

# Executive Summary

## The Oddin.gg 2025 Esports Betting Review

Key takeaways and recommendations for operators from our in-depth analysis of five leading esports titles.



**Esports isn't one betting category anymore. Treating it like one limits growth.**

All five esports titles analyzed in this report delivered double-digit growth in 2025. But beneath similar growth rates, clear maturity differences emerged.

### 2025 vs. 2024 Growth by title

Title	Volume Growth	Bet Count Growth	Avg. Stake (Flagship Event)
CS2	+30% YoY	+23% YoY	€41 (StarLadder Major*)
Dota 2	+31% YoY	+12% YoY	€28 (TI, +17% YoY)
LoL	+46% YoY	+32% YoY	€77 (Worlds, +166% YoY)
VALORANT	+18% YoY	+10% YoY	€47 (Champions, +21% YoY)
MLBB	+62% YoY	+41% YoY	€16 (M6*)

\*Comparable YoY tournament data unavailable for CS2 and MLBB.

### Strategic implications for 2026

Title	Operator Strategy
CS2	Prioritize team/player-based markets in coverage planning and promotional strategy. Engagement follows teams, not tournaments.
Dota 2	Maintain depth across the Tier-1 calendar. TI drives peaks while combination markets drive recreational volume year-round.
LoL	Build depth in player props and primary outcomes at major events. Format innovations (e.g. Fearless Draft) drive live betting engagement.
VALORANT	Focus coverage on high-quality competitions. Player markets capture maximum engagement during peak events.
MLBB	Emphasize regional league coverage. Locally relevant content drives engagement more effectively than international tournaments alone.

### The bottom line

If esports is still managed as one category in your sportsbook, you're likely misallocating coverage, depth, and trading focus.

2026 performance will come from portfolio strategy, not blanket expansion.