



# THE ODDIN.GG 2025 ESPORTS BETTING REVIEW

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# Foreword

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Esports betting continued its growth trajectory in 2025, but not in ways that followed the playbook from previous years. A closer look at the data reveals new trends that serve as early signals about what's to come in 2026.

On the surface, esports betting **delivered double-digit improvements across all major titles\* in 2025**, supported by more consistent tournament calendars, stabilized competitive ecosystems, and maturing infrastructure. Beneath that growth, however, the ways bettors engaged also shifted, with markers of maturity emerging across the top titles.

These changes should be taken by operators as a signal of how to think about their coverage, market depth, and risk strategy for the coming year.

This report examines the evolution of bettor behavior across each title and offers a critical analysis, based on large-scale betting data processed through Oddin.gg in 2025 and insights from our esports trading experts, of what the data reveals about the esports betting industry.



*"Billions of bets flow through the Oddin.gg network annually, giving us a read on esports betting that's hard to get anywhere else. We've spent years innovating to move this industry forward. Watching the industry mature in 2025 was validating; this is the landscape we've been building toward."*

**Marek Suchar**

**Co-Founder and Managing Director, Oddin.gg**

\*Counter-Strike 2, Dota 2, League of Legends, VALORANT, and Mobile Legends: Bang Bang

# MARKET MATURITY: THE REAL STORY OF 2025

Esports betting growth continued, but the more telling shift was the difference in performance of each title and the behavior of bettors.

In esports, like in business, a title's market maturity serves as a signal of confidence, consistency, and repeatable engagement for a vertical. Looking across betting activity in 2025, five indicators of increasing maturity surfaced.

## ◆ 1. RISING AVERAGE STAKES

Average stakes increased at flagship events in 2025, with VALORANT, Dota 2, and League of Legends showing growth between +17% and +166% YoY.

## ◆ 2. GROWTH IN PLAYER-FOCUSED MARKETS

Bettors increasingly engaged with **player-focused markets** in 2025. In Counter-Strike 2, player- and utility-based betting markets grew by up to 80% between major events. This shift toward individual performance markets appeared across multiple titles, indicating bettors are seeking more granular ways to engage with competitive outcomes.

## ◆ 3. TEAMS OVER TOURNAMENT PRESTIGE

Betting activity over the past year appeared to follow teams more closely than tournaments. Matches involving popular teams consistently generated stronger engagement regardless of event branding or prize pool size. This mirrors traditional sports where star players and marquee teams drive interest. Our traders observed this pattern across multiple titles throughout the year, pointing to loyal, team-focused audiences rather than casual, event-only participation.

## ◆ 4. LIVE BETTING DOMINANCE

Across all five titles, live betting accounted for the majority of activity, ranging from roughly 70% to over 85% depending on the game. Live betting's dominance reflects growing interest in the matches and the attractiveness of in-play betting offers. Our trading experts note that in-play betting appeals to both ends of the spectrum: casual players new to the games and dedicated fans who are intimately familiar with the titles.

## ◆ 5. SUSTAINED REGIONAL ENGAGEMENT

While betting activity historically dropped between international championships, 2025 showed a trend toward more consistent activity through domestic and regional leagues. This shift was particularly visible in Mobile Legends: Bang Bang's strong performance, pointing to reduced reliance on isolated international events and more predictable year-round engagement.

**Not every title, though, exhibited all five indicators equally; and that too is part of the story.** The sections that follow examine how each title exhibited these maturity signals throughout 2025.

# THE MATURITY SPECTRUM

## MOST MATURE: CS2

- ◆ All five maturity indicators present
- ◆ Approaching traditional sports-like stability
- ◆ Constant-availability model fully established
- ◆ Team and player loyalty outweigh tournament branding

## MATURING TITLES: DOTA 2, LOL, VALORANT

- ◆ Strong showing on 3-4 indicators
- ◆ Still event-dependent but less volatile
- ◆ Regional structures emerging
- ◆ Player-focused markets gaining share

## EARLY STAGE MATURITY: MLBB

- ◆ Strong in regional engagement/live betting
- ◆ Lower stakes reflect emerging market profile
- ◆ High growth rate suggests early adoption phase
- ◆ Regional leagues proving sustainable engagement model

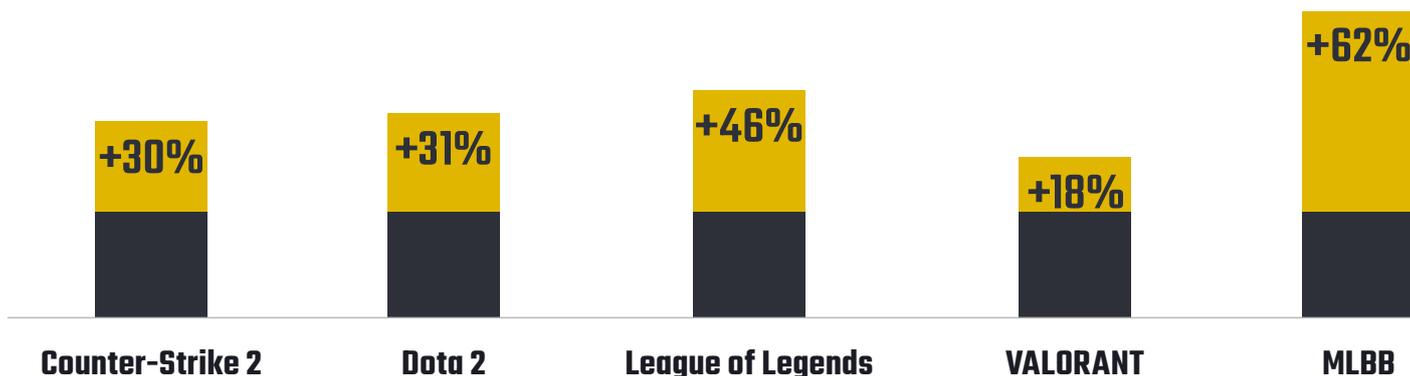
**Key takeaway:** Different stages of maturity call for different commercial and trading strategies. A single approach for all esports titles no longer works.

# 2025 BASELINE: THE GROWTH NUMBERS

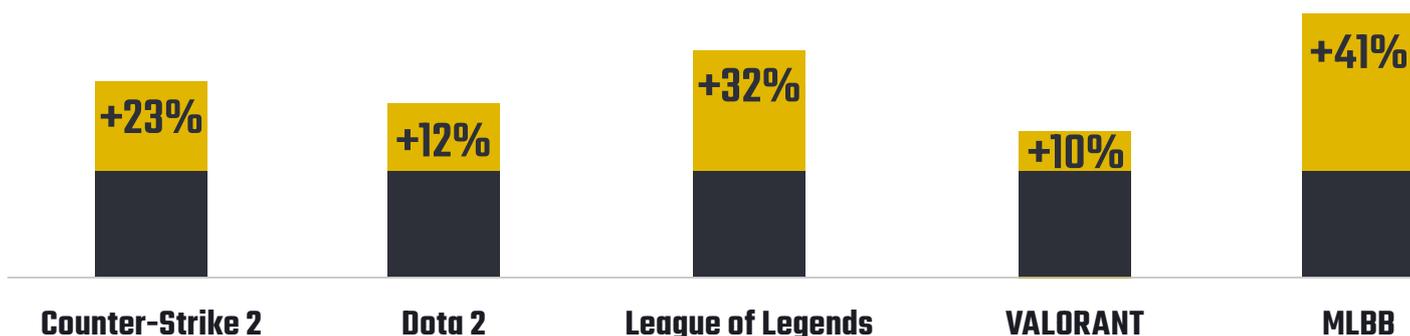
Tracking year-on-year performance remains the simplest way to assess market health.

Counter-Strike 2, Dota 2, and League of Legends together accounted for the majority of esports betting volume, with VALORANT maintaining its position as a leading title. In 2025, Mobile Legends: Bang Bang also reached a scale that justified inclusion in this report for the first time.

## BETTING VOLUME GROWTH (2025 VS. 2024)



## BET COUNT GROWTH (2025 VS. 2024)



## AVERAGE BET STAKE



### VALORANT CHAMPIONS

€47



### THE INTERNATIONAL

€28



### CS2 STARLADDER MAJOR

€41

\*Comparable YoY tournament data unavailable for CS2



### LOL WORLDS

€77



### MLBB M6 WORLD CHAMPIONSHIP

€16

\*Comparable YoY tournament data unavailable for MLBB

## ESPORTS BETTING SNAPSHOT 2025

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### MEDIAN BET COUNT GROWTH (CS2, DOTA 2, LOL, VALORANT, MLBB)

2024

2025

+23% YoY

### MEDIAN BETTING VOLUME GROWTH (CS2, DOTA 2, LOL, VALORANT, MLBB)

2024

2025

+31% YoY

### HIGHEST RECORDED AVERAGE STAKE (WORLDS 2025, LOL)

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**77** EUROS

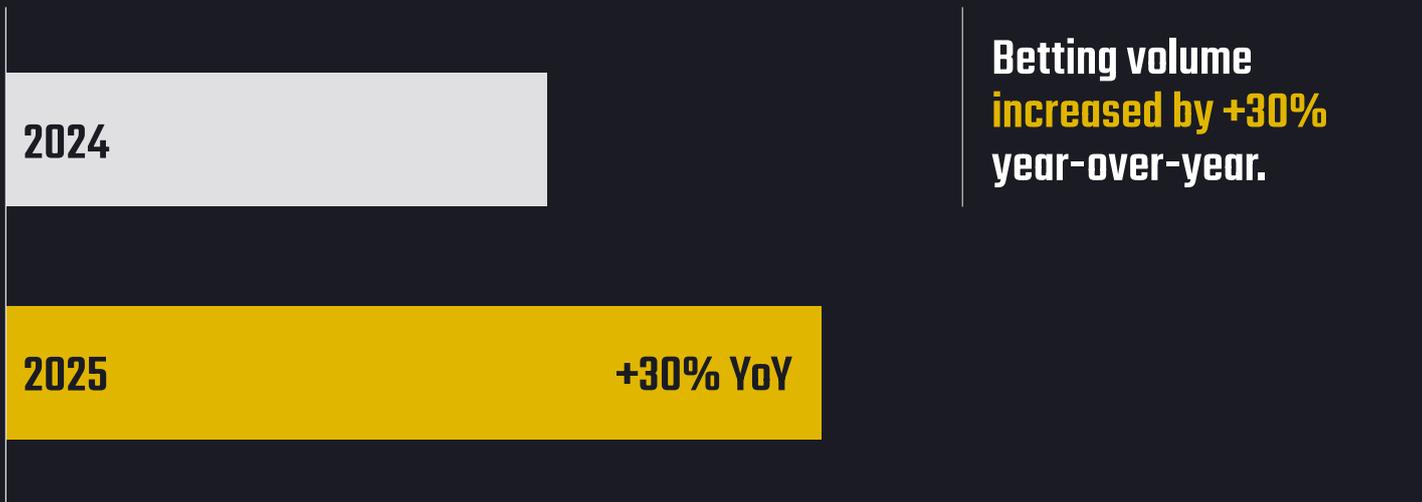


# COUNTER-STRIKE 2 TEAMS AND PLAYERS DRIVE ENGAGEMENT

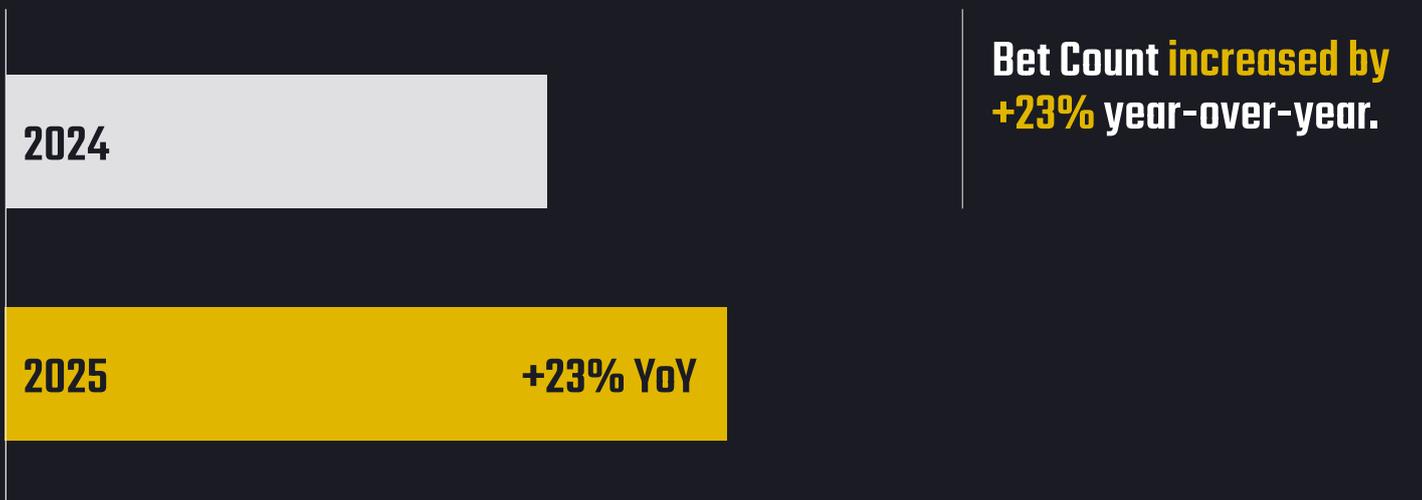
CS2 remains the most commercially reliable esports title for sportsbooks. Constant top-tier competition and a deeply established global audience reinforce its role as a high-frequency betting product rather than a tournament-driven spike sport.

## YEAR-ON-YEAR GROWTH (2025 VS. 2024)

### BETTING VOLUME GROWTH



### BET COUNT GROWTH

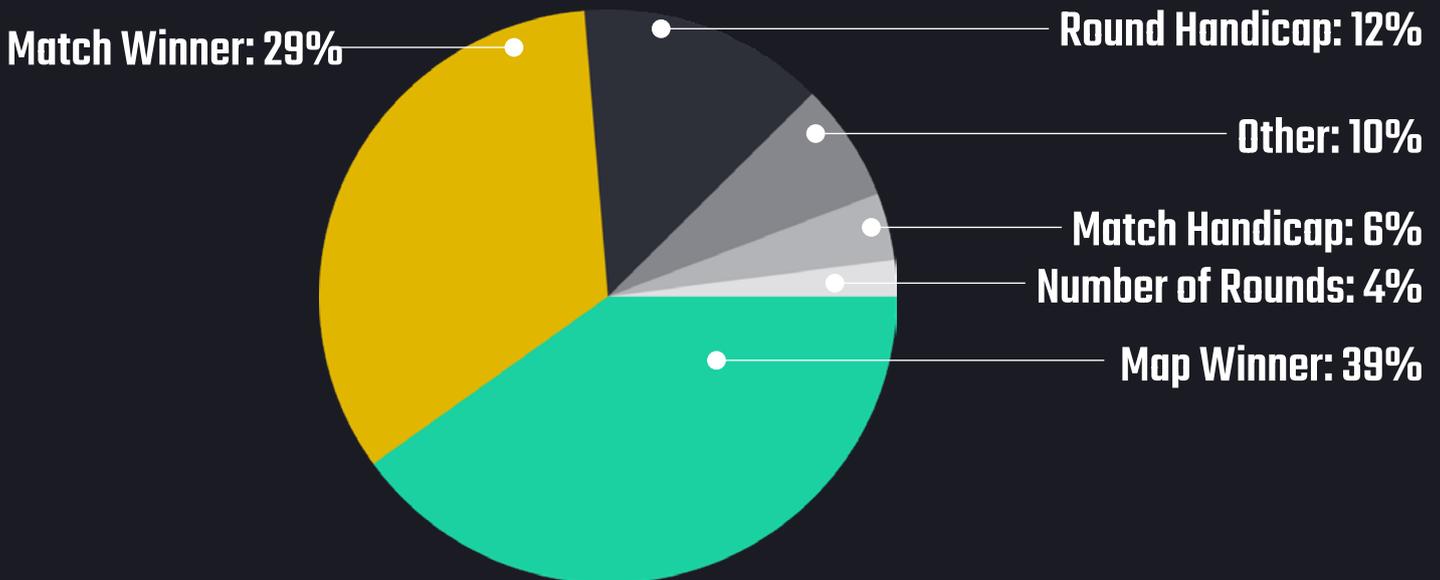


## AVERAGE STAKE AT STARLADDER BUDAPEST MAJOR

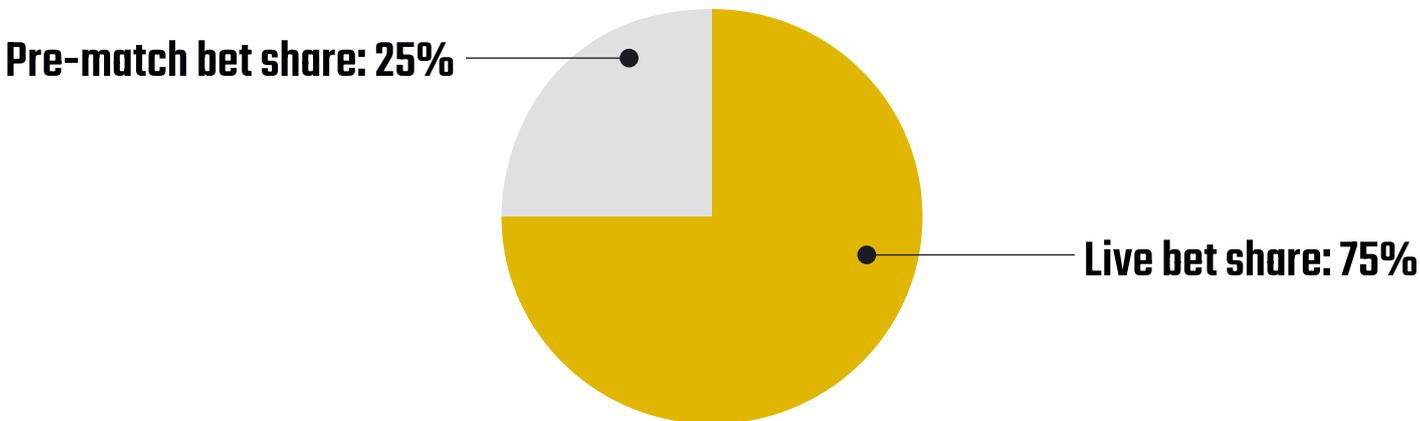
# 41 EUROS

\*Comparable YoY tournament data unavailable for CS2

## MARKET DISTRIBUTION



## LIVE VS. PRE-MATCH SPLIT



## 2025 COMPETITIVE HIGHLIGHTS

Team Vitality dominated 2025, capturing eight trophies including back-to-back Majors at BLAST.tv Austin and StarLadder Budapest—the first team to achieve consecutive Major victories since 2019. This sustained success drove the team-focused betting engagement pattern observed throughout the year.

A dense tournament calendar, amplified by the Valve Regional Standings system’s expansion into Tier-2 events, created near-constant match availability and betting opportunities across all competitive tiers.

## ODDIN.GG TRADER INSIGHTS

Analysis by Oddin.gg traders points to a growing connection between betting activity and teams, suggesting an increasing level of team loyalty. **Where bettors previously followed tournaments, they’re now more likely to follow specific teams.**

Events with high-quality lineups featuring popular teams consistently outperformed headline tournaments with weaker fields. This team-led demand extended to market selection, with **player- and utility-based betting markets growing by up to 80%** between the Austin and Budapest Majors.

**Key takeaway for Operators:** CS2 bettors are maturing beyond basic match winners. Operators should prioritize team and player markets over tournament tier when planning coverage and promotional strategy. Even lower-tier matches drive engagement when they feature popular teams and star players.

# DOTA 2 FLAGSHIP EVENTS STILL DOMINATE, BUT THE FIELD HAS LEVELED



Dota 2 continued to be driven by legacy, prestige, and a highly engaged core audience, with its competitive identity remaining strongest around flagship events.

## YEAR-ON-YEAR GROWTH (2025 VS. 2024)

### BETTING VOLUME GROWTH

2024

2025

+31% YoY

### BET COUNT GROWTH

2024

2025

+12% YoY

## AVERAGE STAKE AT TI

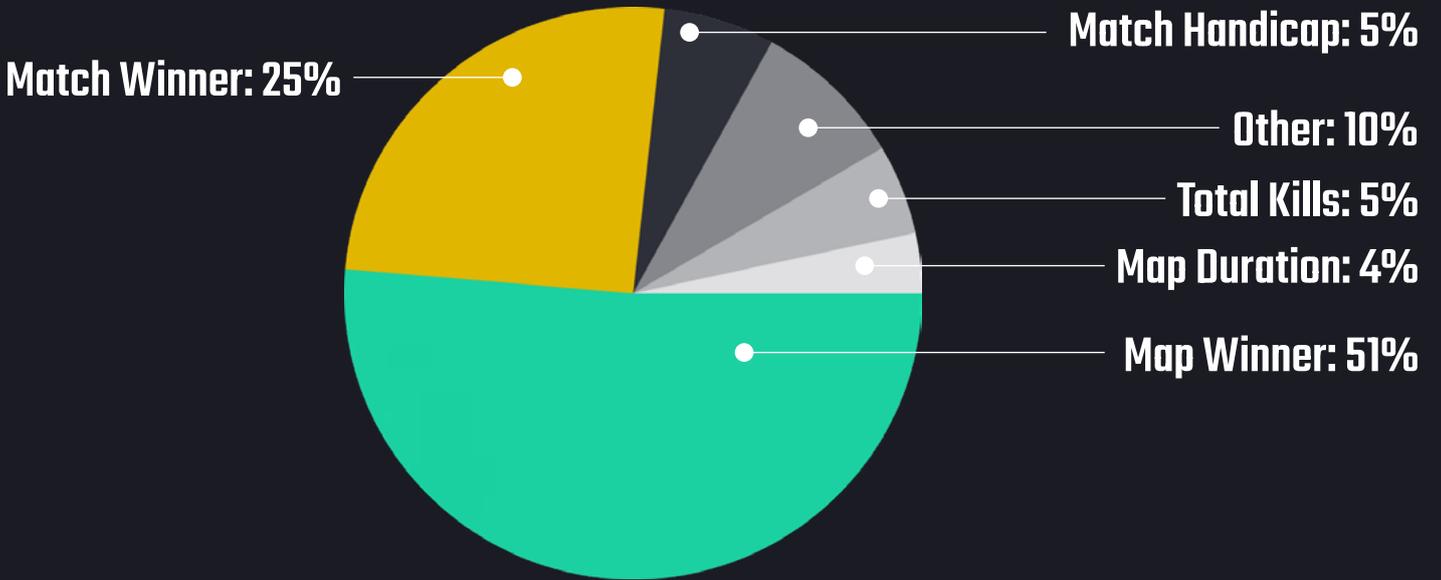
**28** EUROS

TI 2025

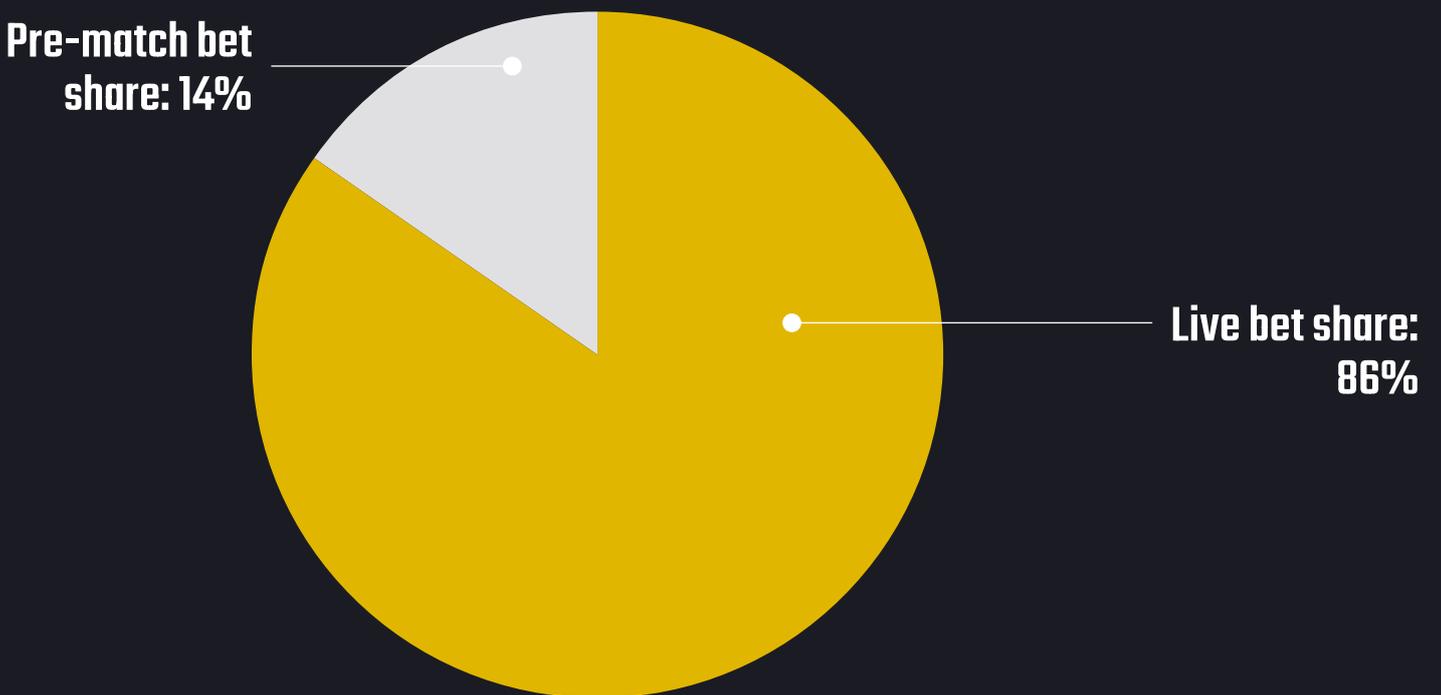
€28

+17% YoY

## MARKET DISTRIBUTION



## LIVE VS. PRE-MATCH SPLIT



# 2025 COMPETITIVE HIGHLIGHTS

The season was marked by parity among teams. Across 17 Tier-1 tournaments, eight different winners emerged, with no sustained dominance. The calendar remained dense, further intensified by BLAST's return to the ecosystem.

Despite these shifts, **The International (TI)** retained its unique status as the most important competitive and emotional event of the year, supported by peak viewership of around 1.8 million.

# ODDIN.GG TRADER INSIGHTS

The International remained the single largest driver of betting volume and stakes. Outside of TI, Tier-1 tournaments performed similarly from a betting perspective.

Our traders observed **combination markets (Map Winner + Total Kills/Duration) quadrupled in volume YoY**. While these markets appeal primarily to recreational bettors rather than sharp players, their growth reflects increasing engagement with Dota 2's high-variance matchups.

**Key takeaway for Operators:** The International drives peak engagement, but year-round betting health depends on consistency and market depth. **Operators should maintain robust market offerings across the full Tier-1 calendar,** particularly in combination markets where recreational volume has grown significantly.

# LEAGUE OF LEGENDS CHANGES TO FORMAT IMPACT BETTING BEHAVIOR

League of Legends reinforced its position as the most structured and globally coordinated esports ecosystem in 2025, with Riot’s changes to the calendar and tournament format reshaping how value was created across the season.

## OVERVIEW

### BETTING VOLUME GROWTH

2024

2025

+46% YoY

### BET COUNT GROWTH

2024

2025

+32% YoY

## AVERAGE STAKE AT **LOL WORLDS 2025**

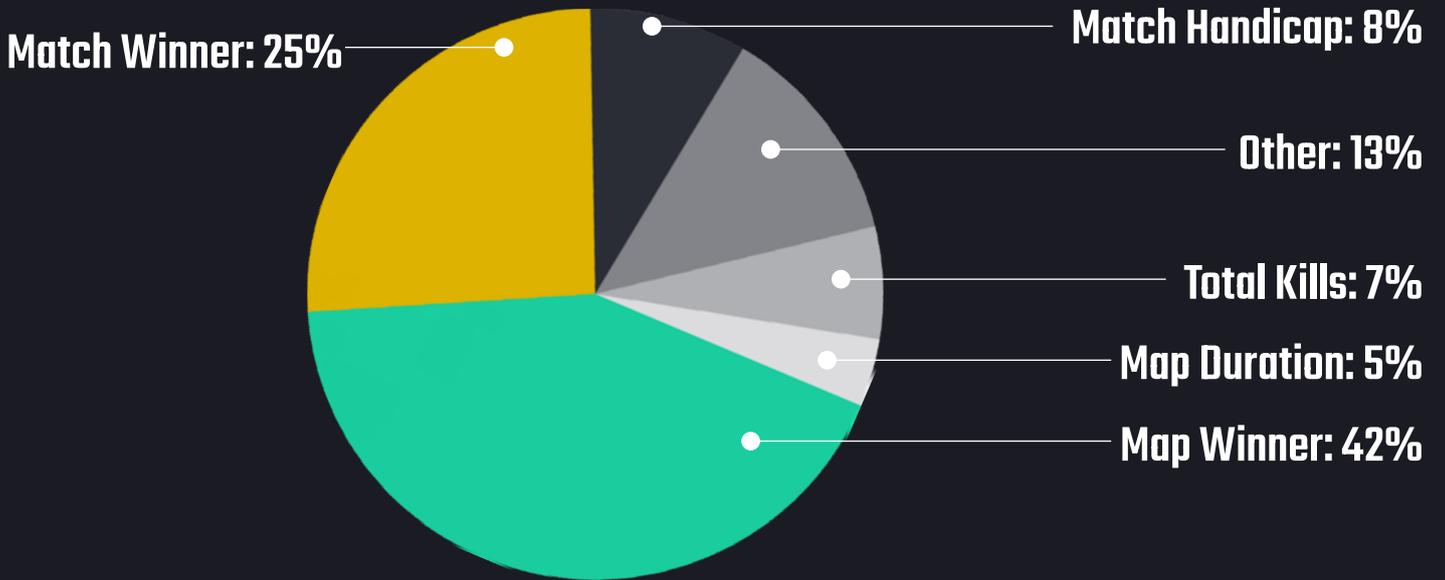
**77** EUROS

LoL Worlds 2025

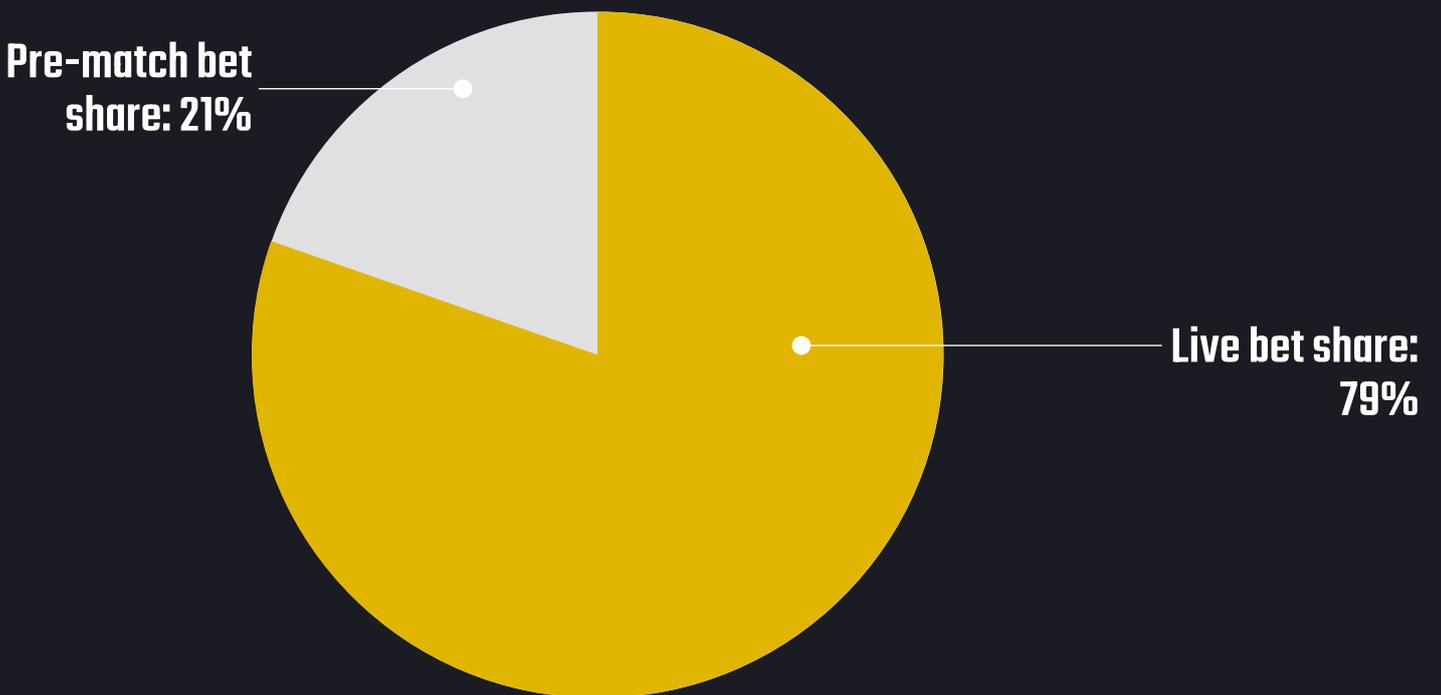
€77

+166% YoY

## MARKET DISTRIBUTION



## LIVE VS. PRE-MATCH SPLIT



# 2025 COMPETITIVE HIGHLIGHTS

Riot introduced The First Stand as a third international event and restructured the season into three splits, creating additional high-quality betting windows throughout the year. Fearless Draft expanded across regional leagues and international events, increasing match-to-match variability.

As for the teams that rose to prominence, the LCK asserted its international dominance, culminating in **T1's historic Worlds three-peat and Faker's sixth world title.**

# ODDIN.GG TRADER INSIGHTS

The format changes created more high-quality betting windows while Fearless Draft's variability strengthened live betting engagement.

Our traders also observed **growing demand for player-focused markets (Player Total Kills, in particular)**, particularly during flagship events like Worlds. Despite challenging time zones, Worlds 2025 viewership dipped only 1% YoY while betting activity remained strong.

**Key takeaway for Operators:** Format innovations like Fearless Draft create live betting opportunities as player-centric markets sustain activity. **Operators should prioritize player props and primary outcome market depth**, especially during major international events, and **ensure in-play offerings are robust** to capture this engagement.

# VALORANT COMPETITIVE RELEVANCE DRIVES ENGAGEMENT



Following last year’s spectacular growth (175% YoY betting volume increase from 2023-2024), 2025 saw VALORANT continue to mature into a balanced, globally relevant esports ecosystem. Competitive depth across regions, supported by Riot’s league system, helped maintain consistent betting relevance throughout the year.

## OVERVIEW

### BETTING VOLUME GROWTH

2024

2025

+18% YoY

### BET COUNT GROWTH

2024

2025

+10% YoY

## AVERAGE STAKE AT VALORANT CHAMPIONS 2025

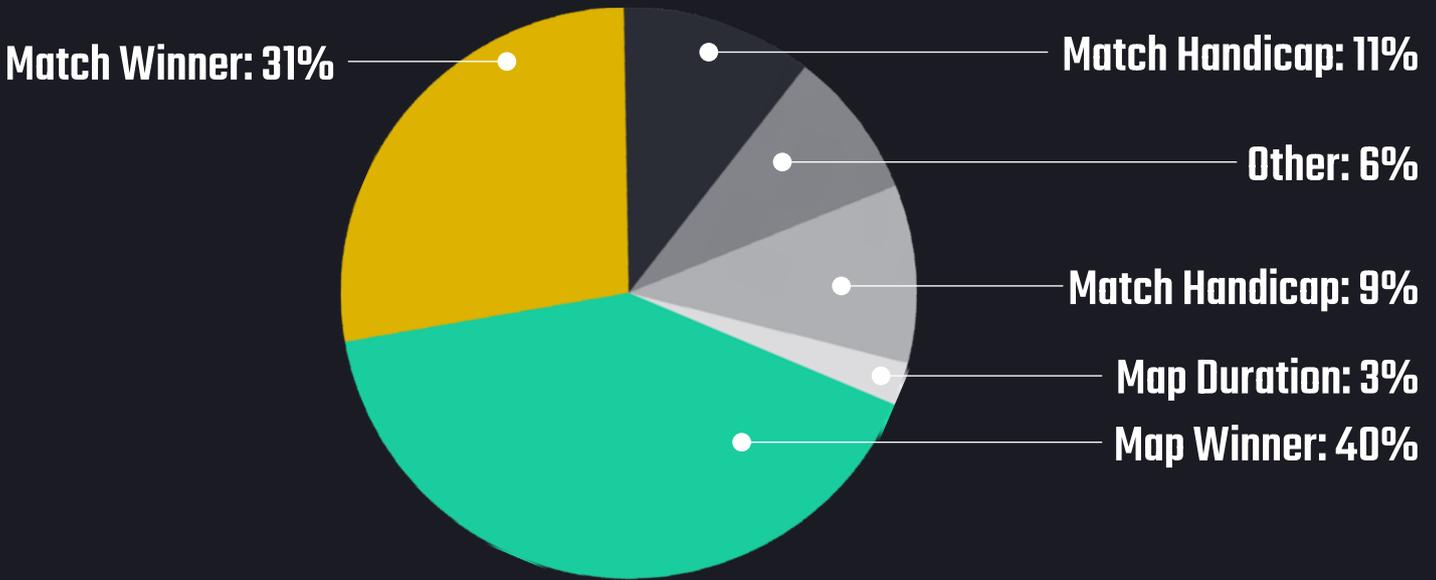
**47** EUROS

Valorant Champions

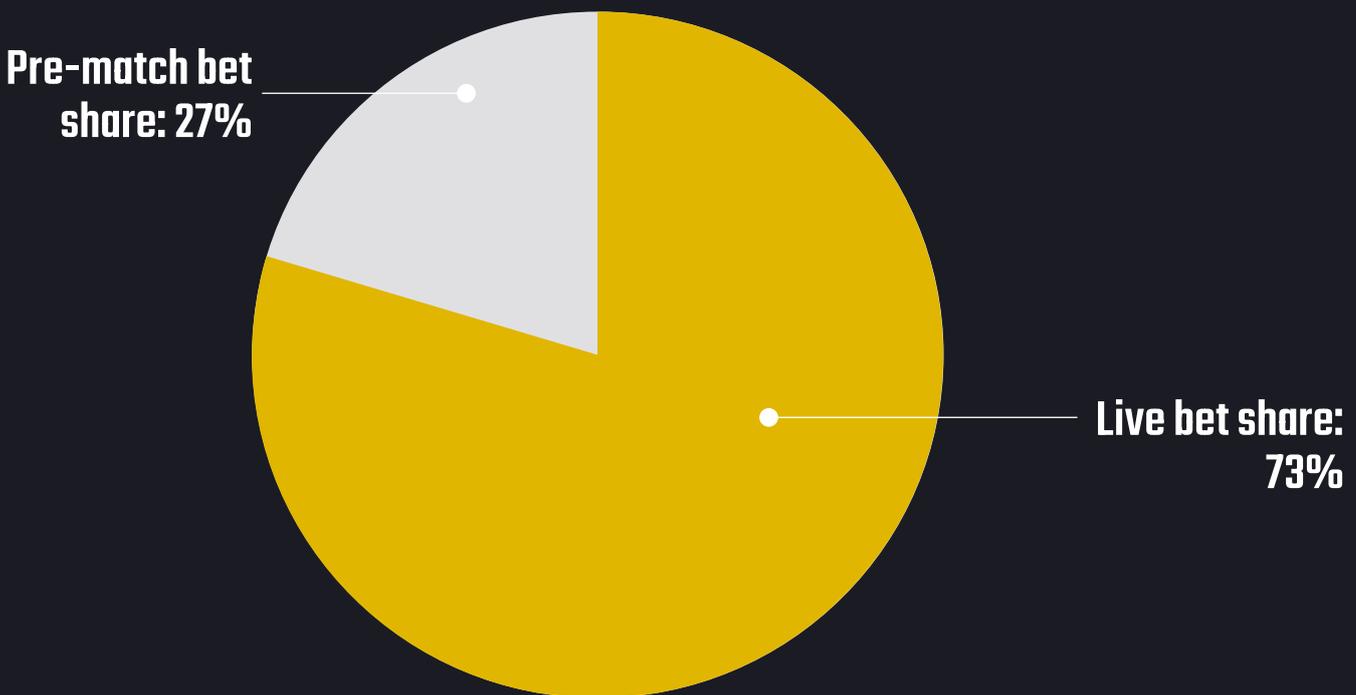
€47

+21% YoY

## MARKET DISTRIBUTION



## LIVE VS. PRE-MATCH SPLIT



# 2025 COMPETITIVE HIGHLIGHTS

The competitive season was defined by constant adaptation. Frequent balance updates forced teams to adjust strategies throughout the year, while regional power dynamics shifted notably in China as new organizations rose to prominence.

VALORANT Champions 2025 concluded the year, highlighted by NRG's lower-bracket run, delivering strong viewership that peaked above **1.4 million concurrent viewers** despite challenging broadcast time zones.

# ODDIN.GG TRADER INSIGHTS

VALORANT's 2025 season showed a continued shift toward **quality- and relevance-led betting behavior**. Oddin.gg's player markets, introduced mid-year, scaled quickly and transitioned into the core betting mix, as bettors increasingly focused on individual performance as a primary engagement driver.

Betting volume correlated more strongly with top-team participation and competitive significance than with tournament prestige or prize pool size. Major international events, particularly VALORANT Champions, remained the focal point of the season, consistently delivering the highest levels of betting engagement.

**Key takeaway for Operators:** Competitive significance drives engagement more than tournament branding in VALORANT. **Operators should concentrate coverage on high-quality competitions featuring elite teams** and ensure player markets are ready during peak events to capture maximum engagement.



# MOBILE LEGENDS: BANG BANG REGIONAL LEAGUES DRIVE PERFORMANCE

In its first year in our analysis, Mobile Legends: Bang Bang confirmed its position as the leading mobile esports title. Massive regional audiences and a structured league system underpinned its growth, making it a **distinct and increasingly relevant betting vertical for 2026**.

## OVERVIEW

### BETTING VOLUME GROWTH

2024

2025

+62% YoY

### BET COUNT GROWTH

2024

2025

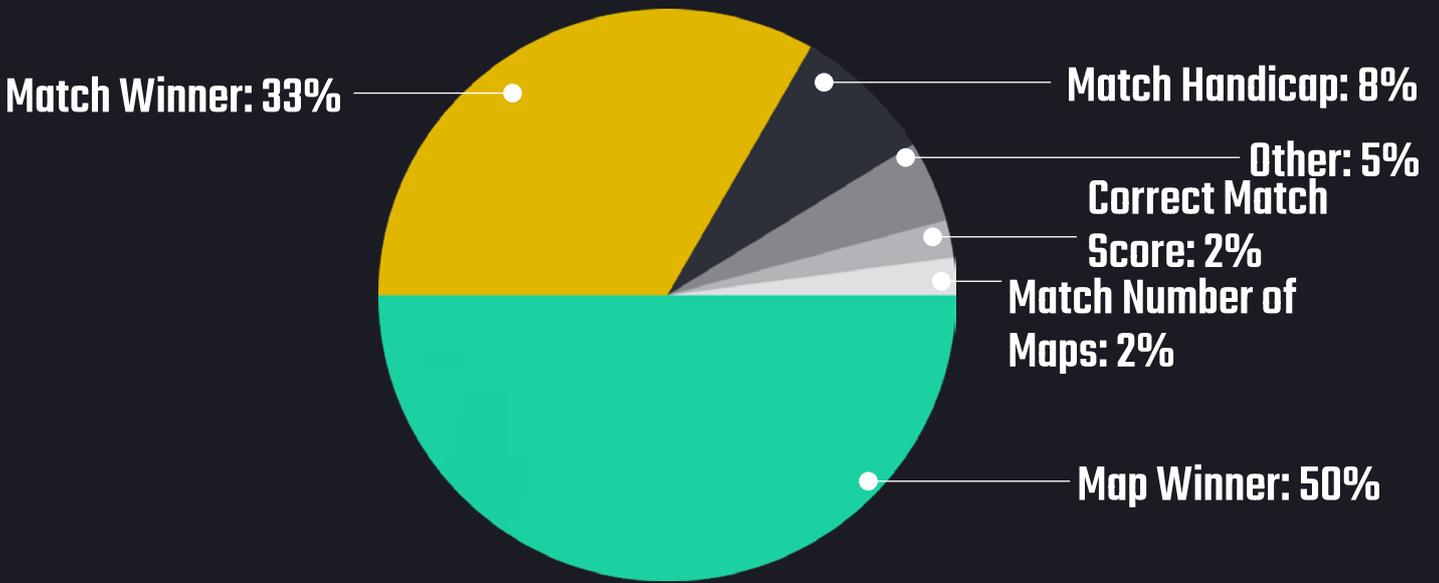
+41% YoY

## AVERAGE STAKE AT **MLBB M6 WORLD CHAMPIONSHIP 2025**

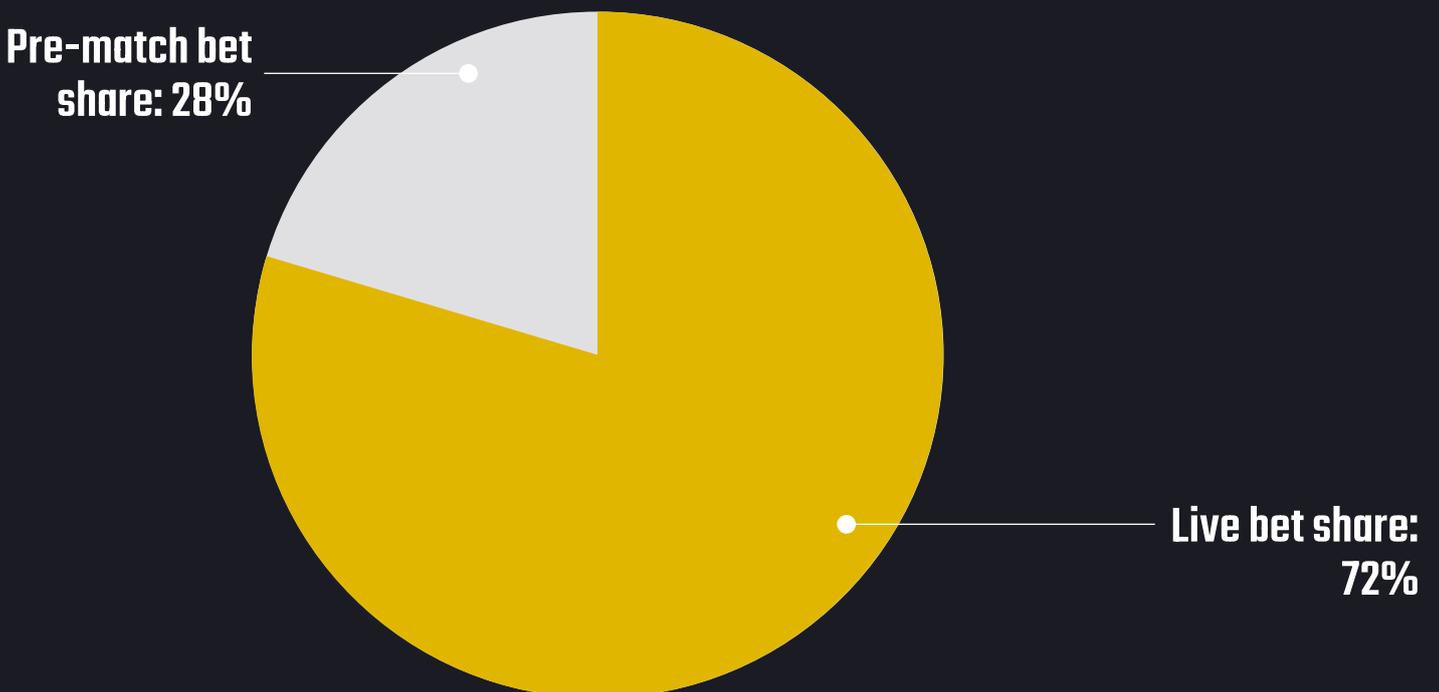
**16** EUROS

\*Comparable YoY tournament data unavailable for MLBB.

## MARKET DISTRIBUTION



## LIVE VS. PRE-MATCH SPLIT



# 2025 COMPETITIVE HIGHLIGHTS

Southeast Asia remained the center of competition, with **MPL Indonesia** and **MPL Philippines** anchoring the calendar. The Mid-Season Cup's integration into the **Esports World Cup** marked a significant move for the title, bringing a \$3M+ prize pool and increased production value.

Team Liquid PH emerged as the standout team, combining domestic dominance with MSC victory at EWC. Map changes increased strategic depth throughout the year.

# ODDIN.GG TRADER INSIGHTS

Mobile Legends: Bang Bang delivered the strongest relative growth of all titles covered, underpinned by sustained engagement in regional competition. Rather than relying on international tentpole events alone, **regional leagues emerged as the primary driver of consistent betting activity** throughout the year.

Trader insights confirmed that MLBB follows a **region-first, live-led engagement profile**, with frequent match availability and strong local relevance supporting ongoing betting demand.

**Key takeaway for Operators:** Consistent, locally relevant content drives more sustainable growth than occasional international events. **Operators should focus coverage on regional leagues rather than international tournaments.** Average stakes reflect MLBB's development stage, but +62% YoY volume growth and 2026 EWC participation signal strong expansion potential.

# A LOOK AHEAD FOR 2026



## VALORANT

Selectivity matters. Focus on elite competition and peak events.



## DOTA 2

Consistency matters. Maintain combination markets to support volatility across a dense calendar.



## CS2

Team and player markets matter more than tournament tier. Prioritize depth over breadth.



## LEAGUE OF LEGENDS

Format innovation and simple markets drive live engagement.



## MLBB

Regional leagues are the growth engine. Domestic schedules outperform global tentpoles.

# ESPORTS SEASON 2025

## FINAL THOUGHTS

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Esports betting in 2025 stopped being a single market and became a portfolio.

CS2 bettors engage with sophisticated player markets and follow teams over tournaments. Mobile Legends bettors sustain activity through regional leagues, not world championships, proving mobile esports can drive year-round engagement. League of Legends bettors shifted away from complex markets toward primary outcomes. The growth numbers look similar, but what drives that growth is completely different across titles.

Operators working with Oddin.gg recognized this in 2025. They stopped treating esports as one category and built around how each title actually behaves. The data from billions of bets across our global partner network shows that's where value comes from: not from offering everything, but from understanding the differences.

That's what separates esports betting that scales from esports betting that plateaus.

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# ESPORTS BETTING REVIEW

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