, in a study published this October, to which Sport Insider had exclusive access.

Illegal companies are those that operate without authorization from the Ministry of Finance. They do not collect taxes and do not comply with the provisions of Law 13,756/2018, known as the Bets Law, which regulates the market.

Based on the conclusion that 51% of bets occur beyond the government's reach, Yield Sec estimated the total amount of money moved and the taxes lost.

In the first half of 2025, according to data from the Prizes and Betting Secretariat (SPA), affiliated with the Ministry of Finance, regulated betting operators had a gross gaming revenue of R$ 17.4 billion. Therefore, according to the platform, it can be concluded that the illegal market obtained R$ 18.1 billion in GGR.

The acronym GGR means "gross gaming revenue" and represents the difference between the betting operator's gross revenue and the prizes paid out to bettors.

One of the consequences of illegality is the lack of taxation. Yield Sec cites Federal Revenue numbers for the first half of 2025 in its study, according to which the government collected R$ 4.46 billion in the period. Based on the estimate that 51% of bets are illegal, the untaxed amount would have been R$ 4.62 billion.

The Prizes and Betting Secretariat publishes the list of betting operators authorized to operate in Brazil on its website. The last update, dated October 17, shows that there are 82 regulated companies, owners of 184 different brands. In its material, Yield Sec states that there are 2,316 illegal operators.

The illegality percentage found by the platform is in line with another study, produced by LCA Consultores and commissioned by the Brazilian Institute for Responsible Gaming (IBJR), which estimated in June that illegality accounted for between 41% and 51% of the total.

Why illegality persists

One of the reasons pointed out for the existence of the "parallel market" is public exposure to it. Based on its monitoring of online betting, Yield Sec states that 56% of betting operators promoted on the internet operate illegally.

The government acts on two fronts to contain the problem: by combating illegal brands, ordering their pages to be taken down, and by inspecting financial companies used by criminals to move money.

The financial companies are divided into two categories: financial institutions (FIs) and payment institutions (PIs). It is the responsibility of the Prizes and Betting Secretariat, of the Ministry of Finance, to inspect these companies.

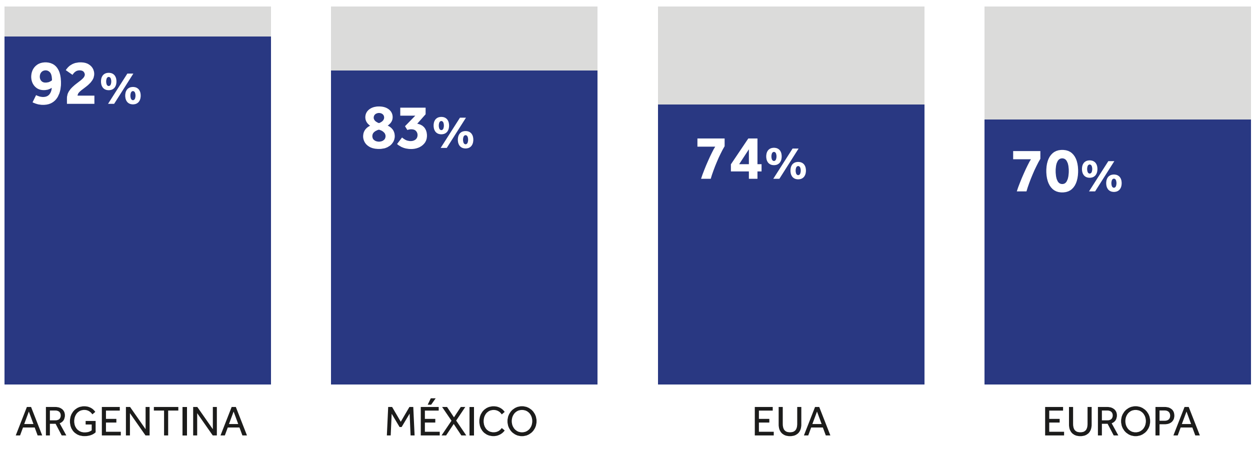
In the first half of the year, according to official data, the SPA-MF closed the accounts of 255 individuals and legal entities due to involvement with irregular fixed-odds betting activities. In the same period, 15,000 illegal websites were blocked.

Among other reasons cited by betting operators and by Yield Sec itself in its study are the restrictions speculated by the government. Limitations on the age of bettors and deposit amounts, prohibitions on advertising by regulated companies, and the exclusion of certain groups (such as beneficiaries of the Bolsa Familia program), in the view of these companies, benefit the parallel market.

Illegality in other countries

Yield Sec monitors other markets worldwide through its platform. Based on data from the first half of 2025, there are more severe cases than Brazil.

These are the percentages of illegal bets in each country:



Bettor Profile

The Prizes and Betting Secretariat published a study in August on who the consumers of betting operators in Brazil are. In the first half of the year, 17.7 million unique bettors were identified, meaning individuals with unique CPF numbers.

Gender

Age range