



ESPORTS 2024

A REVIEW OF BETTING GROWTH AND MILESTONES



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ESPORTS SEASON 2024

Foreword

The 2024 esports season was a defining chapter for both competitive gaming and esports betting, with major tournaments, shifting ecosystems, and rising stars fueling increased engagement.

Across all key metrics, esports betting experienced remarkable growth, with major esports titles seeing betting volume increases of up to 175% year-on-year (YoY). Total wagered amounts, bet counts, and average stakes climbed across major tournaments compared to 2023, reinforcing esports' expansion as a valuable betting vertical. Stream viewership also saw notable increases, highlighting the growing audience demand for top esports events.

The following pages break down these trends across the four top-performing esports titles—Counter-Strike 2, Dota 2, League of Legends, and Valorant—showcasing the key moments, betting insights, and industry shifts that shaped 2024.

For bookmakers, this Oddin.gg esports review provides a data-driven look at esports' continued rise as a high-growth betting opportunity.

BETTING OVERVIEW: GROWTH IN VOLUME, STAKES, AND MARKETS

BETTING VOLUME GROWTH

COUNTER-STRIKE 2

+99% YoY

DOTA 2

+90% YoY

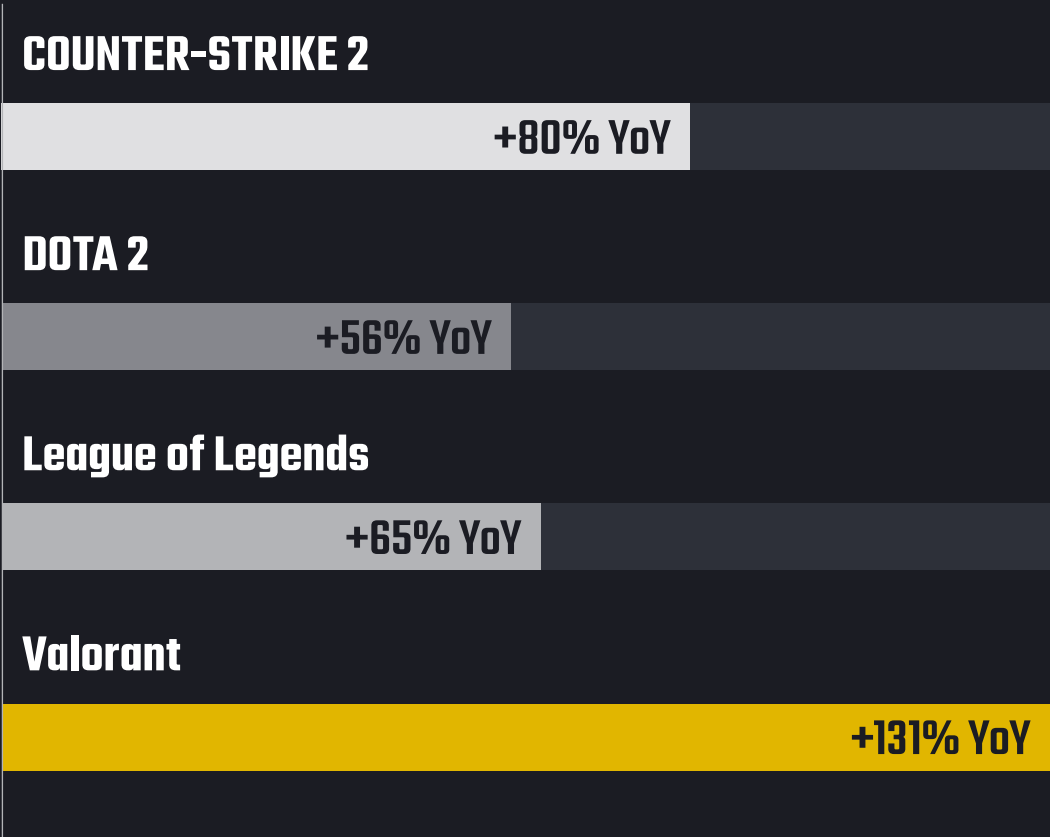
League of Legends

+61% YoY

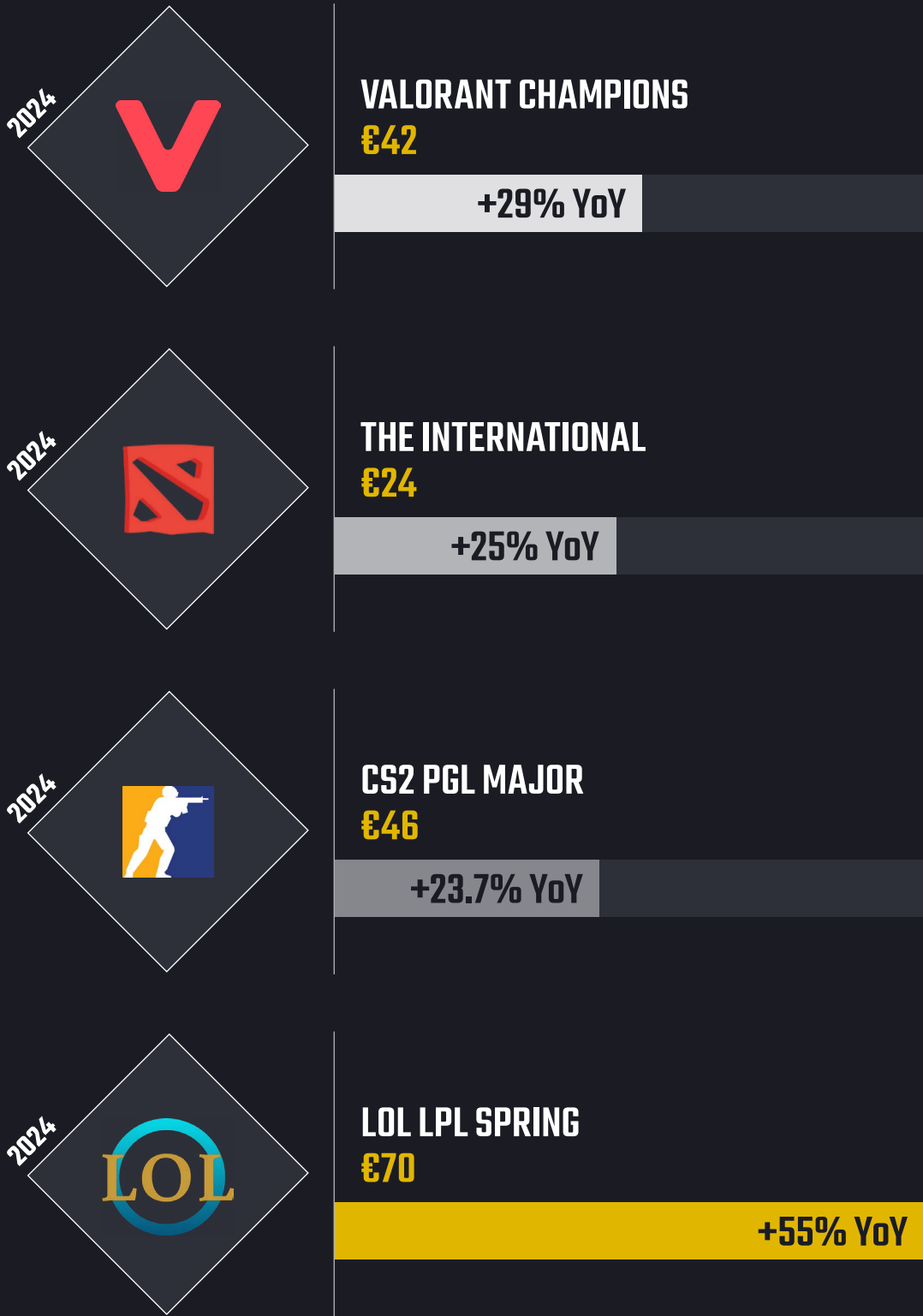
Valorant

+175% YoY

BET COUNT GROWTH



AVERAGE STAKE INCREASE

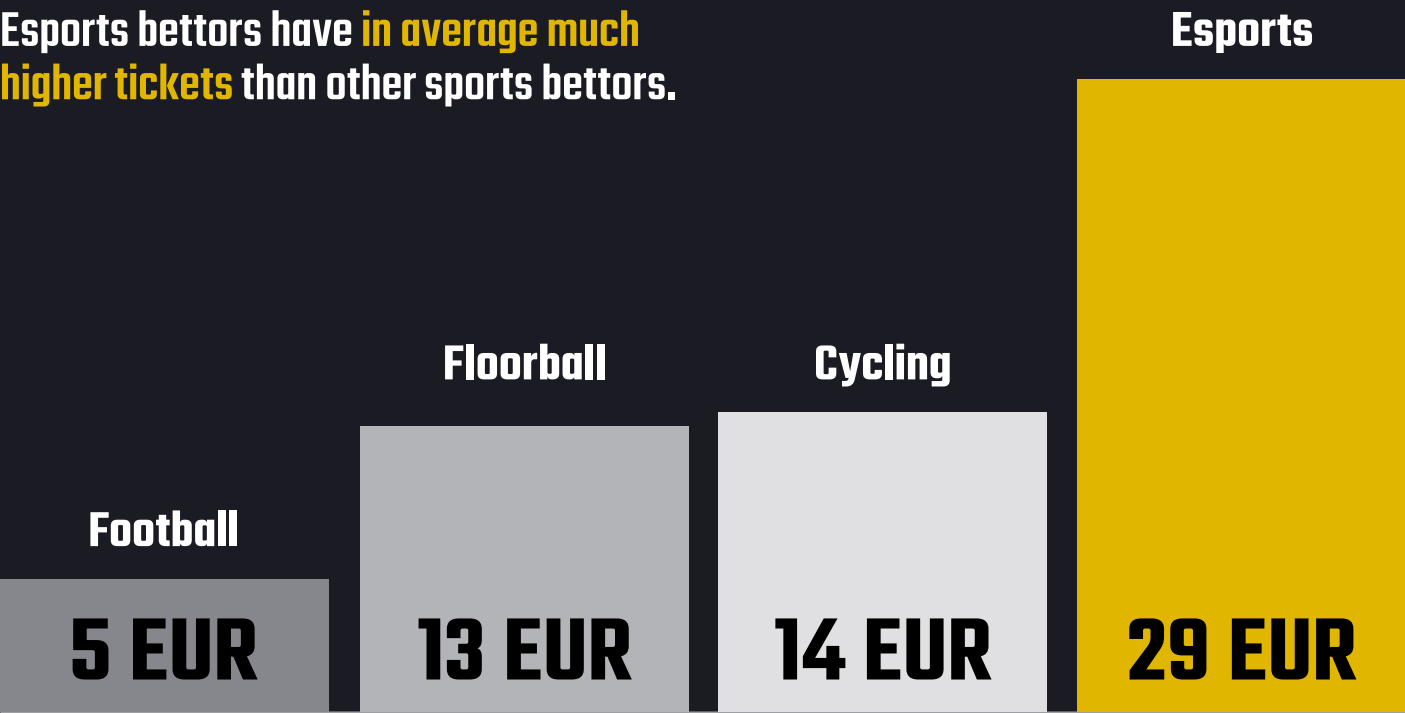


FIRST 6 TICKETS OF NEW BETTORS

SPORT	AGE	
Ice-hockey	34	Esports brings younger generation to rejuvenate the client base.
Football	35	
Tennis	33	
Basketball	33	
Horse Racing	37	
Esports	25	
Volleyball	33	
MMA	28	

AVERAGE BET SIZE BY SPORT

Esports bettors have in average much higher tickets than other sports bettors.

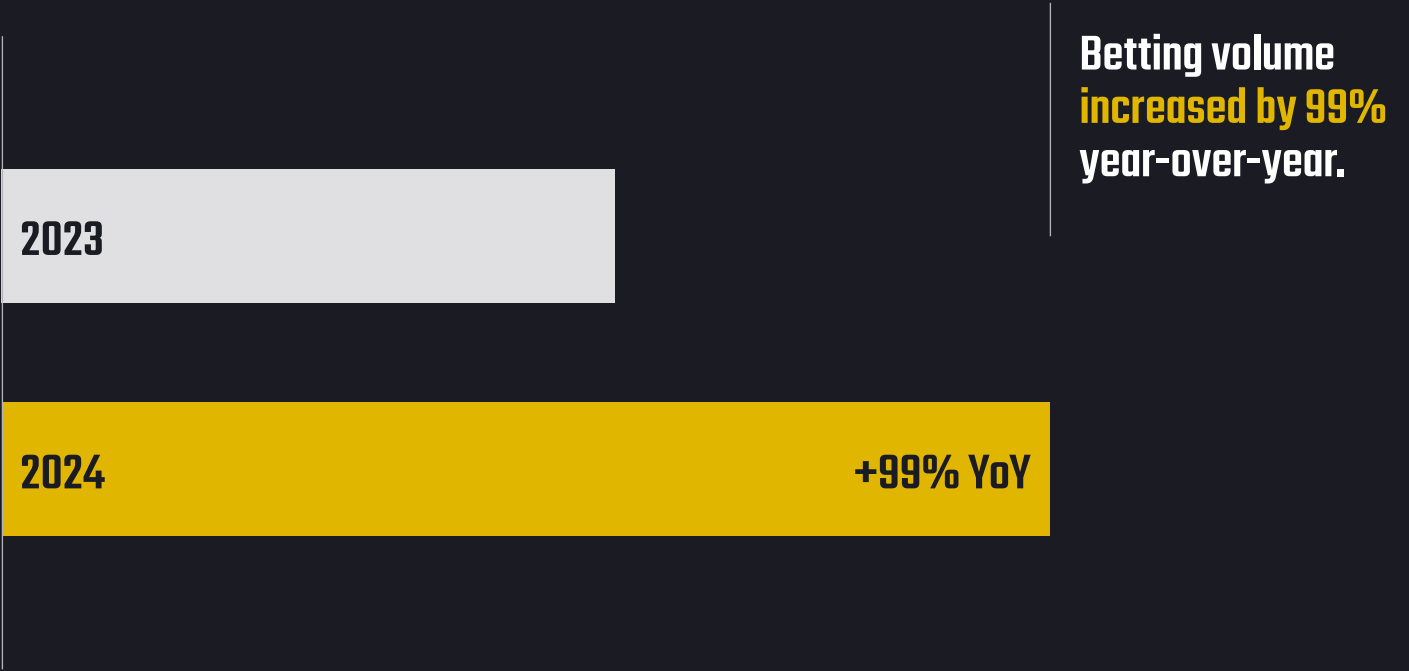


COUNTER-STRIKE 2

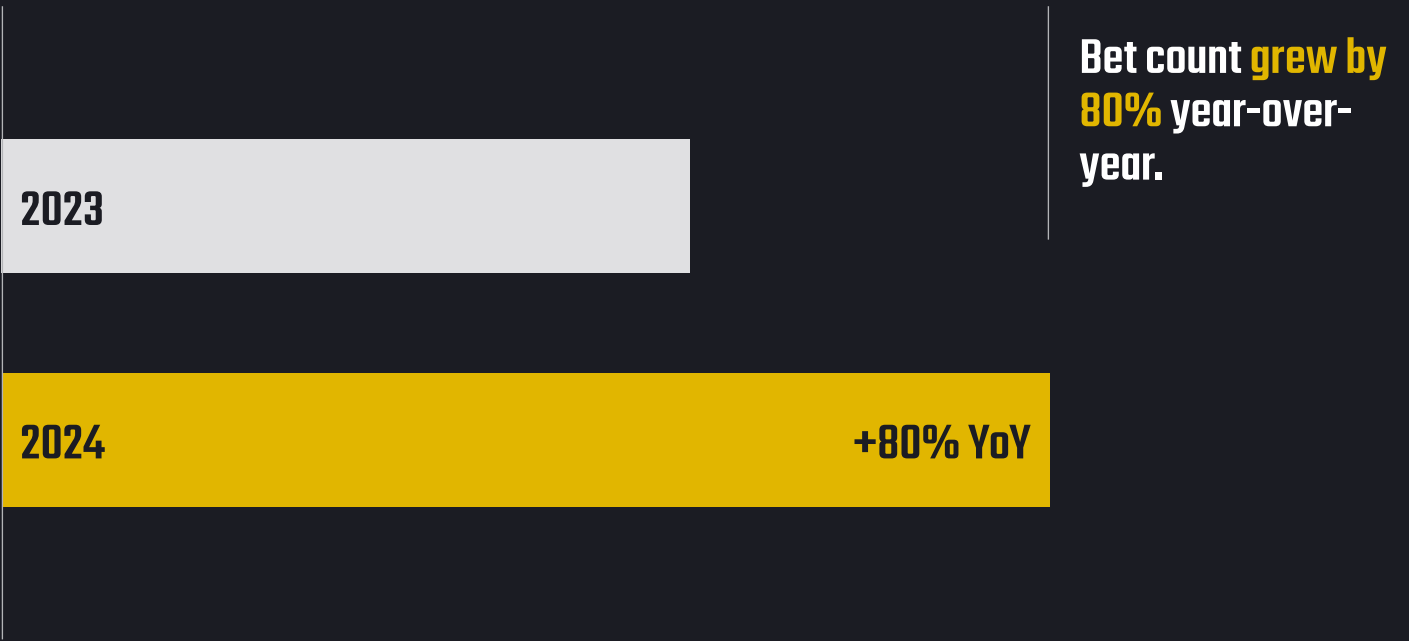
NEW STARS, BIG WINS, AND GROWING BETTING MARKETS



BETTING VOLUME



BET COUNT GROWTH



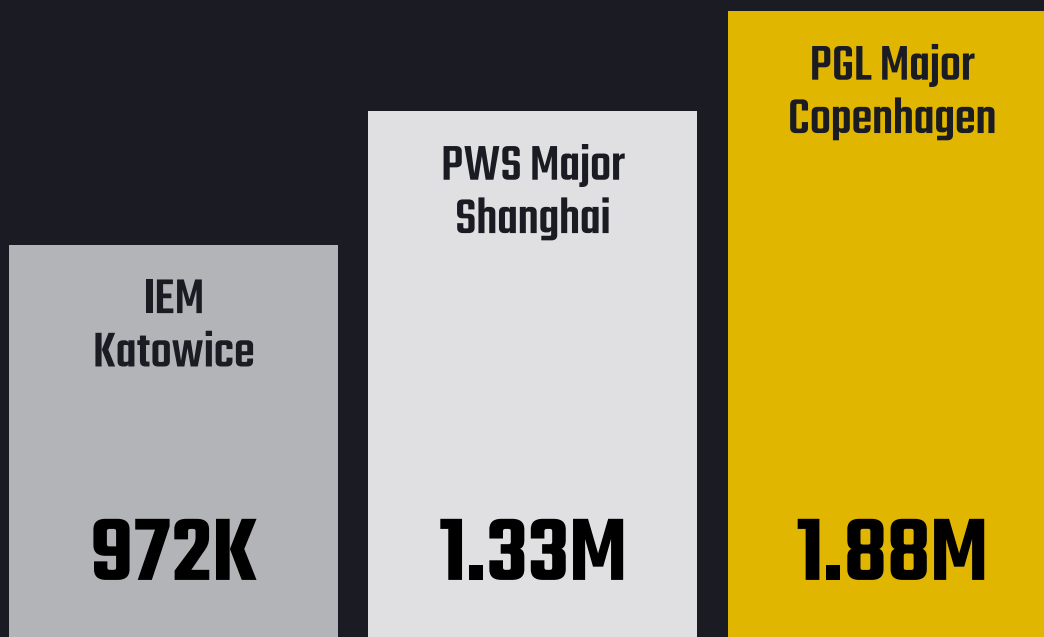
AVERAGE STAKE

46

AVERAGE STAKE AT
PGL MAJOR COPENHAGEN

EUROS

TOP VIEWERSHIP



The complete transition from Counter-Strike: Global Offensive (CS-GO) to Counter-Strike 2 (CS2) reinvigorated the competitive FPS landscape in 2024.

Teams, players, and the ecosystem experienced significant shifts, leading to an exciting and unpredictable season.

◆ TEAM DOMINANCE

Natus Vincere (NAVI) secured victory at the PGL Major Copenhagen, but their win was initially met with skepticism, with many calling it a fluke run. However, they quickly silenced critics by maintaining strong performances throughout the year, ultimately proving themselves as the number one team of 2024. Team Vitality also showcased resilience with a thrilling victory at IEM Cologne, while Team Spirit had an outstanding year, winning the second CS2 Major (PWS Major Shanghai) and securing multiple top finishes, cementing their place as a dominant force in the scene—momentum they also carried into 2025, starting the new

season strong with a victory at BLAST Bounty Spring. Meanwhile, G2 Esports, after struggling early in the year, closed 2024 with back-to-back BLAST titles, showcasing their adaptability and determination.

◆ IMPACT ON BETTING MARKETS: PLAYER-DRIVEN ENGAGEMENT

The 2024 season saw a rise in player-focused betting markets, reflecting growing interest in individual performances. Team Spirit's donk, who set a record-breaking 38-kill game against Wildcard at ESL Pro League, became a key name in CS2. His dominance extended to two Major MVP titles, including the PGL Major Copenhagen—the first-ever CS2 Major, where Oddin.gg served as the Official Data Partner.

Alongside ZywOo and m0NESY, donk's performances kept player-based markets highly active throughout the year. Meanwhile, Valve's decision to open CS2's ecosystem to more third-party events created new tournament betting opportunities, ensuring sustained engagement.

Valve's planned 2025 changes include eliminating franchise leagues, opening tournaments to more teams, and increasing event density.



DOTA 2

A NEW COMPETITIVE ECOSYSTEM AND STRONG BETTING ENGAGEMENT

OVERVIEW

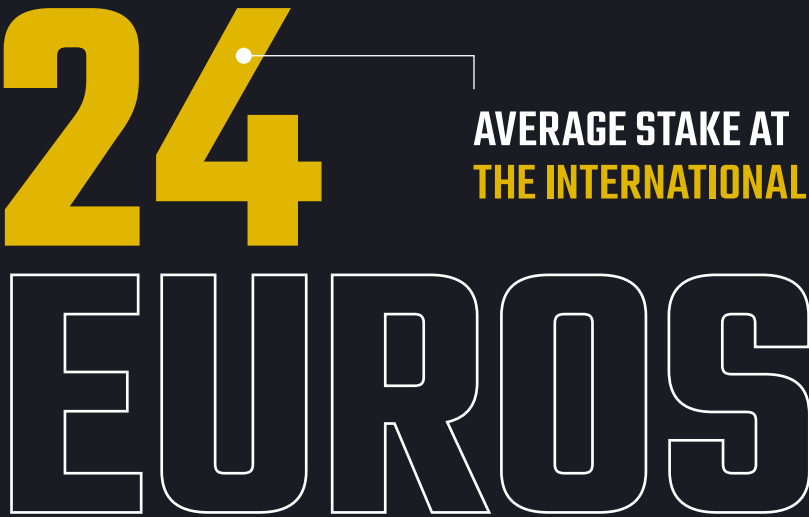
BETTING VOLUME



BET COUNT GROWTH



AVERAGE STAKE



AVERAGE STAKE AT THE INTERNATIONAL (TI)



RECORD DURATION

The best-of-five (BO5) series between Azure Ray and G2.iG lasted almost 8 hours in total, with 5.5 hours spent in actual gameplay.

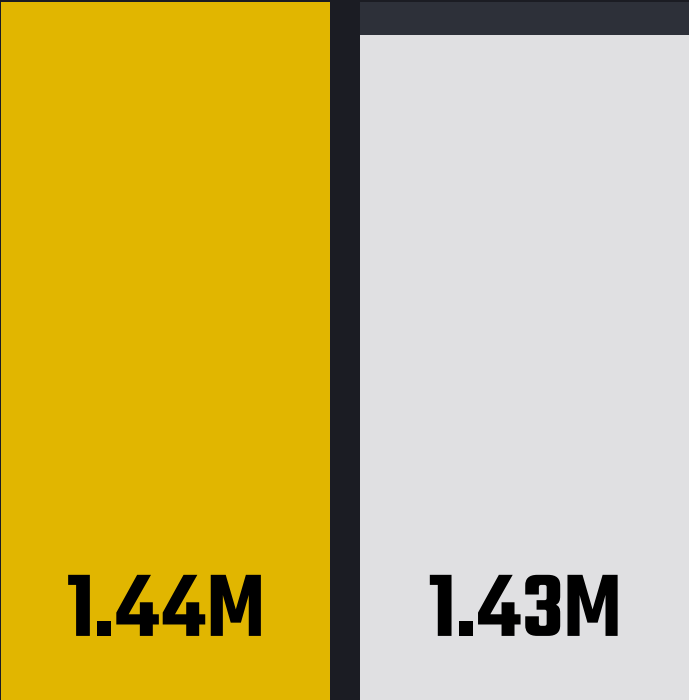
This set a record for the longest Dota 2 series ever played in a major tournament.



- ◆ Actual gameplay time (5.5 hours)
- ◆ Total duration (~8 hours)

VIEWERSHIP METRICS

TI 2024 peaked at 1.43m viewers, maintaining **stable viewership levels** compared to 2023 (1.44m).



Dota 2’s competitive scene underwent a monumental shift with the removal of the Dota Pro Circuit (DPC) in favor of third-party tournaments.

Initially met with skepticism, this decision revitalized the scene, creating a dynamic and diverse calendar of events.

◆ **MEMORABLE WINS AND PLAYERS**

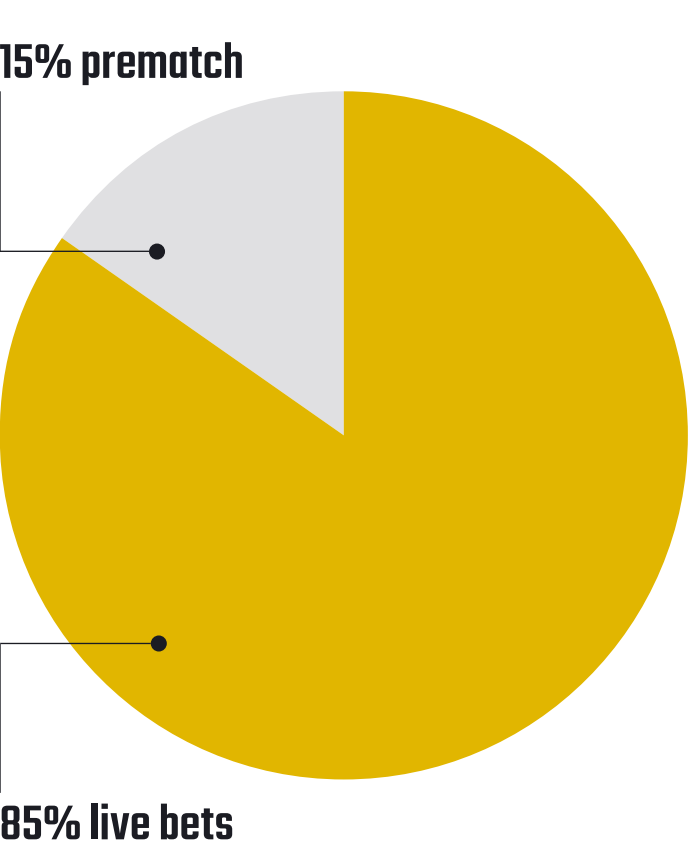
Team Liquid secured their second-ever International (TI) victory, becoming the first team to achieve this feat with a completely different roster. Meanwhile, Gaimin Gladiators claimed the Esports World Cup title, continuing their dominant run in 2024. However,

their performance took a downturn after an October roster change, when they replaced dyrachyo with Watson. Rising star Malr1ne of Team Falcons captured attention with his breakout performances, earning the title of Esports Breakthrough Player of the Year.

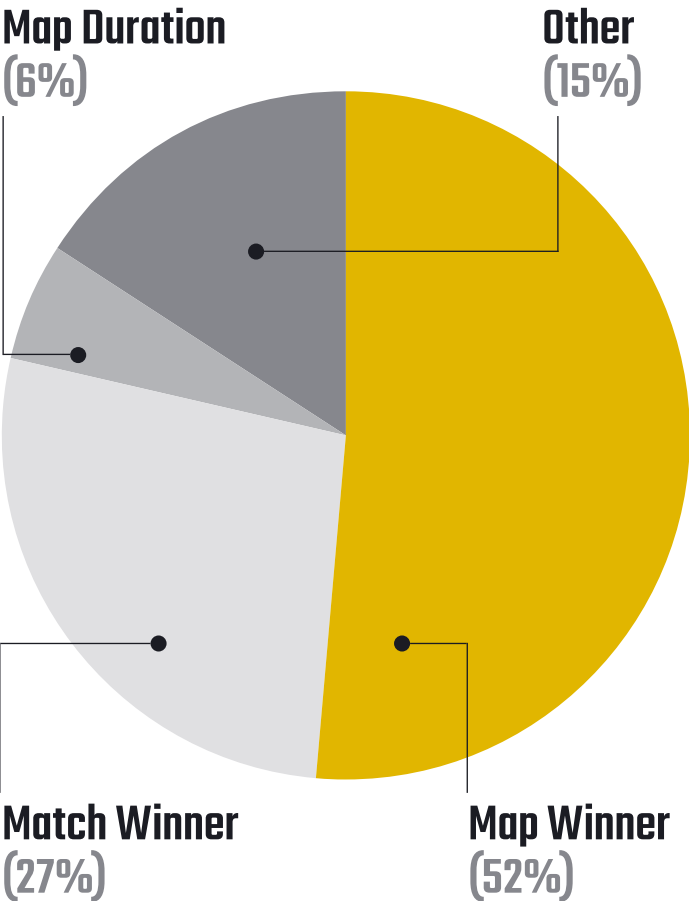
◆ **IMPACT ON BETTING MARKETS: INCREASED VOLUME AND HIGHER STAKES**

Dota 2 betting activity remained high in 2024. Average stakes per bet on TI 2024 increased by 25% YoY, signaling sustained bettor confidence in Dota 2’s major tournaments. And with third-party tournaments filling the calendar, esports bettors had more opportunities to engage with regional matchups and emerging teams, keeping markets active year-round.

TOTAL BETS



POPULAR MARKETS



LEAGUE OF LEGENDS EXPANDED REGIONAL REACH AND BETTING GROWTH



OVERVIEW

BETTING VOLUME

2023

2024

+61% YoY

BET COUNT GROWTH

2023

2024

+65% YoY

HIGHEST AVERAGE STAKE

70

AVERAGE STAKE AT
LPL SPRING 2024

EUROS

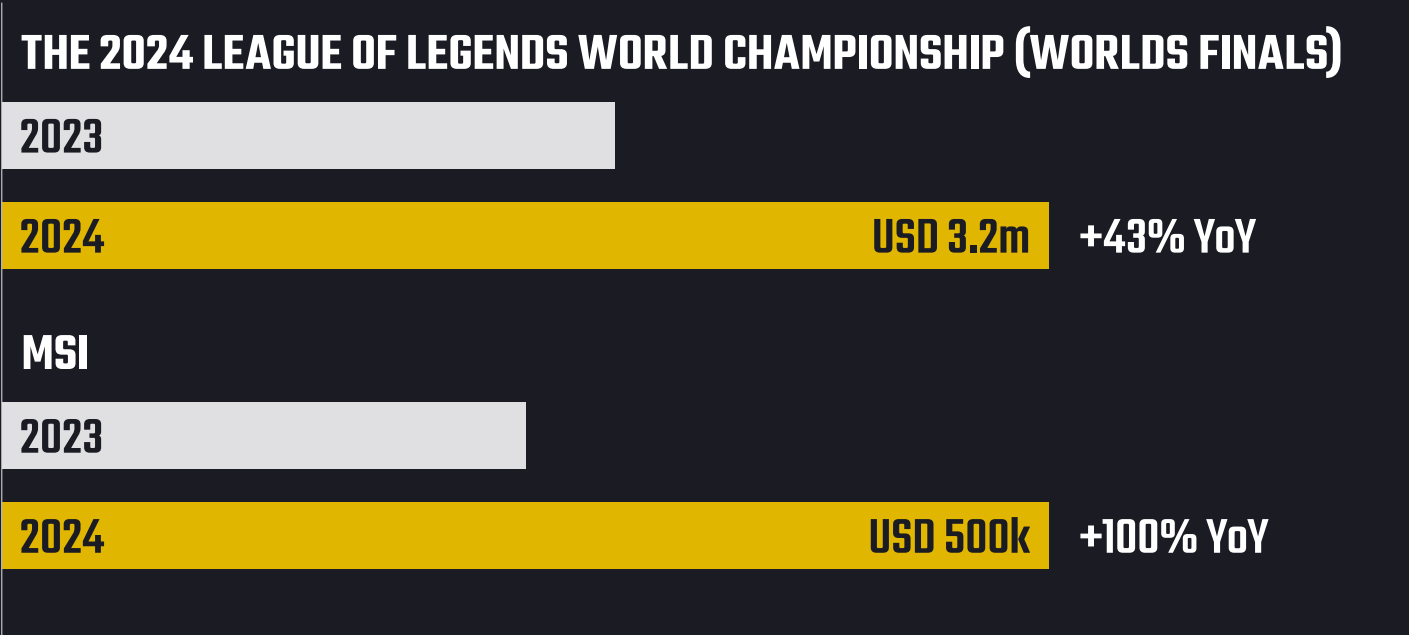
LCK Summer 2024

€61

LPL Spring 2024

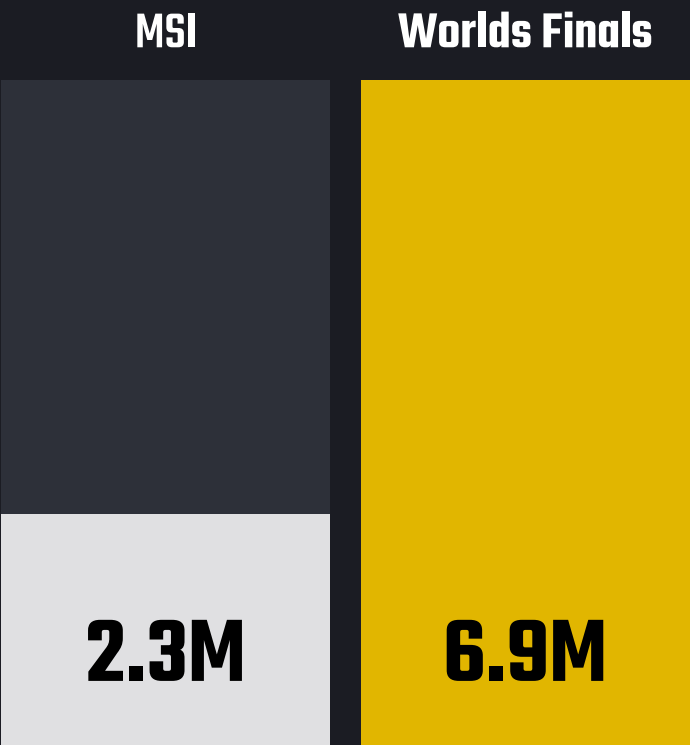
€70

PRIZE POOL GROWTH



VIEWERSHIP METRICS

Worlds Finals were the **most-watched** esports event of 2024.



League of Legends (LoL) made major structural changes in 2024, with Riot Games restructuring regional leagues to increase competition and viewership. The CBLOL (Brazil) and LLA (Latin America) merged into the Americas League, while the VCS (Vietnam) and PCS (Southeast Asia) combined into the APAC League.

These changes, along with Riot’s innovative co-streaming initiatives and format adjustments, helped drive engagement and accessibility across these regions, strengthening League of Legends’ global presence.

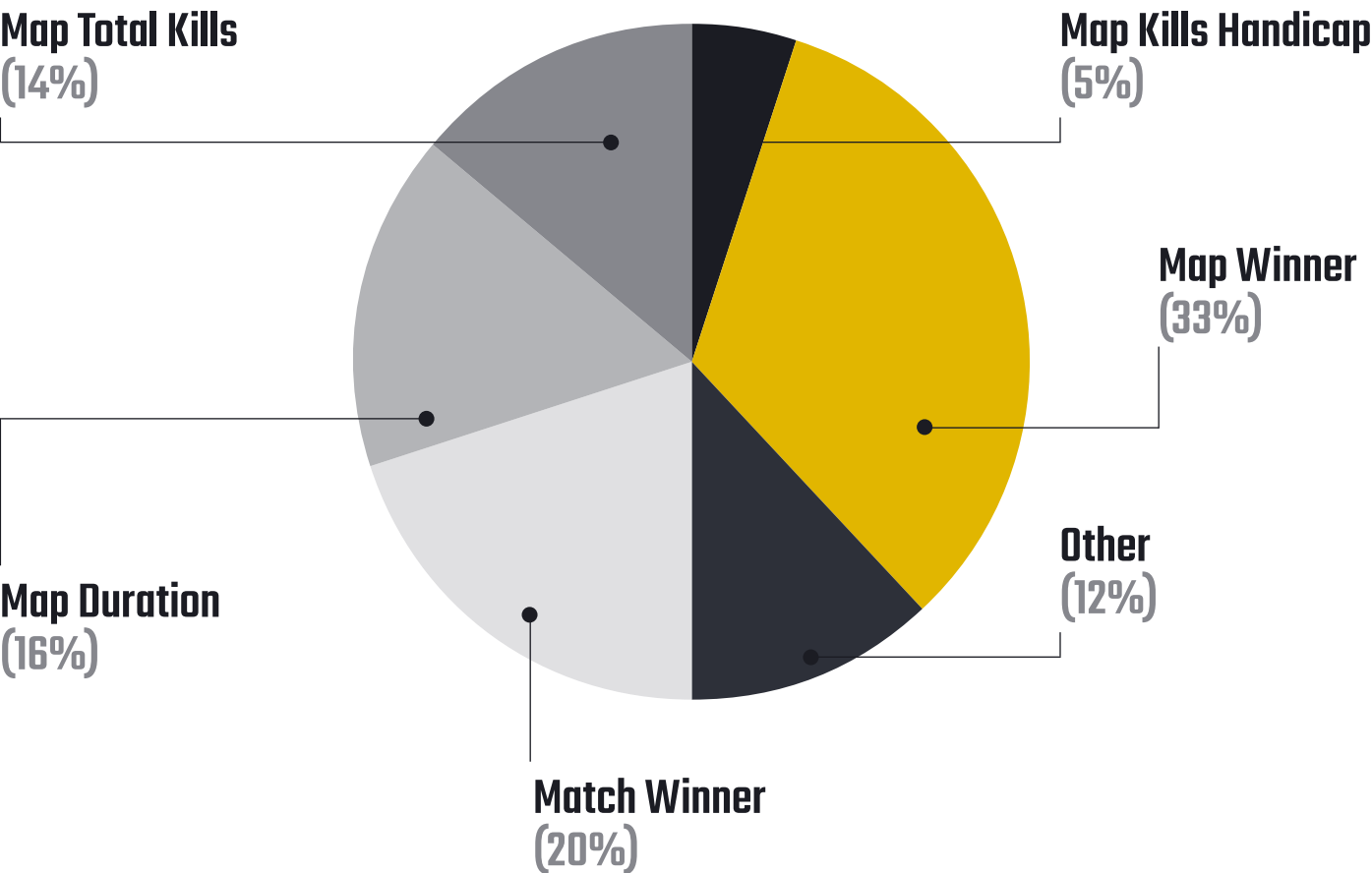
◆ **TI’S DOMINANCE**

T1 claimed their second consecutive World Championship (commonly abbreviated as Worlds) title in a final against BLG that drew a staggering 6.9 million peak viewers—an esports record. Faker, solidifying his reputation as the greatest of all time (GOAT), added another MVP award and a fifth Summoner’s Cup to his legacy.

◆ **IMPACT ON BETTING MARKETS: REGIONAL LEAGUES DRIVE HIGHER STAKES**

While Worlds 2024 saw healthy bettor engagement, regional leagues like LPL and LCK saw strong activity with an average bet stake of €35.30. The highest average stake was recorded in LPL Spring 2024 (€69.60) and LCK Summer 2024 (€60.70), highlighting strong regional betting interest.

POPULAR MARKETS



A young woman with long brown hair is cheering enthusiastically at an esports event. She has red and black face paint on her cheeks and is wearing a black t-shirt with red and white graphics. Her arms are raised in the air, and she has a wide, open-mouthed smile. The background is a blurred crowd of spectators in a large arena, illuminated with blue and purple stage lights.

VALORANT **EXPLOSIVE BETTING** **GROWTH AND MARKET** **EXPANSION**

OVERVIEW

BETTING VOLUME

2023

2024

+175% YoY

BET COUNT GROWTH

2023

2024

+131% YoY

HIGHEST AVERAGE STAKE

42

AVERAGE STAKE AT
VALORANT CHAMPIONS

EUROS

Valorant Champions 2023

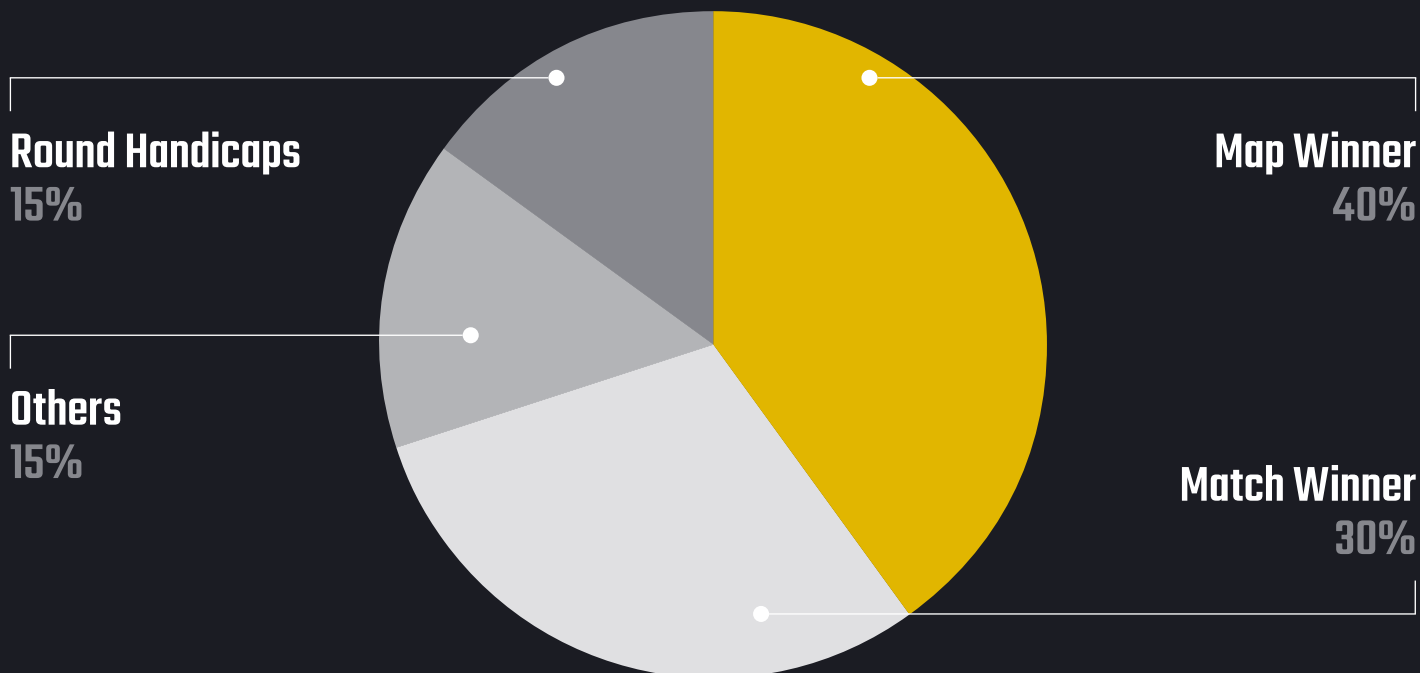
€32

Valorant Champions 2024

€42

+29% YoY

MARKET PREFERENCE



VIEWERSHIP RECORDS

9.1M

RECORD-BREAKING VIEWERSHIP
VALORANT CHAMPIONS FINAL

VIEWERS

Valorant’s 2024 season demonstrated its growing global impact, bolstered by Riot Games’ commitment to innovation and accessibility.

The introduction of regional leagues, alongside console and mobile (currently in Beta) expansions, brought Valorant to new audiences. Regional rivalries in EMEA, Pacific, and China fueled intense competition, reinforcing the game’s position as an esports ecosystem staple.

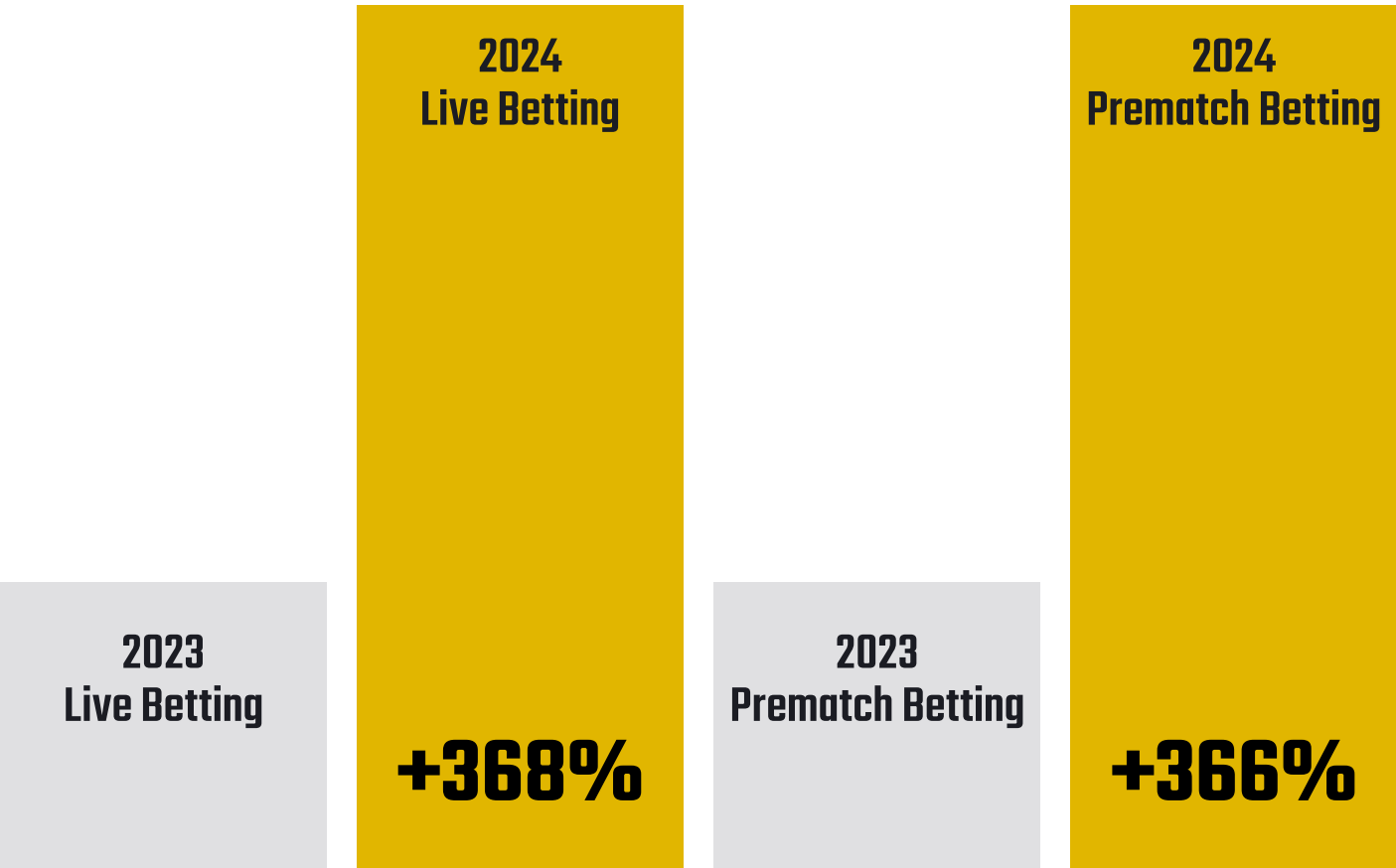
◆ EDWARD GAMING’S DOMINANCE

Valorant Champions 2024 saw EDward Gaming (EDG) secure the crown in a nail-biting final against Team Heretics, setting a record with 9.1 million peak viewers. Meanwhile, new addition Simon’s standout performances cemented EDG’s dominance and highlighted the evolving meta of utility-driven gameplay.

◆ IMPACT ON BETTING MARKETS: THE HIGHEST GROWTH AMONG MAJOR TITLES

Valorant saw the biggest YoY betting growth of all esports titles in 2024, with betting volume surging 175% and bet count rising 131%. Live betting volumes, in particular, saw an even more dramatic increase of 368% YoY. The average stake at Valorant Champions 2024 increased 29% YoY, reinforcing bettor confidence in this game’s growing market.

VALORANT BETTING GROWTH 2024: ODDIN.GG HIGHLIGHTS





KEY BETTING TRENDS AND INSIGHTS

Across all titles, live betting continued to dominate, with "Map Winner" consistently ranking as the most popular market. Other key betting highlights include:

◆ COUNTER-STRIKE 2

Major tournaments such as PGL Major Copenhagen and PWS Major Shanghai drove significant engagement, with player narratives emerging as a key factor in deepening bettor interest.

◆ DOTA 2

Despite structural changes in its ecosystem, betting volume grew 90% YoY, with The International 2024 standing out as the highest-stake event of the year. "Map Winner" markets remained dominant, accounting for 51.6% of all bets on Dota 2.

◆ LEAGUE OF LEGENDS

Betting volume grew 61% YoY, with regional leagues like LPL and LCK attracting high-value bets. Key tournaments like Worlds 2024 showed prop markets such as Map Duration and Kill Totals significantly growing in popularity.

◆ VALORANT

Live betting volumes surged by 368% YoY, significantly outpacing the game's overall betting volume growth of 175% YoY. Bettors particularly engaged with live markets influenced by player decisions like ultimate usage or mid-round adaptations.

As 2025 progresses, emerging markets and advancements in mobile betting are expected to drive further growth.

ESPORTS BETTING SNAPSHOT 2024

AVERAGE BET COUNT GROWTH (CS2, DOTA 2, LOL, VALORANT)

2023

2024

+83% YoY

AVERAGE BETTING VOLUME GROWTH (CS2, DOTA 2, LOL, VALORANT)

2023

2024

+106% YoY

HIGHEST RECORDED AVERAGE STAKE

70

LEAGUE OF LEGENDS
LPL SPRING 2024

EUROS

ESPORTS SEASON 2024

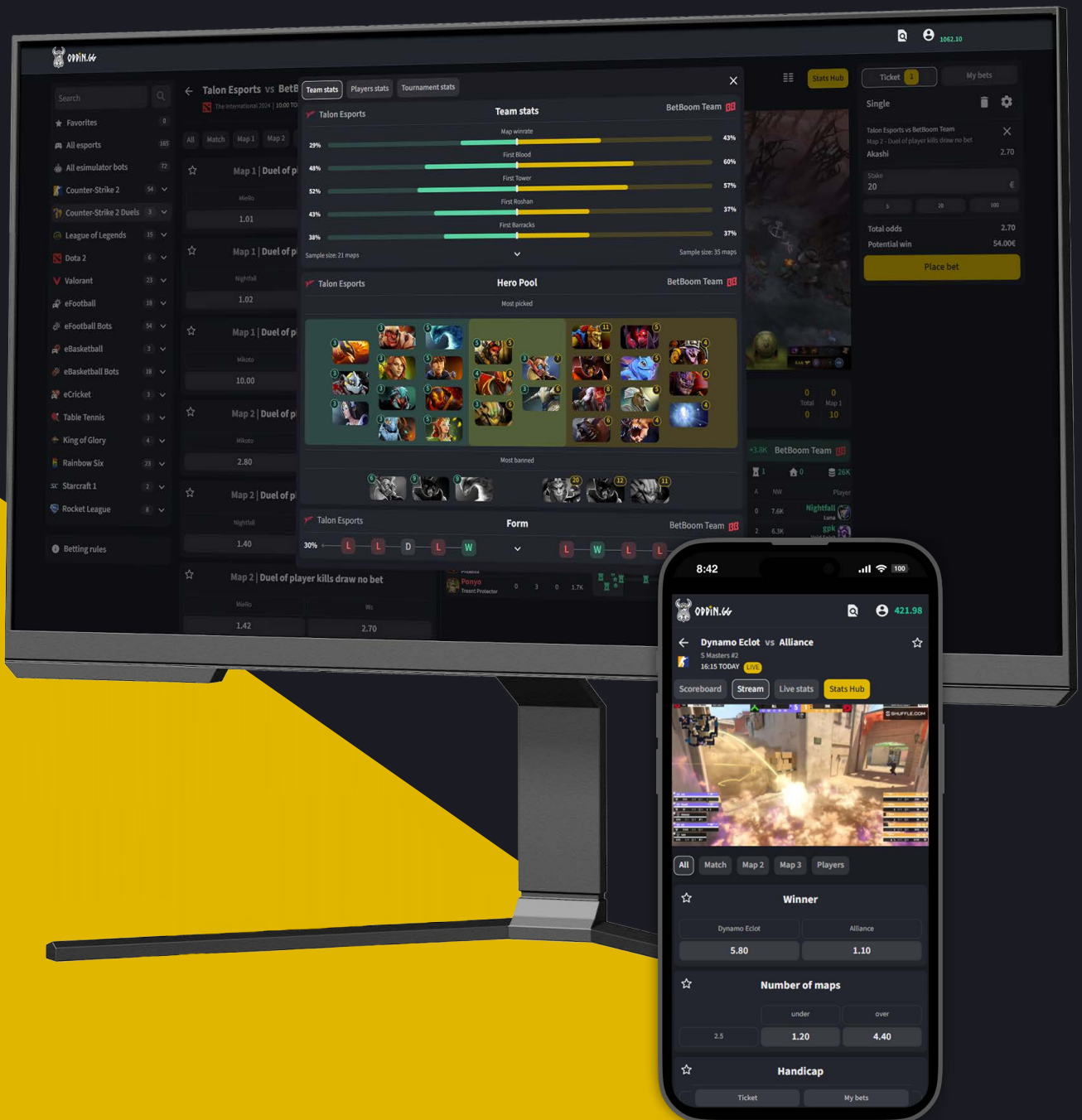
FINAL THOUGHTS

Esports betting grew stronger than ever in 2024, with CS2, Dota 2, LoL, and Valorant driving higher betting volumes, more engagement, and rising average stakes. Major tournaments set new records, and structural changes reshaped how competitions unfold—creating fresh opportunities for operators.

Now well into 2025, the momentum shows no signs of slowing. As the landscape evolves, those who stay ahead of shifting trends and bettor behaviors will be best positioned to capitalize on what's next.

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