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gambling industry



**UK Illegal Online Gambling  
Market Analysis:  
2019-2025**

April 2026

**Data driven  
solutions**

 [h2gc.com](https://h2gc.com)

## About This Report

- This report has been produced to provide an overview of the aforementioned gambling market, using data from H2's Core Markets datasets, H2's Regulatory Updates, H2 Companies Research and H2's Market Share datasets. Further detailed information is available in the individual country datasets / regulatory updates / company research / market share datasets available to subscribers at [www.h2gc.com](http://www.h2gc.com)

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# Key Findings

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- The UK market is dominated by licensed operators with strong brands – and will continue to remain predominantly onshore
- However, in the past few years, the offshore market has grown from a rounding error to a material part of the UK's online betting and gaming market
- Online channelisation has fallen from 97% of GGY onshore in 2019 to 92% in 2025; in turnover terms, onshore channelisation has fallen from 96% in 2019 to 90% in 2025
- Offshore GGY has increased from an estimated £200m in 2019 to an estimated £685m in 2025
- Offshore turnover has increased from an estimated £5bn in 2019 to an estimated £16.6bn in 2025
- This increase in offshore activity has accelerated over the past couple of years, with offshore GGY and turnover doubling between 2023 and 2025



# UK Online Market Data

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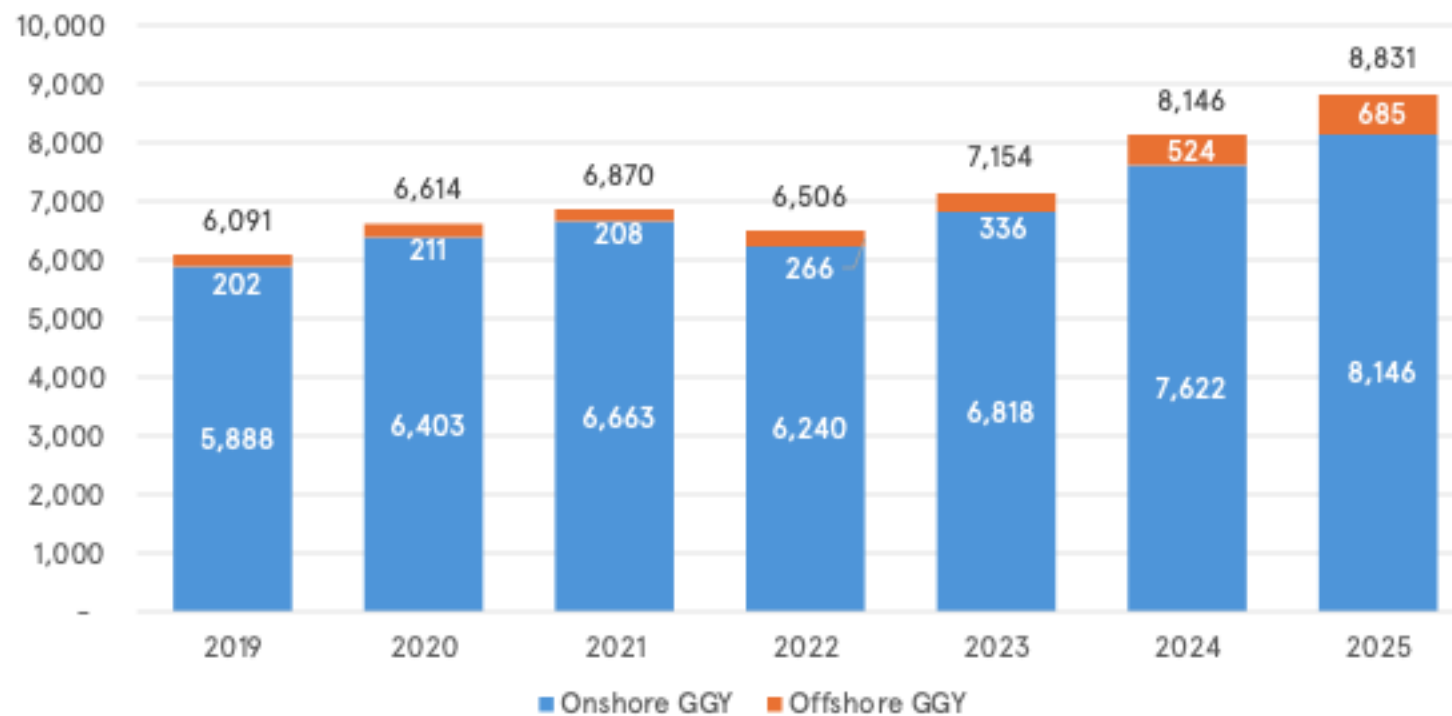


# Total Online Market Size 2019-25 - GGY

United Kingdom total (onshore and offshore) betting and gaming market generated **£8.8bn GGY in 2025** – increasing from £6.1bn in 2019, at a 6-year CAGR of 6.4%.

Onshore remains the dominant part of the market, accounting for **£8.1bn** of GGY in 2025, growing at a 6-year (2019-25) CAGR of 5.6%

UK Online Betting & Gaming GGY by Channel 2019–25 (£m)



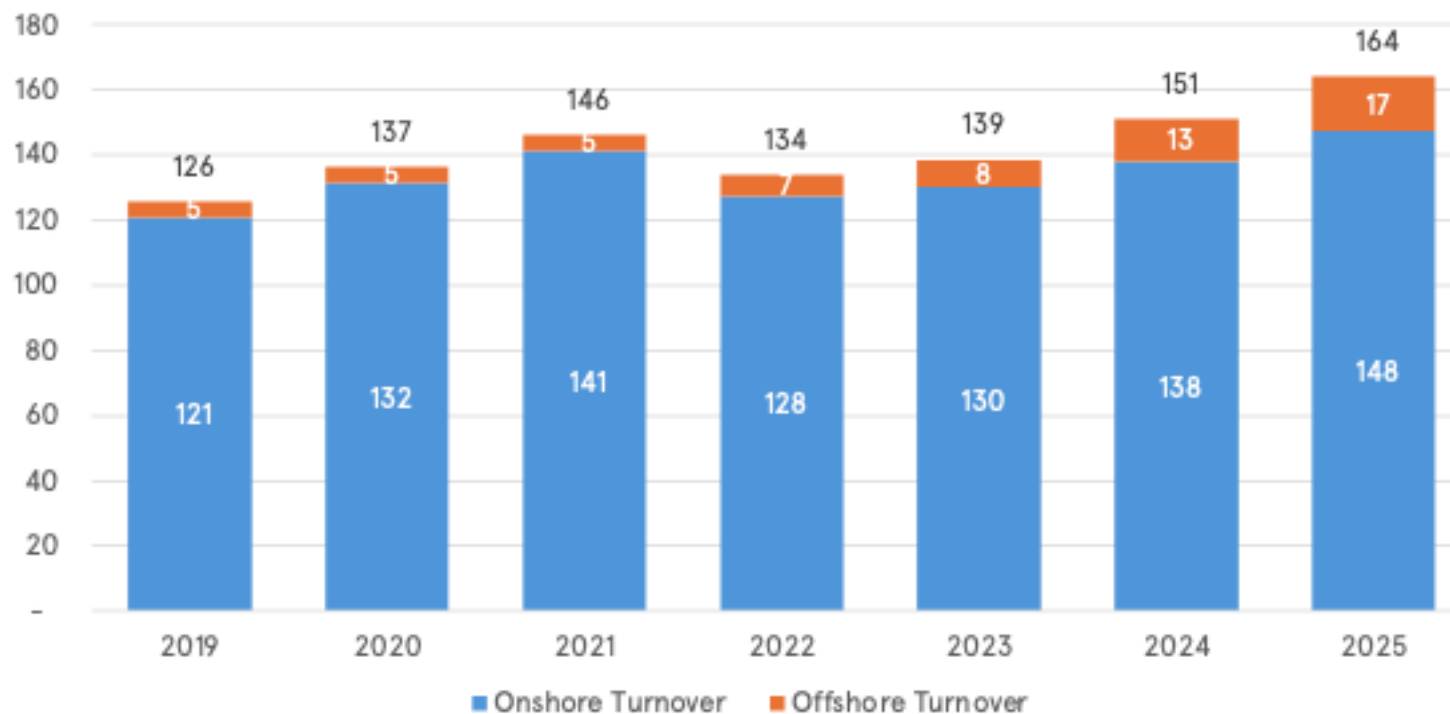
Source: H2 Gambling Capital, April 2026

# Total Online Market Size 2019-25 - Turnover

Over the same period, turnover increased from £126bn in 2019 to **£164bn turnover in 2025** – at a 6-year CAGR of 4.5%

Onshore turnover is estimated to come in at **£148bn** in 2025, growing at a 6-year (2019-25) CAGR of 3.4%

UK Online Betting & Gaming Turnover by Channel 2019–25 (£bn)



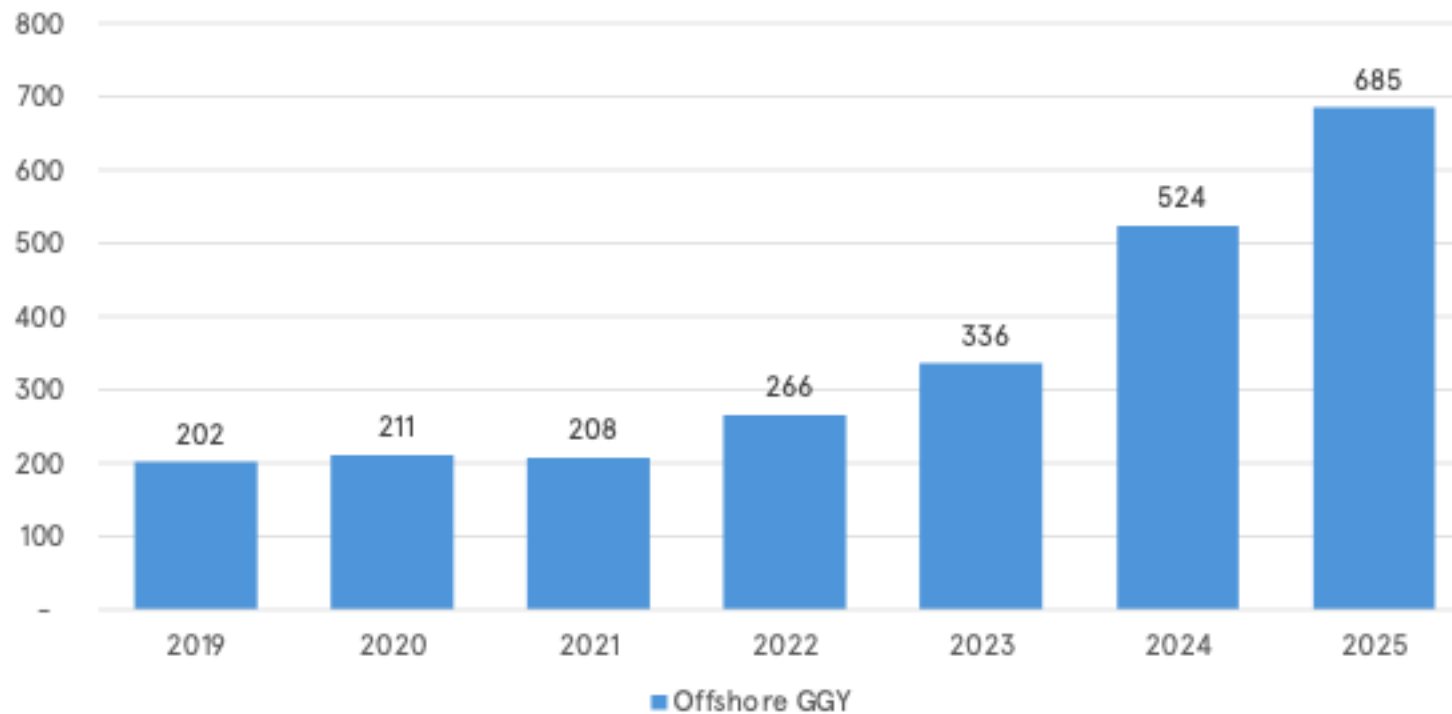
Source: H2 Gambling Capital, April 2026

# Offshore Online GGY 2019-25

The offshore online betting and gaming market generated an estimated **£685m GGY in 2025** – increasing from £202m in 2019, at a 6-year CAGR of 22.5%

However, this growth has accelerated recently, with the offshore market estimated to have **doubled in size between 2023 and 2025**

UK Offshore Online Betting & Gaming GGY 2019–25 (£m)



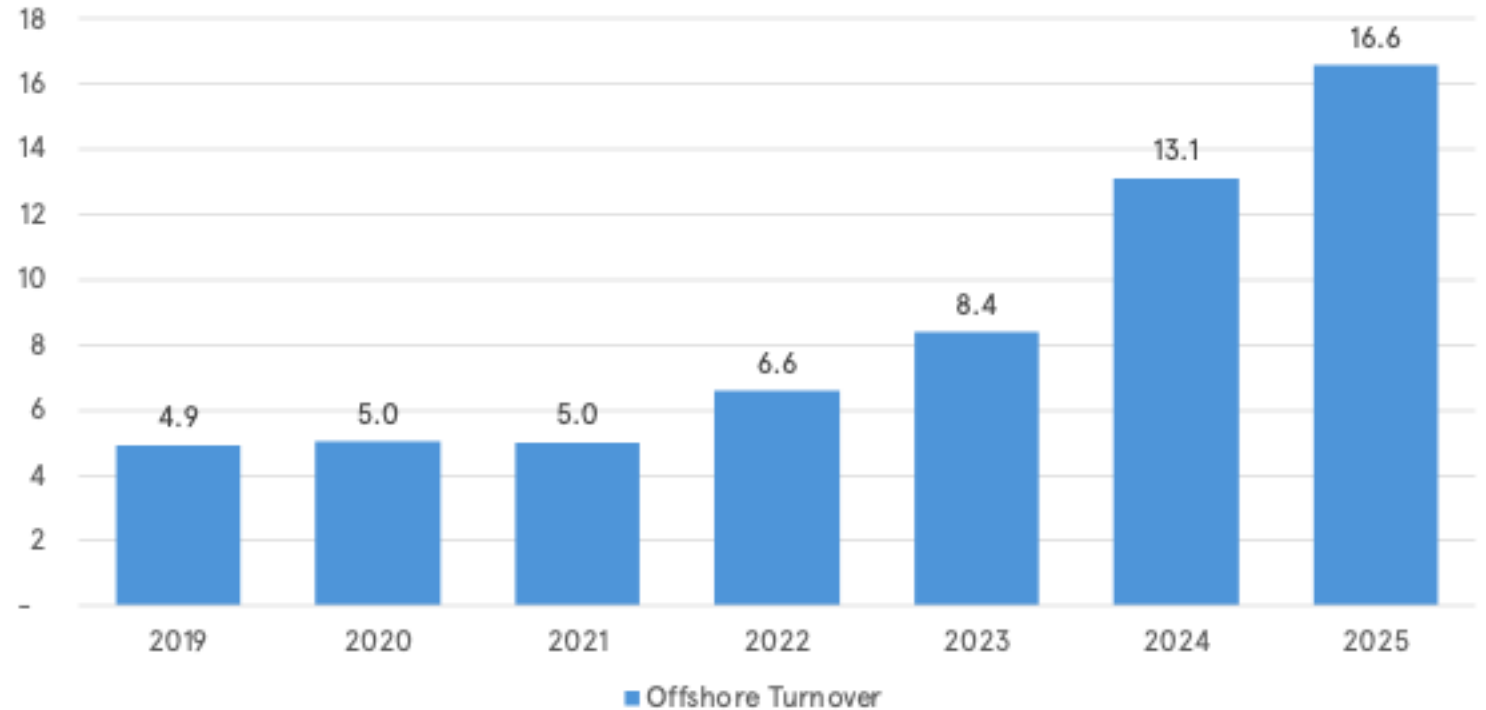
Source: H2 Gambling Capital, April 2026

# Offshore Online Turnover 2019-25

Over the same period, offshore turnover increased from an estimated £4.9bn in 2019 to an estimated **£16.6bn of turnover in 2025**

Just like offshore GGY, this growth has accelerated recently, with offshore turnover estimated to have **doubled in size between 2023 and 2025**

UK Offshore Online Betting & Gaming Turnover 2019–25 (£bn)



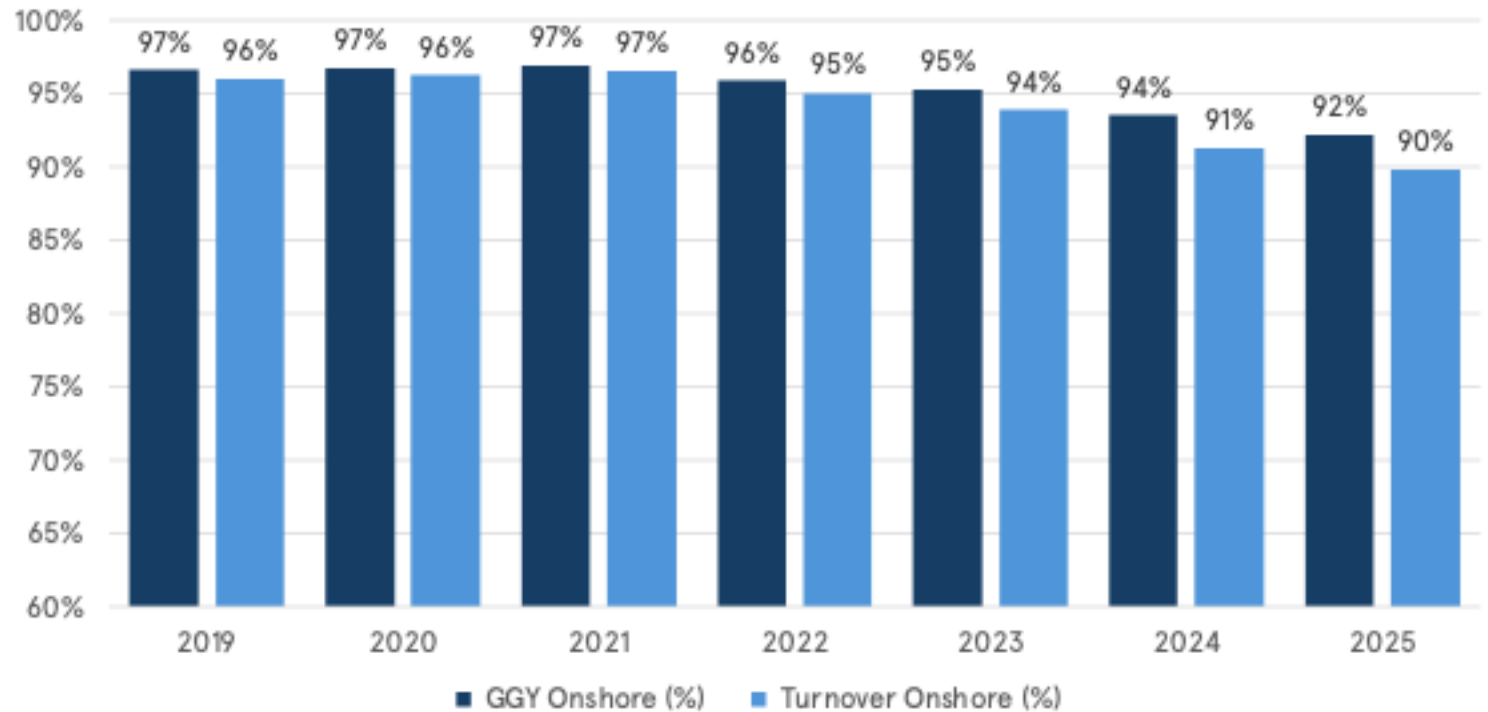
Source: H2 Gambling Capital, April 2026

# Onshore Online Channelisation 2019-25

Online channelisation has fallen from 97% of GGY onshore in 2019 to **92% of GGY onshore in 2025**

In turnover terms, onshore channelisation has fallen from 96% in 2019 to **90% of turnover onshore in 2025**

UK Onshore Online Betting & Gaming Channelisation 2019–25 (%)



Source: H2 Gambling Capital, April 2026



# Appendix: Web Traffic Analysis

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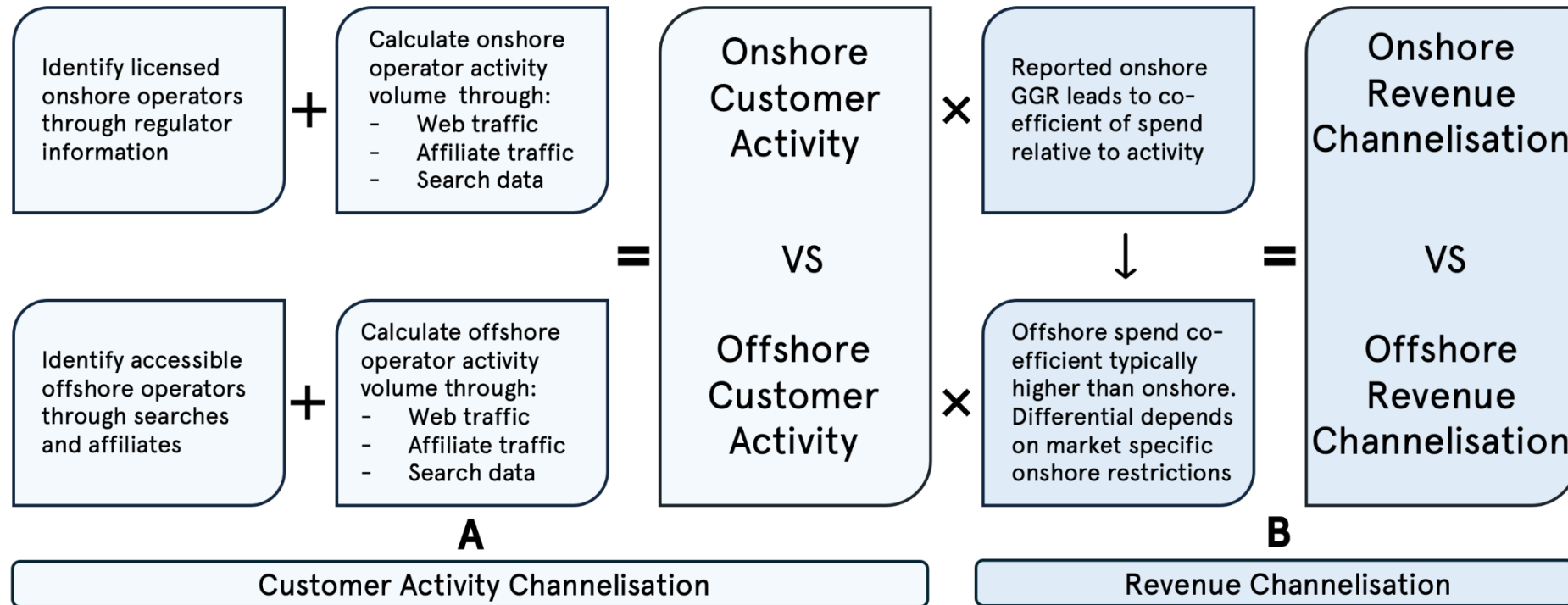


- H2 market data and insight is by far the most respected and granular in the global gambling industry, with detailed analysis and company tracking now in over 175 jurisdictions worldwide across 100+ countries. Our industry forecasting approach has been developed over the past 15 years and is based on knowledge and aggregation of all the main sources of gambling intelligence publicly available today.
- For H2 onshore market activity, our starting point is primary regulator or monopoly data where available. If this is not available, we use information derived from major operators and suppliers active in each market, including any reports in the public domain as well as direct contact between ourselves and those operators / suppliers concerned. We analyse this information and benchmark against similar markets to arrive at all H2 forecast estimates – land-based and online.
- H2 offshore market methodology is by far the most granular and trusted within the sector. Unlike some consultancies that use top-down econometric modelling, H2 offshore market sizing is based on a comprehensive ‘bottom-up’ analysis that uses a range of measures including: web audit of all operators / sites proactively targeting a market; desk search of operators most commonly referenced through affiliate sites, SEO keyword search, followed by running of bespoke site traffic analysis to calculate implied GGR revenues and offshore channeling rates.

# H2 Offshore Methodology

Overall market sizing estimates split into two parts:

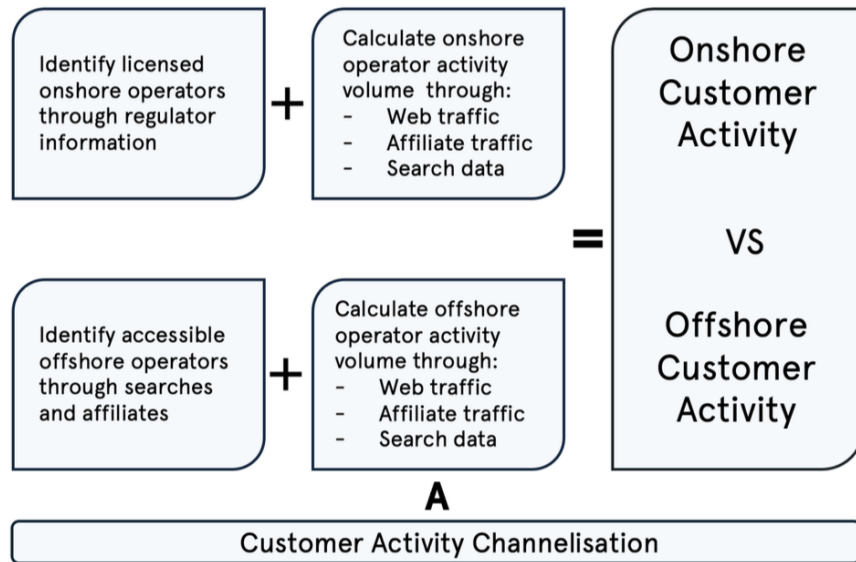
- A. **'Customer Activity Channelisation'** – relative share of customer activity (onshore vs offshore).
- B. **'Gross Win / GGR Channelisation'** - apply a revenue co-efficient to estimate differences in offshore player spend vs onshore (important for likely greater use of offshore by higher value players) – note, for UK we use GGY as reported by the UKGC



Source: H2 Gambling Capital, 2026

# Customer Activity Channelisation

## Customer Activity Channelisation



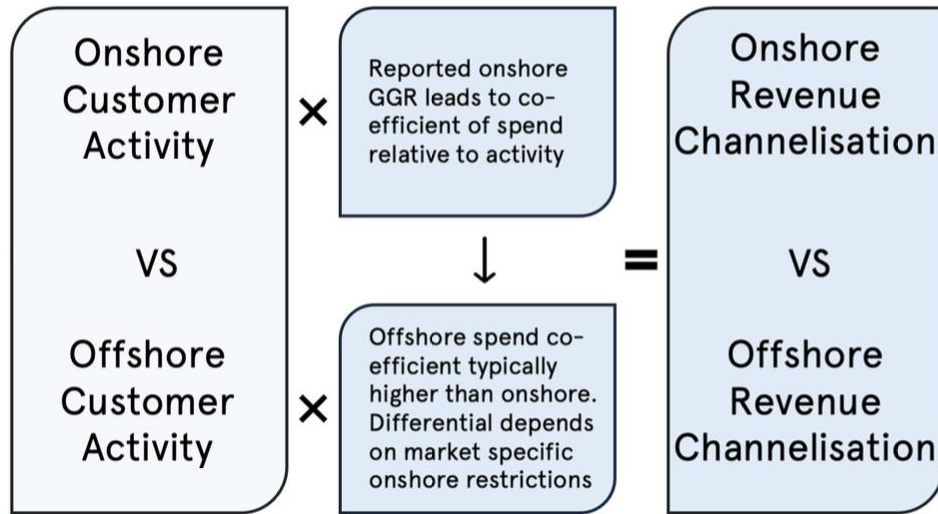
## UK Customer Activity Channelisation Estimates (2025)

Visits (m)	2025
Licensed Sites	1,272
Unlicensed Sites	62
<b>Total Visits Adjusted by Bounce</b>	<b>1,334</b>
Licensed Sites	640
Unlicensed Sites	22
<b>Total Visits Adjusted by Duration</b>	<b>662</b>
% Licensed Share of Visits Adjusted by Bounce	95.3%
% Licensed Share of Visits Adjusted by Duration	96.7%
<b>Average Licensed Share of Customer Activity</b>	<b>96.0%</b>

Source: H2 Gambling Capital, April 2026

- H2 uses web traffic adjusted for bounce (i.e. excluding those who leave a website after the first page), and also adjusting for time spent / duration on the website
- On average, in 2025 96% of web traffic activity was with onshore operators; 4% with offshore operators

## 'Gross Win / GGY Channelisation'



## UK GGY Online Channelisation Estimates (2025)

Onshore Channelisation of Activity vs Spend	2025
Average Licensed Share of Customer Activity	96.0%
Offshore Spend Co-efficient	2.0
Licensed Share of Customer Spend (GGY)	92.3%

Source: H2 Gambling Capital, April 2026

- Generally, we use an offshore spend co-efficient multiple between 1x-3x, and for the UK, we use an offshore spend co-efficient of 2.0x
- This reduces the onshore / licensed share of spend / GGY to 92%, versus 95% customer channelisation.
- We note that there are estimates that spend with offshore operators is similar to that of onshore operators, and there are estimates that spend with offshore operators is significantly higher than spend with onshore operators. Based on H2's knowledge of other markets, where the spend multiple has been calculated using extensive player survey data, H2 believes that a 2.0x multiple is a fair proxy for the UK market.

# 'Adjusted' Customer Activity Channelisation

- For the sake of completeness, we show an adjusted calculation below, taking into account onshore native app usage (not captured by web traffic) and VPN usage of offshore sites, as well as an assumption of the long tail of 'other' offshore sites not captured in H2's web traffic analysis.
- In most markets, these broadly net each other out. This is also the case in the UK, where incorporating this would lead to slightly lower onshore channelisation estimates, but not materially.

## UK Online Onshore Web Traffic – Adjusted for Native Apps

Onshore Web Visits Adjusted by Bounce (m)	2025
Onshore Web Visits	1,272
% Customer Activity from Native Apps	40%
<b>Adjusted Onshore Web Visits</b>	<b>2,120</b>

## UK Online Offshore Web Traffic – Adjusted for 'Others' and VPN Usage

Offshore Web Visits Adjusted by Bounce (m)	2025
Offshore Web Visits	62
Adjustment for 'Others'	20%
Adjustment for VPN Usage	30%
<b>Adjusted Offshore Web Visits</b>	<b>111</b>

Source: H2 Gambling Capital, April 2026

## UK Adjusted vs Unadjusted Web Traffic Channelisation

Web Visits Adjusted by Bounce (m)	2025
Onshore Web Visits	1,272
Offshore Web Visits	62
<b>Total Web Visits</b>	<b>1,334</b>
<b>% Onshore - Unadjusted</b>	<b>95.3%</b>
Onshore Web Visits – Adjusted	2,120
Offshore Web Visits – Adjusted	111
<b>Total Web Visits - Adjusted</b>	<b>2,231</b>
<b>% Onshore – Adjusted</b>	<b>95.0%</b>

Source: H2 Gambling Capital, April 2026

- However, H2 uses the simplified unadjusted version in order to remain conservative, and to avoid having to include more factors / adjustments that are adding further estimates into the analysis.

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