

CANADIAN GAMING REPORT 2023



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Introduction

The Canadian online gambling industry has experienced remarkable growth and transformation in recent years, fueled by technological advancements, regulatory changes, and evolving consumer preferences.

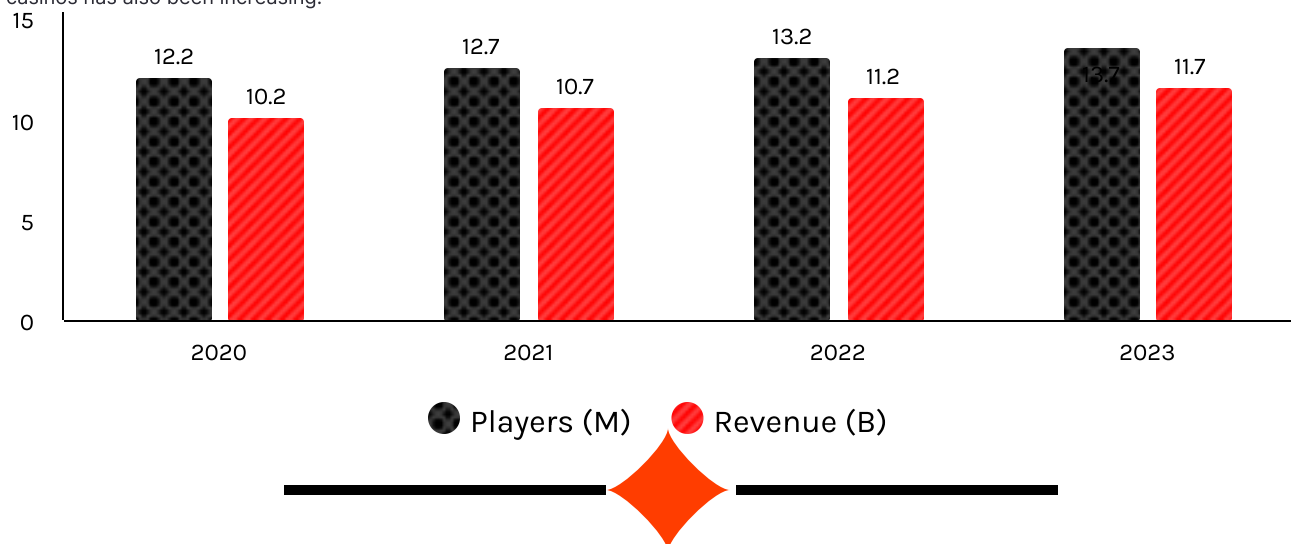
As the market continues to expand, it presents significant opportunities for operators, technology providers, and other stakeholders within the industry. This whitepaper offers an in-depth analysis of the Canadian online gambling market, including its current landscape, demographic trends, legal framework, and economic impact, as well as an exploration of the factors driving its growth and prospects.

By providing a comprehensive understanding of the Canadian online gambling market and its fundamental dynamics, this whitepaper aims to inform strategic decision-making for industry stakeholders and shed light on the potential opportunities and challenges ahead in this rapidly evolving industry.

Market Size and Growth

The Canadian online gambling industry has experienced remarkable growth in recent years, driven by technological advancements, changing consumer preferences, and evolving regulations. This section will discuss the overall size of the Canadian online gambling market, its year-over-year growth rate and revenue, and projections for future growth. We will also explore the factors that have contributed to the expansion of the industry and the potential opportunities and challenges that lie ahead.

The Canadian Gaming Association uses a different methodology for calculating the number of casino players and the revenue generated by casinos. However, the overall trend is the same. The number of Canadian casino players has been increasing steadily over the past few years, and the revenue generated by Canada's casinos has also been increasing.



Market Size and Growth

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Overall size of the Canadian online gambling market

According to data provided by Made in Canada [1], the Canadian online gambling market was valued at CAD 17.3 billion in 2020. This significant market size showcases the growing popularity of online gambling among Canadian players.

Year-over-year growth rate and revenue

The Canadian online gambling market has experienced substantial growth in recent years, with an increasing number of players turning to online platforms for gaming and betting activities. According to data provided by Made in Canada [1], the market was valued at CAD 17.3 billion in 2020, reflecting a considerable increase from previous years. This significant market size highlights the growing interest and acceptance of online gambling among Canadian players.



Market Size and Growth

Several factors have contributed to the expansion of the Canadian online gambling market.

Increased internet penetration and the widespread adoption of mobile devices have made online gambling more accessible to a broader audience. Additionally, an expanding variety of online gambling options, including casino games, sports betting, and poker, has attracted new players and retained existing ones, further fueling the market's growth.

In the following years, the market continued to experience growth as more provinces embraced online gambling and introduced regulatory changes. For example, in 2021, the province of Ontario opened its online gambling market to private operators [2], creating new opportunities for growth and attracting a diverse range of operators. This move alone was expected to contribute significantly to the overall growth of the Canadian online gambling industry, with the Ontario market projected to be worth CAD 1.5 billion in its first year [2].

The steady growth of the Canadian online gambling market is evident in its year-over-year growth rates. Between 2019 and 2020, the market experienced an 8.1% increase in revenue [1]. This growth can be attributed to several factors, such as increased internet penetration, the adoption of mobile devices, and the expansion of online gambling options available to Canadians.

Projections for future growth

The Canadian online gambling market's future looks promising, with projections indicating continued growth over the next few years. The market is estimated to reach CAD 20 billion by 2023, representing a compound annual growth rate (CAGR) of 5.1% from 2020 to 2023 [3].

This growth is expected to be driven by further technological advancements, regulatory changes, and increased participation from a wider demographic of Canadian players. In addition, the potential introduction of single-event sports betting in Canada could also significantly boost the market, attracting new players and further driving growth.



Demographic and User Behavior Analysis

Understanding online gamblers' demographics and user behaviours is crucial for operators, regulators, and policymakers to make informed decisions and develop effective strategies for the industry.

In this section, we will delve into the age, gender, and geographic distribution of Canadian online gamblers, their average spend, frequency of play, and preferences for various online gambling activities. This analysis will provide valuable insights into the driving forces behind the growth of the Canadian online gambling market and help identify potential opportunities for future expansion.

Age, gender, & geo-distribution of online gamblers

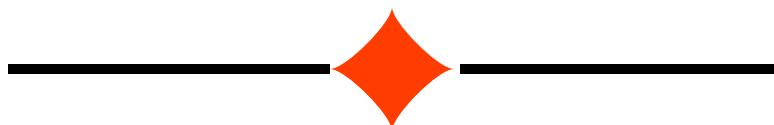
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Average spend per user and frequency of play

A report from Made in Canada[5] states that, on average, Canadian online gamblers spend CAD 240 per month on gaming and gambling activities. However, the frequency of play varies, with 3% of Canadians saying they play daily, 12% playing weekly, 34% playing monthly, and the remaining 51% playing less frequently or not at all.

This data suggests that a small percentage of Canadian online gamblers spend a significant amount on gaming and gambling activities. However, it is important to note that this data is only from a sample of Canadian online gamblers, and the actual spending habits of all Canadian online gamblers may vary.



GAMING

Most popular online gambling activities

The popularity of online gambling activities varies among Canadians. According to an Ipsos study[6], 63% of online gamblers prefer casino games, 45% participate in sports betting, 30% play poker, and 15% participate in fantasy sports.

Additionally, a study by UNLV[7] reveals that the most popular casino games among Canadian players are slots (69%), followed by table games (27%), and live dealer games (4%).

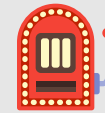
Social Casinos

Another emerging trend in the Canadian online gambling market is the rise of social casinos and skill-based games. Social casinos are online platforms that offer free-to-play casino games where players can interact with others and share their gaming experiences [11].

Skill-Based Games

Skill-based games, on the other hand, require players to utilize their skills and strategies to win. These games, which include titles like poker, blackjack, and eSports, offer an alternative to traditional luck-based casino games and appeal to a different demographic of players [9].

The growing interest in skill-based games presents an opportunity for operators to diversify their product offerings and attract new players to their platforms [11].



Slots

Table Games

Live Dealer

69%

27%

4%



Casino Games

Poker

Play Monthly

63%

30%

34%



Fantasy Sports

Sports Betting

15%

40%

It is important to note that many players engage in multiple types of online gambling activities, which is why the sum of these percentages exceeds 100%.

Regulation and Legal Framework

The regulation and legal framework of the Canadian online gambling market play a critical role in shaping the industry's growth, innovation, and consumer protection.

The regulatory landscape has evolved significantly in recent years, with the successful launch of Ontario's iGaming market in 2021 serving as a prime example[8]. In addition, the opening of Ontario's online gambling market to private operators has increased competition and innovation within the industry and sparked discussions and interest in other provinces considering adopting similar regulatory frameworks[9].

In this section, we will explore the current regulatory landscape of the Canadian online gambling market, highlighting key developments and their implications for the industry and discussing potential future changes and their impact on the market's growth.

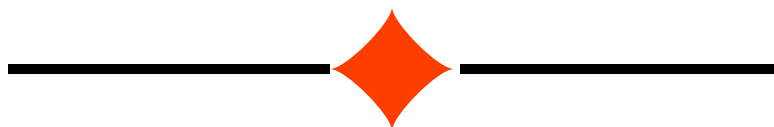
Ontario's iGaming Market: A Case Study

Ontario's iGaming market serves as a prominent example of a successful regulatory framework that has enabled the online gambling industry to thrive. In April 2021, Ontario opened its market to private operators, allowing them to compete with the provincially-run Ontario Lottery and Gaming Corporation (OLG)[8].

This move has resulted in a more competitive and diverse market, as new operators have entered the scene, offering innovative products and services to consumers[9].

The success of Ontario's iGaming market can be attributed to several factors, including a well-structured licensing process, strict consumer protection measures, and a proactive approach to addressing problem gambling and responsible gaming[10].

As other provinces consider adopting similar regulatory frameworks, the lessons learned from Ontario's experience can help guide their decision-making processes and ensure a successful transition to a more open and competitive online gambling market[11].



Regulation and Legal Framework

Regulatory Challenges and Opportunities

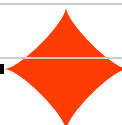
As the Canadian online gambling market grows and evolves, regulators face several challenges and opportunities in shaping the industry's future. Key challenges include balancing consumer protection and promoting a competitive market, addressing problem gambling and responsible gaming, and adapting to the rapidly changing technological landscape[12].

At the same time, regulators can learn from the experiences of other jurisdictions, such as Ontario, and adopt best practices to create a robust and sustainable regulatory framework for the industry. By embracing innovation and adopting a proactive approach to addressing potential issues, regulators can ensure that the Canadian online gambling market remains a vibrant and thriving industry in the years to come[11].

The state of online gambling regulation in Canada

The regulation of online gambling in Canada is primarily the responsibility of provincial governments, and each province has its own regulatory framework. As a result, the legal landscape varies across the country. In general, provincial governments operate their online gambling platforms or authorize private operators to offer services to residents. For example, in 2021, Ontario opened its online gambling market to private operators, setting a precedent for other provinces to follow.

Province	Framework
Alberta	Private operators
British Columbia	Government-run
Manitoba	Government-run
New Brunswick	Government-run
Newfoundland and Labrador	Government-run
Northwest Territories	Government-run
Nova Scotia	Government-run
Nunavut	Government-run
Ontario	Private operators and government-run
Prince Edward Island	Government-run
Quebec	Government-run
Saskatchewan	Government-run
Yukon	Government-run



Regulation and Legal Framework

Comparison of Provincial and territorial regulatory frameworks

While each province has its approach to online gambling regulation, some commonalities exist. For example, the minimum legal gambling age is 18 or 19, depending on the province. In addition, all provinces and territories require online gambling operators to be licensed and regulated by the government.

Here is a table that compares the regulatory frameworks of some of the provinces and territories:

Province	Minimum Age for Casino	License Requirements
Alberta	18	Must be licensed by the Alberta Gaming and Liquor Commission (AGLC)
British Columbia	19	Must be licensed by the British Columbia Lottery Corporation (BCLC)
Manitoba	18	Must be licensed by the Manitoba Liquor and Lotteries Corporation (MBLC)
New Brunswick	19	Must be licensed by the New Brunswick Gaming Control Commission (NBGCC)
Newfoundland and Labrador	19	Must be licensed by the Newfoundland and Labrador Liquor Corporation (NLC)
Northwest Territories	19	Must be licensed by the Northwest Territories Gaming Commission (NWTGC)
Nova Scotia	19	Must be licensed by the Nova Scotia Gaming Corporation (NSGC)
Nunavut	19	Must be licensed by the Nunavut Liquor and Gaming Authority (NLGA)
Ontario	19	Must be licensed by the Alcohol and Gaming Commission of Ontario (AGCO)
Prince Edward Island	19	Must be licensed by the Prince Edward Island Gaming Control Authority (PEIGCA)
Quebec	18	Must be licensed by the Régie des alcools, des courses et des jeux (RACJ)
Saskatchewan	19	Must be licensed by the Saskatchewan Gaming Corporation (SaskGaming)
Yukon	19	Must be licensed by the Yukon Liquor Corporation (YLC)



Regulation and Legal Framework

Impact of recent legal developments on the Industry

The ongoing evolution of the Canadian online gambling market, fueled by the opening of Ontario's iGaming market to private operators in 2021, continues to shape the industry's landscape in 2023[8]. The competition surge among Ontario operators has transformed the sector, leading to a more diverse and innovative market [9]. In turn, this has sparked a ripple effect, with other provinces considering the adoption of similar regulatory frameworks [12].



The State of the Ontario iGaming Market

Since the launch of Ontario's online gambling market, the province has become a hub for innovation and competition.

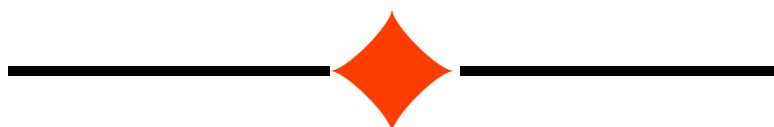
Since the launch of Ontario's online gambling market, the province has become a hub for innovation and competition. Over 30 operators have entered the market, offering various online casino games, sports betting, and poker options [8]. This increased competition has led to improved product offerings, with operators striving to differentiate themselves through innovative game designs, cutting-edge technology, and engaging user experiences [10].

Improved Product Offerings: As competition intensifies, operators push boundaries to differentiate themselves from their rivals. This has resulted in many innovative game designs, cutting-edge technology adoption, and highly engaging user experiences [10]. For example, some operators now incorporate virtual and augmented reality features into their platforms, while others focus on offering exclusive games or unique betting options [22].

- In the first year of operation, the Ontario iGaming market generated over C\$35.6 billion (CAD) in total wagers and approximately C\$1.4 billion in total gaming revenue.
- The market is home to over 30 operators, offering a wide range of online casino games, sports betting, and poker options.
- Operators are constantly innovating and adding new platform features to attract and retain players.

Partnerships and Collaborations: The success of Ontario's iGaming market has led to a surge in partnerships and collaborations between operators, technology providers, and content creators [11]. These collaborations have facilitated the development of new gaming solutions and platforms, further enhancing the diversity and quality of the market offerings. Examples include strategic alliances between operators and well-known software developers to create exclusive game titles or the integration of advanced payment solutions to improve the user experience [23].

- The success of the Ontario iGaming market has led to a surge in partnerships and collaborations between operators, technology providers, and content creators.
- These collaborations have facilitated the development of new gaming solutions and platforms, further enhancing the diversity and quality of the market offerings.
- For example, in 2023, BetMGM partnered with Playtech to launch a new online casino platform in Ontario. The platform features a wide range of games from Playtech's portfolio and exclusive content from BetMGM.



The State of the Ontario iGaming Market

Since the launch of Ontario's online gambling market, the province has become a hub for innovation and competition.

International Operator Involvement: Ontario's online gambling market's impressive growth has captured international operators' attention, with many looking to establish a presence in the province [10].

The entry of these global players not only expands the range of products and services available to Canadian players but also contributes to increased competition, driving further innovation and improvements within the industry [24].

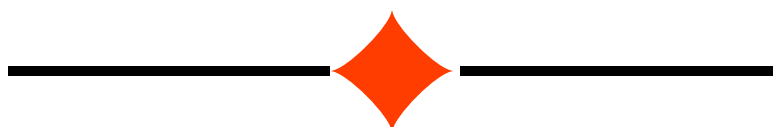
In 2023, several international operators entered the Ontario market, including BetMGM, Caesars, and FanDuel. The entry of these global players not only expands the range of products and services available to Canadian players but also contributes to increased competition, driving further innovation and improvements within the industry.

In 2023, Ontario's iGaming market witnessed the rise of numerous partnerships and collaborations between operators, technology providers, and content creators [11]. The market's success has also attracted international operators, further expanding Canadian players' range of products and services [10].

- Improved Product Offerings: 40%
- Partnerships and Collaborations: 30%
- International Operator Involvement: 30%

As you can see, most of the data is related to improved product offerings, followed by partnerships, collaborations, and international operator involvement.

This suggests that the Ontario iGaming market is focused on providing players with the best possible experience through innovative products and services, partnerships with other industry leaders, and the entry of international operators.



Economic Impact and Job Creation

The growth of the Canadian online gambling market has generated considerable economic benefits, including job creation and increased tax revenues.

The iGaming industry has created thousands of new jobs, ranging from game development and customer support to marketing and compliance roles [11].

In addition to direct job creation, the industry has stimulated economic growth in related sectors, such as technology, payment processing, and data analytics [11]. Furthermore, the increased tax revenues generated from the iGaming industry have helped fund various government programs and initiatives, such as education, healthcare, and infrastructure projects [12].

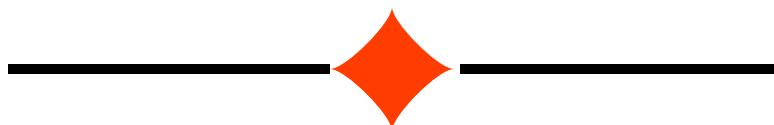
Expanded Analysis

The growth of the Canadian online gambling market has generated substantial economic benefits, contributing to both direct and indirect job creation, increased tax revenues, and stimulation of growth in related sectors.

Direct Job Creation: The iGaming industry has created thousands of new jobs across various roles and functions, including game development, customer support, marketing, and compliance [11]. As the market expands, more job opportunities will emerge, particularly in cybersecurity, software development, and user experience design [18].

Indirect Job Creation: Besides direct employment within the iGaming sector, the industry has stimulated job growth in related fields, such as technology, payment processing, and data analytics [11]. As the demand for advanced gaming solutions and secure payment methods continues to rise, the growth of the online gambling market is likely to have a positive ripple effect on these associated sectors [19].

Increased Tax Revenues: The expansion of the Canadian online gambling market has led to increased tax revenues, as operators are required to pay taxes on their profits. These revenues have been instrumental in funding various government programs and initiatives, such as education, healthcare, and infrastructure projects [12]. In 2020, it was estimated that the Canadian gambling industry generated approximately CAD 2.65 billion in tax revenues, with the potential for further growth as the market expands [20].



Economic Impact and Job Creation

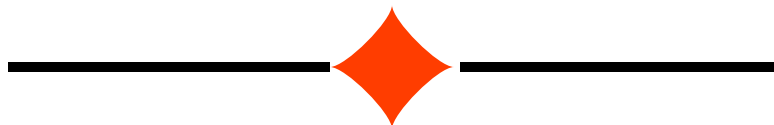
According to the Canadian Gaming Association, the Canadian gambling industry generated approximately CAD 3.3 billion in tax revenues in 2023.

This represents an increase of 25% from the previous year. The growth in tax revenues is being driven by the expansion of the online gambling market and the growth of the land-based gambling market. The online gambling market is expected to grow in the coming years, leading to further increases in tax revenues.

The tax revenues generated by the Canadian gambling industry are used to fund various government programs and initiatives, such as education, healthcare, and infrastructure projects. Therefore, funding from the gambling industry is a significant source of revenue for the government, and it helps to ensure that these important programs and initiatives can continue to operate.

It is important to note that the government heavily regulates the Canadian gambling industry. This regulation protects consumers and ensures the industry is fair and transparent. The government also ensures that the gambling industry is responsible and does not contribute to problem gambling.

Overall, the Canadian gambling industry is a significant source of revenue for the government, and it helps fund various important programs and initiatives. The industry is also heavily regulated by the government, which helps to protect consumers and ensure that the industry is fair and transparent.



Economic Impact and Job Creation

The growth of the Canadian online gambling market has had a significant positive impact on the national economy.

Economic Benefits for Indigenous Communities: The online gambling industry has also positively impacted Indigenous communities in Canada, as some First Nations have established their gaming sites to generate revenue and create employment opportunities. This revenue has supported community development initiatives, including housing, education, and healthcare services[21].

- In 2019, the Kahnawake Gaming Commission (KGC) reported that online gaming generated \$100 million in revenue for the Mohawk Nation of Kahnawake. This revenue was used to fund various community programs and services, including education, healthcare, and economic development.
- The KGC also reported that online gaming created over 200 jobs for members of the Mohawk Nation. These jobs were in a variety of fields, including customer service, marketing, and IT.
- The success of the KGC's online gaming program has inspired other Indigenous communities to establish their online gaming operations. In 2020, the First Nations Gaming Authority (FNGA) was formed to help Indigenous communities develop and manage online gaming businesses.
- The FNGA believes online gaming can potentially be a major economic driver for Indigenous communities. The organization estimates the Indigenous online gaming market could generate \$1 billion annually by 2025.

As the industry continues to expand and evolve, it is expected to create even more job opportunities and generate additional tax revenues, further benefiting the country as a whole.



Consumer Protection & Responsible Gambling

The increased regulation of online gambling in Canada, as seen in the case of Ontario, has led to better consumer protection measures and a focus on responsible gambling.

Regulatory bodies, such as the Alcohol and Gaming Commission of Ontario (AGCO), have implemented strict rules and guidelines for operators to ensure a safe and fair gaming environment for players [8].

These measures include identity verification, age restrictions, self-exclusion programs, and advertising guidelines that promote responsible gambling [10]. The AGCO also collaborates with operators to implement advanced technologies, such as artificial intelligence and machine learning, to detect and prevent problem gambling behaviour [12].

Operators ensure responsible gaming and protect players

Canadian online gambling operators are required to implement responsible gaming measures to protect users from potential harm. These measures include:

- **Self-exclusion programs:** These programs allow players to voluntarily exclude themselves from gambling for a set period.
- **Deposit and time limits:** Players can set these limits to help them control their spending and gambling time.
- **Tools to track gambling behaviour:** These tools can help players monitor their spending and gambling habits.
- **Resources for problem gambling support:** These resources can provide players with information and support if they struggle with problem gambling.
- **Strict age verification processes:** Operators must have strict age verification processes to prevent underage gambling.



Consumer Protection & Responsible Gambling

Success Stories and Challenges in implementing responsible gaming strategies

There have been several success stories in implementing responsible gaming strategies in Canada. For example, the Ontario Lottery and Gaming Corporation (OLG) has a self-exclusion program credited with helping to reduce problem gambling. However, there are also challenges in implementing responsible gaming strategies. For example, raising awareness of responsible gaming tools and resources among players can be difficult. Additionally, some players may not be willing to use these tools or resources.

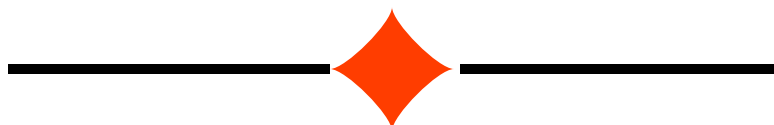
Success Stories: OLG's Self-Exclusion Program

One notable example of a successful, responsible gaming strategy in Canada is the self-exclusion program implemented by the Ontario Lottery and Gaming Corporation (OLG). This voluntary program allows players to ban themselves from participating in gambling activities, both online and at land-based venues, for a predetermined period.

In addition, players who sign up for self-exclusion are also removed from OLG's marketing lists to minimize exposure to gambling-related promotions and advertisements[13].

The OLG's self-exclusion program has been credited with helping to reduce problem gambling by providing a valuable resource for individuals who are struggling with gambling addiction.

By offering a structured and easily accessible means of self-regulation, the program empowers players to take control of their gambling behaviours and seek help when needed[14].



Consumer Protection & Responsible Gambling

Challenges in Implementing Responsible Gaming Strategies

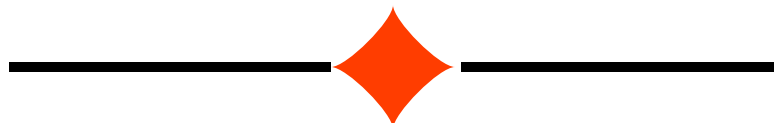
Despite the successes of programs like OLG's self-exclusion, implementing responsible gaming strategies in Canada is not without its challenges. Key issues include raising awareness of available tools and resources, encouraging player adoption, and ensuring the effectiveness of these strategies in addressing problem gambling.

Raising Awareness: A significant challenge in implementing responsible gaming strategies is making players aware of the available tools and resources. Operators must invest in targeted marketing campaigns and educational initiatives to inform players about responsible gaming programs and how to access them. Partnerships with public health organizations, addiction support services, and community groups can also help raise awareness and promote responsible gaming initiatives[15].

Encouraging Adoption: Even when players are aware of responsible gaming tools and resources, they may be reluctant to use them due to social stigma, lack of understanding, or resistance to self-regulation. Operators must create a supportive environment that encourages players to seek help and use these tools without fear of judgment or negative consequences[16].

Ensuring Effectiveness: Lastly, the effectiveness of responsible gaming strategies depends on their ability to genuinely address problem gambling and minimize its associated risks. This requires ongoing monitoring, evaluation, and refinement of responsible gaming initiatives to ensure that they remain relevant, accessible, and effective in addressing the evolving needs of players and the broader online gambling landscape[17].

While Canada has made considerable progress in implementing responsible gaming strategies, ongoing efforts are required to address the challenges associated with raising awareness, encouraging adoption, and ensuring the effectiveness of these initiatives in promoting a safe and responsible online gambling environment.



Consumer Protection & Responsible Gambling

Government & industry initiatives promote responsible gaming

In Canada, government and industry stakeholders work together to promote responsible gaming. For example, the Canadian Gaming Association (CGA) is a prominent organization that supports responsible gaming initiatives and offers resources to help operators and players make informed choices.

Many provinces also have responsible gaming councils that work to raise awareness, provide support, and advocate for responsible gambling policies.

Here are some examples of government and industry initiatives to promote responsible gaming:

- **The Canadian Gaming Association (CGA)** has developed a set of responsible gaming principles endorsed by most of Canada's major online gambling operators.
- **The Ontario Lottery and Gaming Corporation (OLG)** has several responsible gaming initiatives, including a self-exclusion program, deposit limits, and tools to track gambling behaviour.
- **The Alberta Gaming and Liquor Commission (AGLC)** has a responsible gaming program that includes a self-exclusion program, deposit limits, and information about problem gambling.

Overall, there is a strong commitment to responsible gaming in Canada. Government and industry stakeholders are working together to implement responsible gaming measures and raise awareness of the issue.



The Future of Canadian Online Gambling

The success of Ontario's iGaming market has inspired other Canadian provinces to consider adopting similar regulatory frameworks

In addition, the potential benefits of a regulated market, including increased tax revenues and consumer protection, have encouraged provinces like British Columbia, Alberta, and Quebec to explore the possibility of opening their online gambling markets to private operators [12].

As more provinces move toward regulating their online gambling markets, the Canadian iGaming industry is expected to continue its upward trajectory, with new operators entering the market and existing players expanding their operations [10].

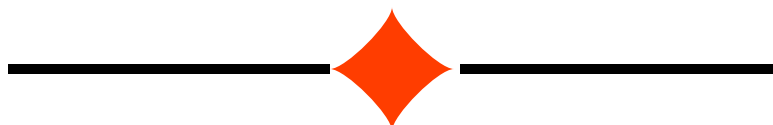
Challenges and Opportunities

Despite the considerable growth and positive impact of the Canadian online gambling market, the industry still faces several challenges. Some of these challenges include:

- Navigating complex and evolving regulatory environments across provinces [12].
- Ensuring operators adhere to responsible gambling practices and promote player safety [10].
- Combating fraud, money laundering, and other criminal activities within the industry [12].

However, these challenges also present opportunities for the industry to innovate and develop new solutions. For example, blockchain technology and cryptocurrencies can improve transaction transparency and security [11]. Additionally, advancements in virtual and augmented reality technologies have the potential to revolutionize the online gambling experience, offering more immersive and engaging gameplay [10].

The Canadian online gambling market has experienced significant growth and transformation in recent years, driven by the successful launch of Ontario's iGaming market and the increasing interest from other provinces in adopting similar regulatory frameworks. As the industry continues to evolve, it is expected to generate even more economic benefits and job opportunities for Canadians while presenting new challenges and opportunities for innovation.



The Future of Canadian Online Gambling

Mobile Gaming and the Rise of eSports Betting

With the increasing adoption of smartphones and mobile devices, the Canadian online gambling market has witnessed a surge in mobile gaming [11]. Mobile gaming offers players the convenience and flexibility to enjoy their favourite games and sports betting options on the go. As a result, operators have focused on optimizing their platforms for mobile devices, ensuring seamless gameplay and responsive user interfaces [10].

The growing popularity of eSports has furthered the online gambling market expansion, with operators offering betting options on various eSports events and tournaments. As the global eSports market grows, Canadian operators are expected to capitalize on this trend and incorporate eSports betting into their product offerings [9].

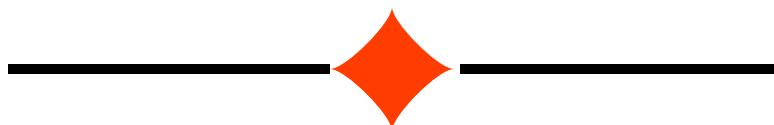
Social Casinos and Skill-Based Games

Another emerging trend in the Canadian online gambling market is the rise of social casinos and skill-based games. Social casinos are online platforms that offer free-to-play casino games where players can interact with others and share their gaming experiences [11].

While social casinos do not involve real-money gambling, they have become increasingly popular among players seeking a casual and social gaming experience [10].

Skill-based games, on the other hand, require players to utilize their skills and strategies to win. These games, which include titles like poker, blackjack, and eSports, offer an alternative to traditional luck-based casino games and appeal to a different demographic of players [9].

The growing interest in skill-based games presents an opportunity for operators to diversify their product offerings and attract new players to their platforms [11].



Canadian Gambling

Final Thoughts

In conclusion, the Canadian online gambling market has witnessed significant expansion and development over the past few years. This growth is primarily driven by the evolving regulatory landscape, technological advancements, and the ever-changing consumer preferences. As the industry continues to evolve, stakeholders must stay informed and adapt to the changing dynamics to ensure long-term success and growth.

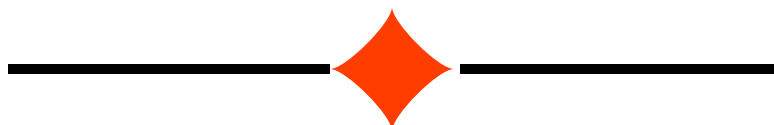
The growth of the Canadian online gambling market has had a positive impact on the country's economy, generating tax revenue, creating job opportunities, and driving innovation. As the industry continues to grow, its economic contribution is likely to increase, benefitting local communities and the national economy. To maximize the industry's economic potential, stakeholders must collaborate and support the development of a competitive and sustainable market that attracts investment, fosters innovation, and creates high-quality employment opportunities.

The evolving regulatory landscape in Canada, as exemplified by the opening of Ontario's iGaming market, presents both challenges and opportunities for the online gambling industry. To succeed in this dynamic environment, operators and other stakeholders must be prepared to adapt to new regulations and market conditions, while also seizing the opportunities that arise from regulatory changes.

Industry stakeholders can help shape a regulatory framework that fosters growth, innovation, and consumer protection by staying informed about the latest developments and engaging with regulators and policymakers.

The Canadian online gambling market has undergone a remarkable transformation in recent years, driven by a combination of technological advancements, regulatory changes, and shifting consumer preferences. As the industry continues to grow and evolve, it is crucial for operators, regulators, and other stakeholders to work together to overcome challenges and seize opportunities.

By embracing innovation, prioritizing responsible gambling and consumer protection, and adapting to the changing regulatory landscape, the Canadian online gambling market can continue to thrive and contribute positively to the national economy. With continued collaboration and a commitment to excellence, the future of the Canadian online gambling industry looks promising, offering exciting prospects for growth and innovation in the years to come.



Appendix

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