

Historical Market

The Department of Internal Affairs · Te Tari Taiwhenua
November 2025

Electronic card transaction data can measure **recent trends** in the **online gambling market**. This serves as a benchmark for monitoring the impact of future **legislative changes**

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Online gambling market overview

Oct 2023 to Sep 2025

Background

About ANZ data

Dot Loves Data receives all ANZ daily cardholder transactions. This provides a comprehensive picture of online and in-person consumer spend and retail trends in New Zealand.

This allows measurement of the online gambling market and consumer behaviour.

Coverage

ANZ capture roughly 35% of all consumer card users. The largest market share of all the NZ banks.

ANZ transactions data available to DOT includes:

- Date and time of transaction
- Customer age and home location
- Retailer industry category
- Merchant name (*inferred* brand) and store location

Upweighting

DOT use a model to upweight ANZ card transactions to represent the total market spend.

The upweighting model was validated by comparison with Stats NZ EFTPOS spend data.

Data context

The historic market data covers the two year period October 2023 to September 2025.

This pack provides an overview of online gambling spending trends by market segment, geography and demographics supports a data extract (that has a fine breakdown of the data).

Geographic resolution

Insights are presented at a Regional Council level for interpretative clarity, but the data extracts will provide a breakdown to Territorial Authority.

Transactions measure spend

The data capture transactions by consumers to gambling companies and platforms. This spend is different to loss/winnings or turnover. A small amount of gambling related refunds are present in the data, but we suspect most winnings are stored as credits in digital wallets and are not captured.

Caveats & Limitations

Merchants covering >95% of the market value have been attributed to a segment. Many very small merchants have not been attributed.

Crypto and digital gambling wallets are in the data, but some spend in these categories will be missing.

Online Gambling Market Summary

Key takeaways

The historic market analysis indicates that:

The gambling market is growing

Increases in total market spend, total transaction and customer numbers since 2023/2024 indicate a vibrant and dynamic market, despite economic conditions.

Casinos (and hybrid-casinos) dominate

Casino brands and operators are the second largest market segment and have the largest increase in spend. The largest market segment, Hybrid, is dominated by merchants that primarily offer casino games.

Vulnerable populations are increasing their gambling spend

Though not the largest spending group, retired age-groups and young adults have seen the largest relative increases in spend. Rural areas (eg East Coast) have also seen strong growth.

Sizing the online gambling market

Based on data for the year ended September 2025.

There are ~460 merchants in the market dataset at September 2025.

\$1.36B

Estimated size of the market

Online transactions by NZ-based cardholders where the transaction was processed overseas under a gambling associated industry code or identified merchant name.

82.5%

Market Concentration

The top 15 merchants represent over 80% of the market spend, indicating a highly concentrated market. The top 4 countries (Cyprus, Gibraltar, Great Britain, Malta) capture 96.3% of market spend.

360k

Unique customers

As at September 2025.

\$100M+

Spend per month

Since March 2024 the total monthly online gambling spend has been over \$100M.

The market is expanding

There have been YOY increases across the market, despite natural volatility and a decline in recent months.

It appears the market is expanding both in breadth (more customers) and depth (more transactions per customer, and higher spend per transaction). These behaviours will be further investigated in the behavioural analysis.

+\$129.6M

Market spend

Market spend is up 10.5% in the year to September 2025.

The stronger growth in spend suggests increases in how much customers are gambling.

+2.2M

Number of transactions

Total transactions are up 8.8%, slightly lower than the increase in spend, indicating the average spend per transaction is also increasing.

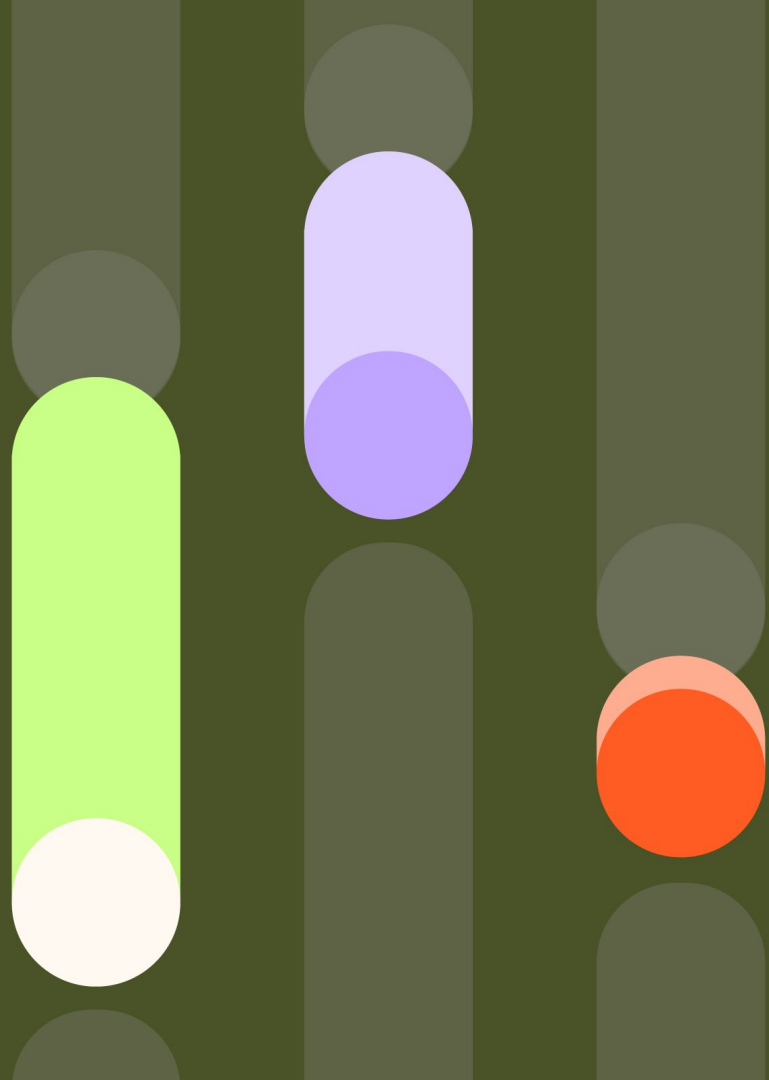
+9.4k

Unique customers

The number of customers is up 2.7% in the year to September 2025. This indicates higher spend per person and that most of the increase in spend comes from existing customers.

1.

Market by Sector



Market Sectors

The online gambling market is segmented into six activity based groups.

Four main segments are discussed in this pack. Other and Indeterminate segments are identified in the data extract.

Merchants – What we see in the transaction data.

Brands – consumer facing gambling websites or apps.

Operators – run at least one brand.

Casino

A brand or operator level merchant offering only casino options.

Hybrid

A brand level merchant offering multiple gaming options, **OR**
An operator level merchant with multiple brands, **OR**
A technology providing merchant

Sports Betting

A brand or operator level merchant offering only sports betting options.

Lottery

A brand or operator level merchant offering only lottery options.

Key Findings

By sector for the year ending 30th September 2025

Casinos have the fastest growth, but remain a fraction of size of the hybrid segment.

The larger market sub-segments follow the overall growth trends and indications of increases in spend per player (to be investigated in the behavioural analysis).

Casino

Spend increased by **38%** compared to the year prior.

This is alongside smaller increases in transactions and unique customers, 21% and 5% respectively.

Hybrid

Spend increased by **22%** compared to the year prior.

This is inline with a 23% increase in transactions, but there was only an 11% increase in unique customers.

Sports Betting

Spend **declined** by **37%** compared to the year prior.

This is inline with a 36% decline in transactions, but there was only an 14% decline in unique customers.

Hybrid companies dominate the online gambling sectors

The online gambling market has steadily grown across the previous two years.

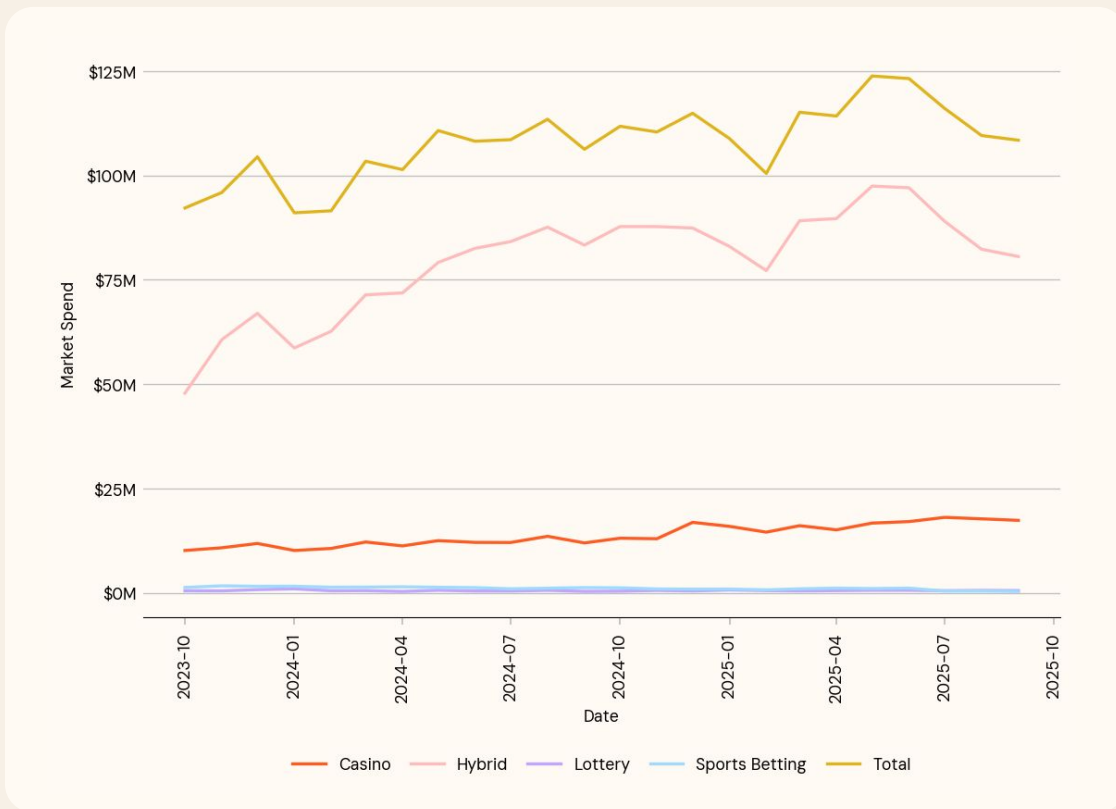
Merchants classified as hybrids dominating the market.

- 77% of the total market in the year to September 2025.

Casinos have grown at the highest rate

- 14% of the total market in the year to September 2025.
- Up from 11% of the market in 2024 year to September.

Lottery and Sports Betting has remained flat or declined.



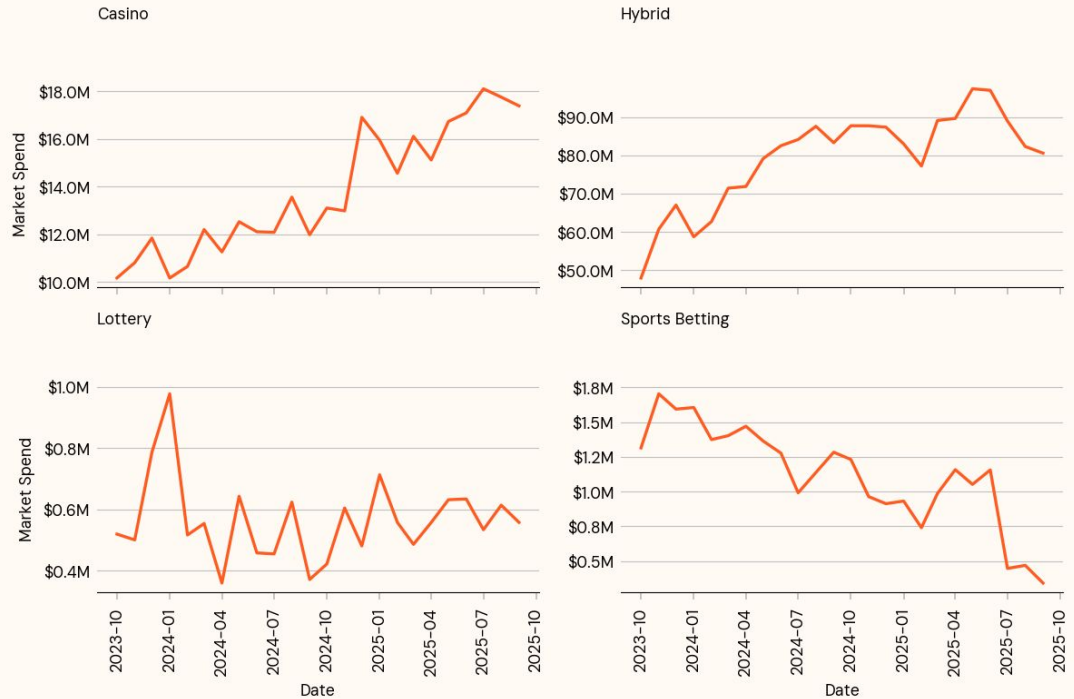
Hybrid companies dominate the online gambling sectors

The hybrid and casino sectors have both grown steadily.

Sports betting has been on the decline since 2023, but with a steep drop off after the June 2025 legislative change.

Lottery is a very small, but steady component of the market.

For the following regional and demographic we focus mostly on the casino and hybrid segments.

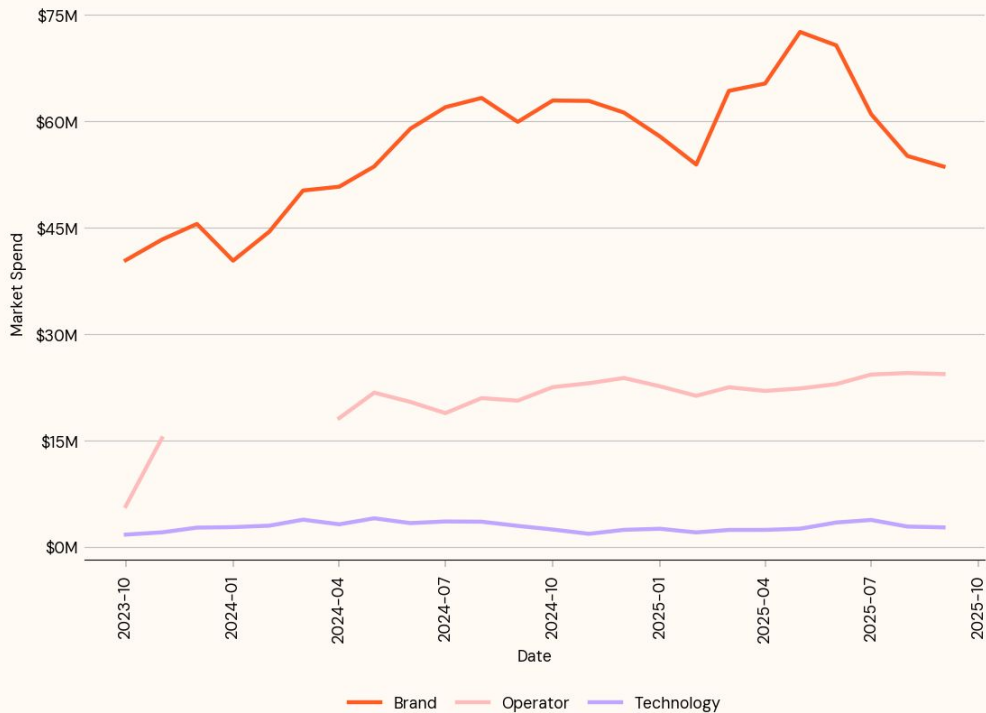


The hybrid sector is dominated by consumer brands

Brands offering both casino games and Sports Betting make up the majority of the hybrid sector

- This represents the majority of actual 'Casino' spend as large hybrid brands are predominantly or heavily skewed to Casino games.

The large decline in hybrid brand spend in 2025 is in part accounted for by the departure of large Sports Betting focussed merchants or the offering of Sports Betting games to New Zealanders on hybrid brand websites.



A stable and cohesive market is indicated by aligned trends across spend, transactions and customers

Trends in spend and transactions follow each other closely across sectors

This indicates stable price dynamics and that changes in consumer demand or promotional activity are driving both transactions and spend increases together.

A similar pattern of aligned increases and decreases are present for customers and spend.



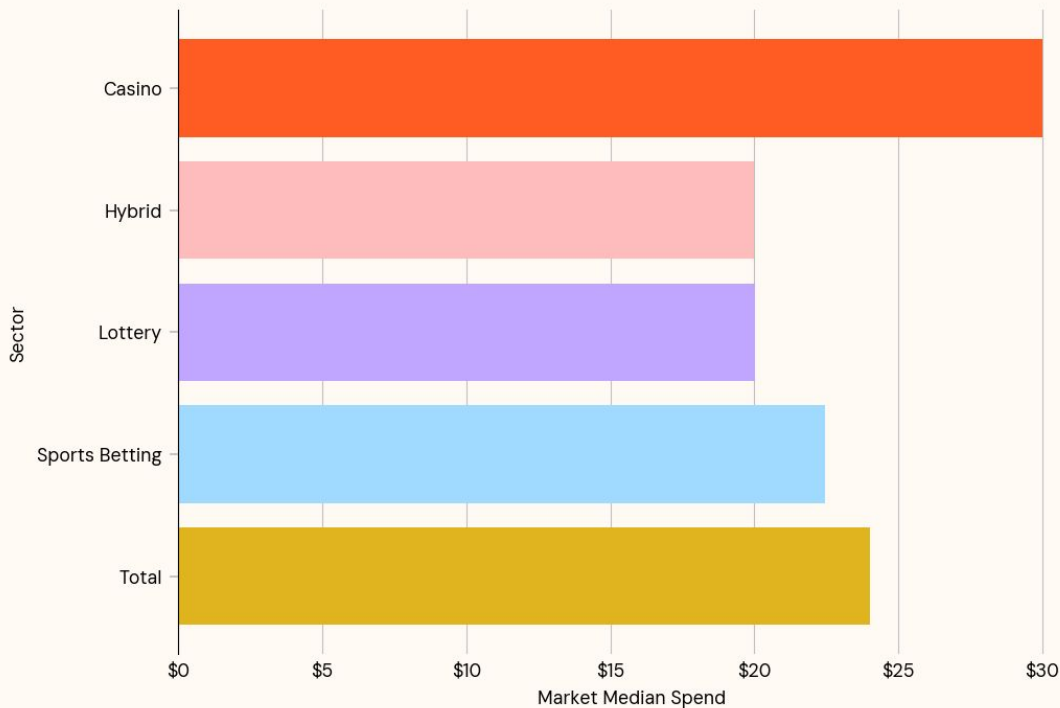
Casinos have the highest spend per transaction

Median spend per transaction ranges from \$20–\$30 per sector.

The casino sector has the largest median spend per transaction.

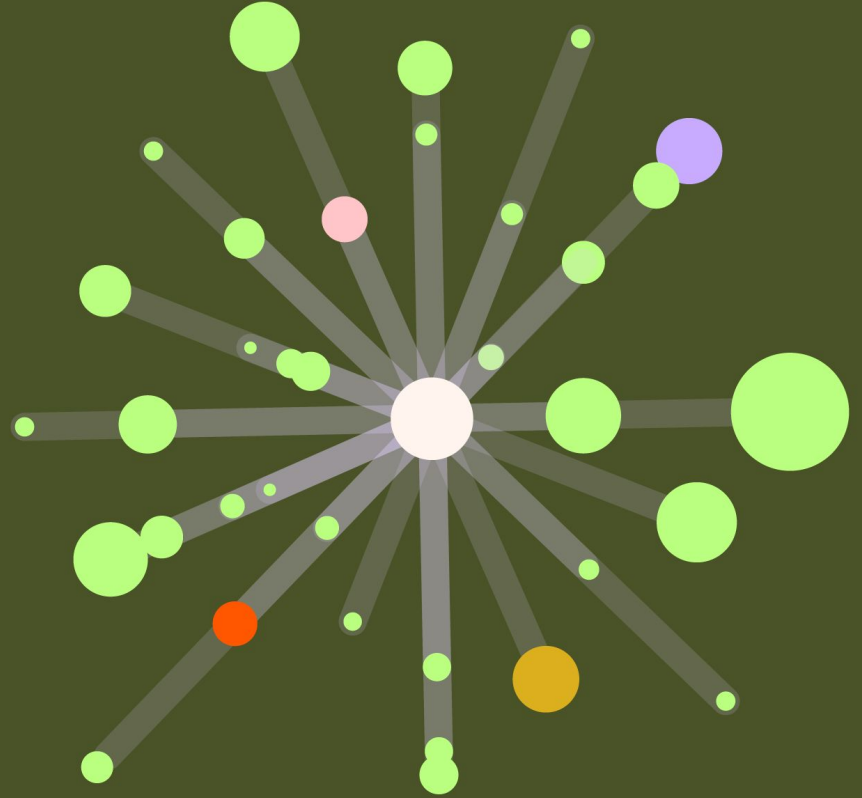
These have been broadly stable across time, with minor increases over the last two years for the total market, up from \$21.4 to \$24.0.

Note: Patterns in transaction values over time indicate there may be a lot of ‘top up’ behaviour captured in the data.



2.

Market by Geography



Key Findings

By geography for the year ending 30th September 2025

Insights are presented at a Regional Council level for interpretative clarity, but the data extracts will provide a breakdown to Territorial Authority.

Gisborne

Has the highest spend per capita at **\$372** per year as well as the highest gambling rate.

Nelson

Spend is growing fastest in Nelson, although this is a small regional market.

Nelson and Tasman have the lowest spend and incidence of gambling per capita.

Reduced Spend

While Marlborough and West Coast had a reduction in total spend for the year ending 30 September 2025, they still had increases in transactions and unique customers.

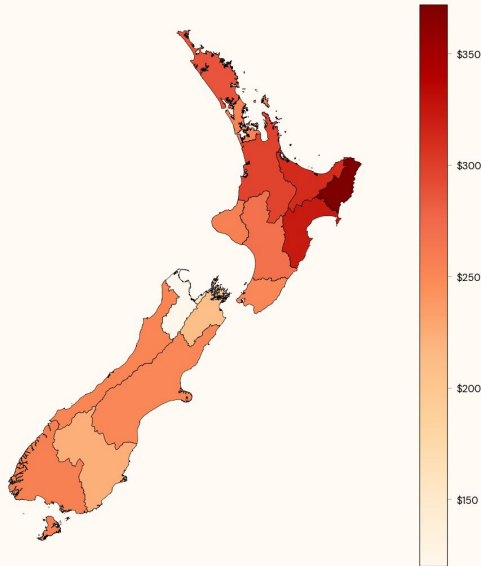
The East Coast has the most gambling activity per capita

A per capita view highlights Gisborne as a region with disproportionately high metrics. With spending of **\$372 per person** per year compared to \$254 in Auckland.

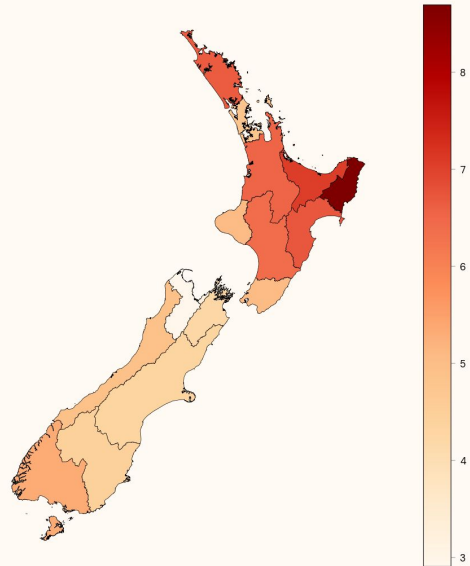
Other high per capita spending regions are Hawke's Bay and Bay of Plenty, \$322 and \$312 respectively.

Nearly **10% of people** in the Gisborne region are gambling with international platforms. Nelson and Tasman have the lowest gambling rates by this data at 5%.

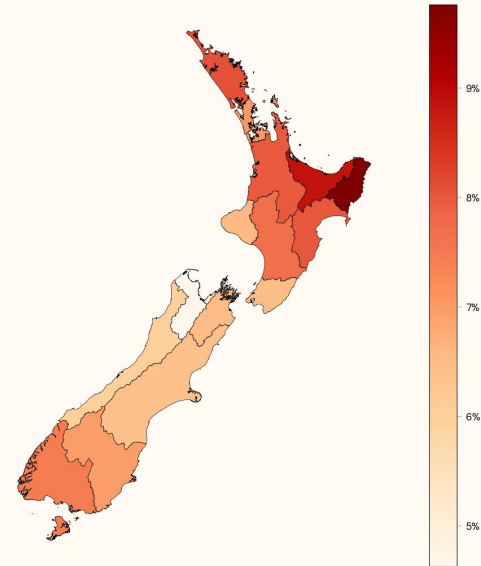
Total Spend Per Capita by Region



Total Transactions Per Capita by Region



Total Customers Per Capita by Region



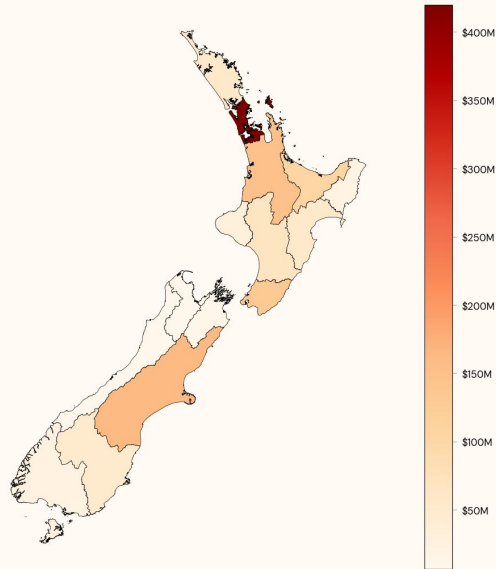
Auckland spend more than double any other region

Reflecting its population size, online gambling spend in Auckland is **2.6 times** larger than the next largest region, with more than **\$420 million** spent in the year ending 30 September 2025.

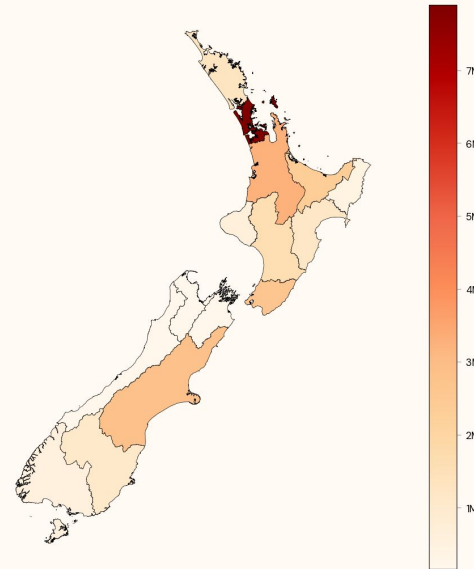
Auckland also leads the country for transactions (7.9 million) and unique customers (116,000).

Canterbury is the second largest region for spend and customers. Waikato is the second largest for transactions

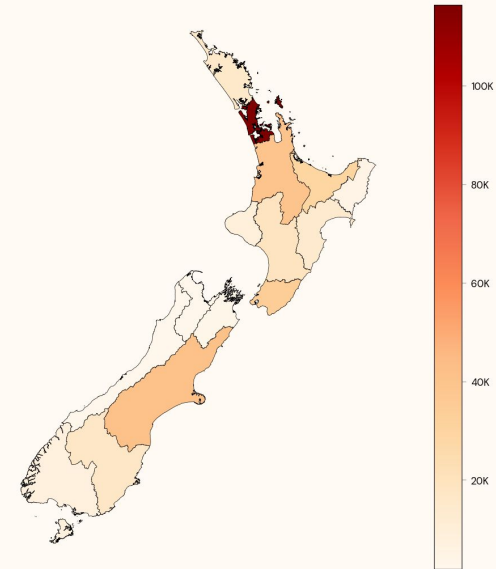
Total Market Spend by Region



Total Market Transactions by Region



Total Market Customers by Region



Double digit spend growth for most regions

Most regions have grown their total gambling spend by double digits comparing the years 2024 and 2025, ending 30 September.

Nelson showed the largest growth with a **32%** YoY increase, followed by Southland at 21.6%.

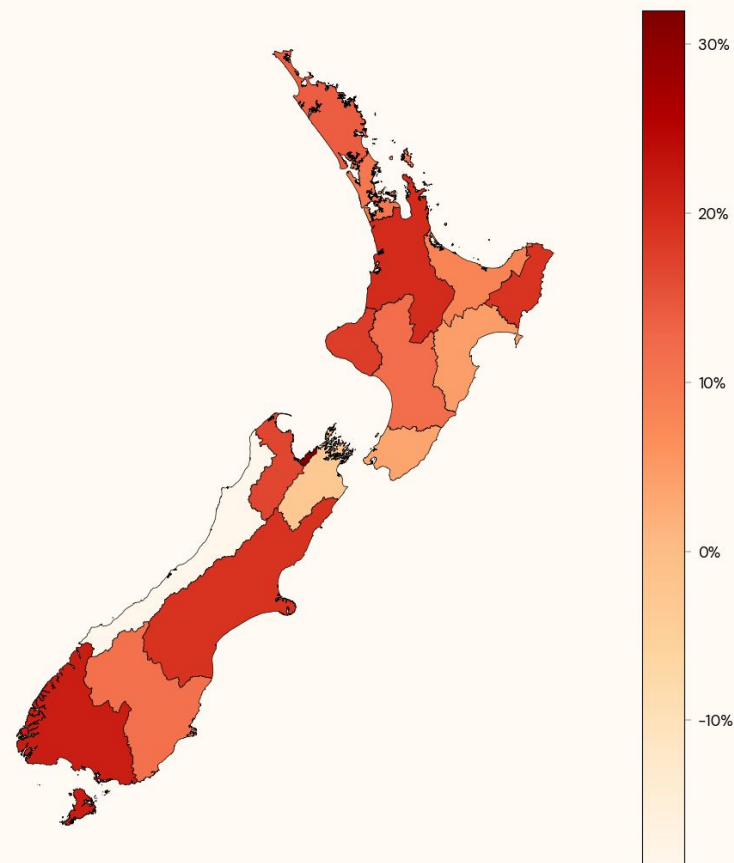
Major Regions

Of the regions containing the four main centres (Auckland, Wellington, Christchurch and Hamilton), the largest increase were in the **Waikato (19.8%)** and **Canterbury (19.1%)**.

Declining regions

The smallest regions, **Marlborough** and **West Coast** both reduced their total spend in 2025, by 3% and 9% respectively.

Total Market Spend YoY (%) by Region



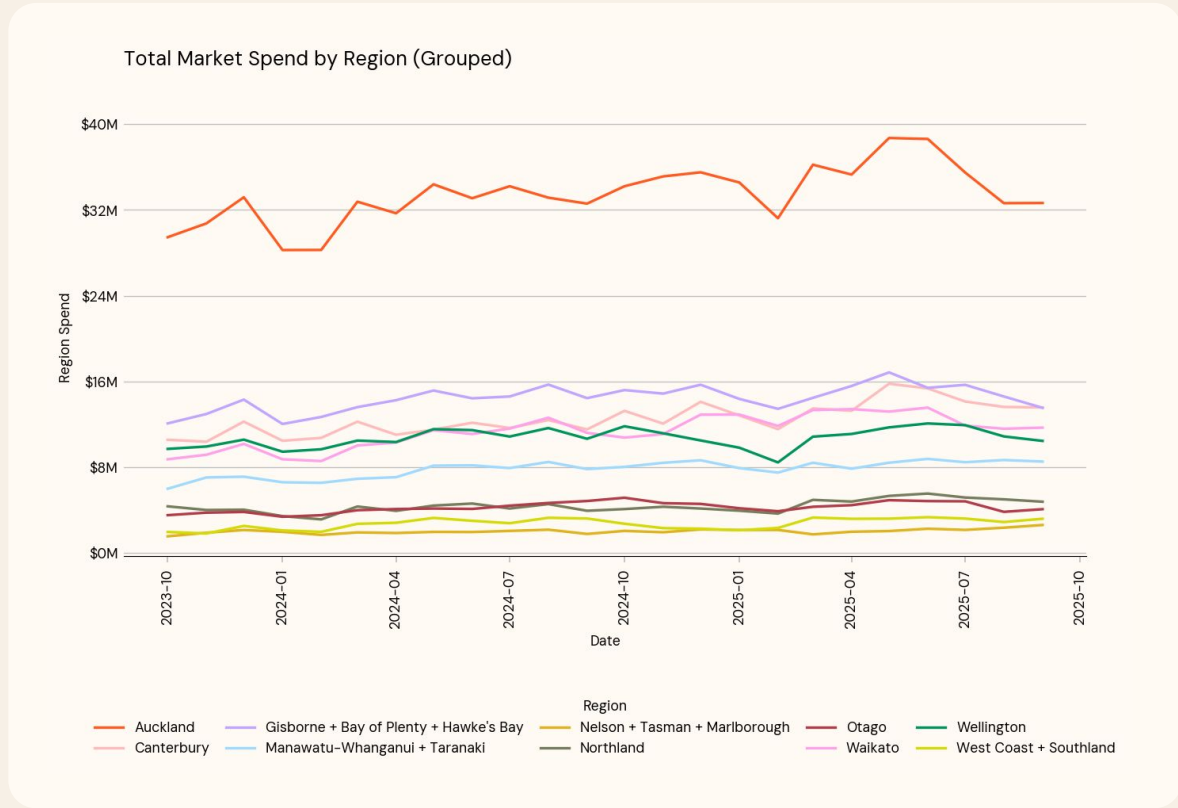
Regional spend rankings broadly stable

Steady between 2023 and 2025

- Waikato now a larger market than Wellington.
- Canterbury increased its margin on Wellington and Waikato and is comparable to the East coast regions combined.

Similar trends are evident for transaction counts.

Note: Smaller regions are combined for presentation clarity.



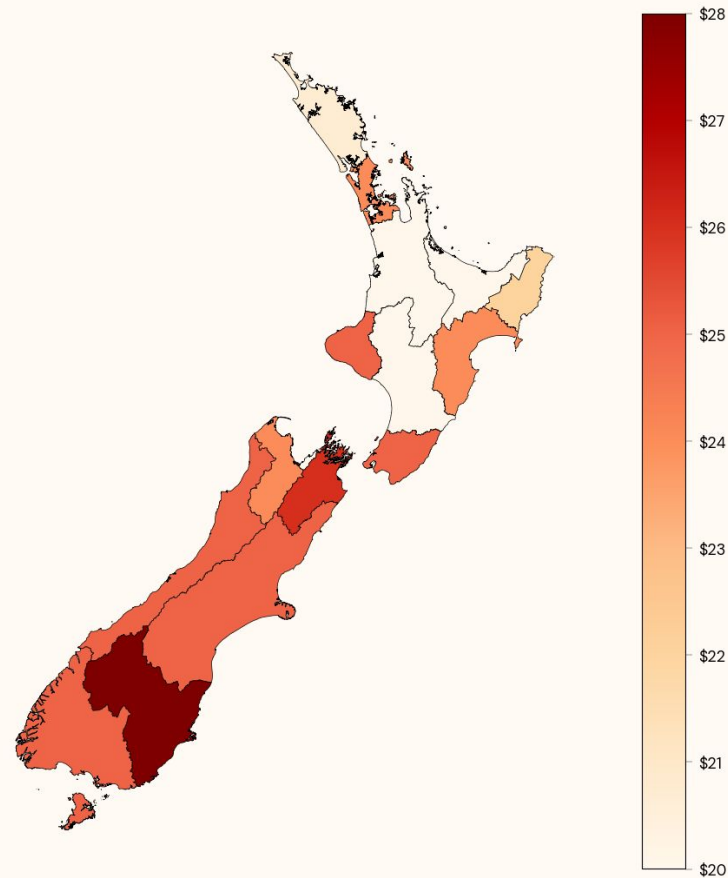
Median spend highest in Otago

Median spend per transaction ranges from \$20–\$28 dollars.

Otago had the largest median spend with \$28, followed by **Marlborough** (\$26).

Auckland is average for median spend, with a median spend per transaction of \$24.

Total Market Median Spend by Region



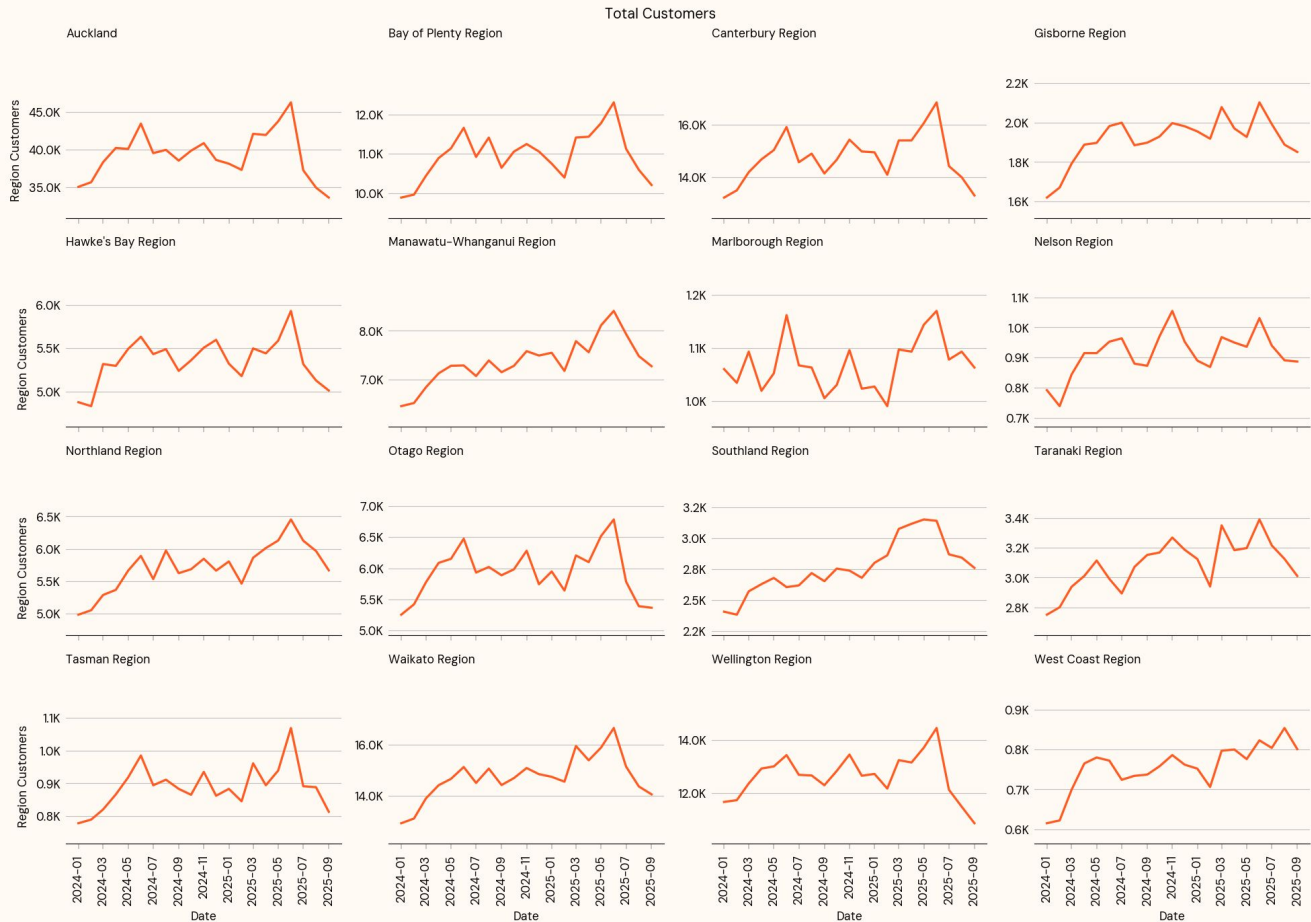
2025 volatility in customer numbers

Following broadly stable customer numbers in 2024, most regions saw strong growth in early 2025, followed by a correction after June 2025.

For larger regions customer numbers have returned to early 2024 levels

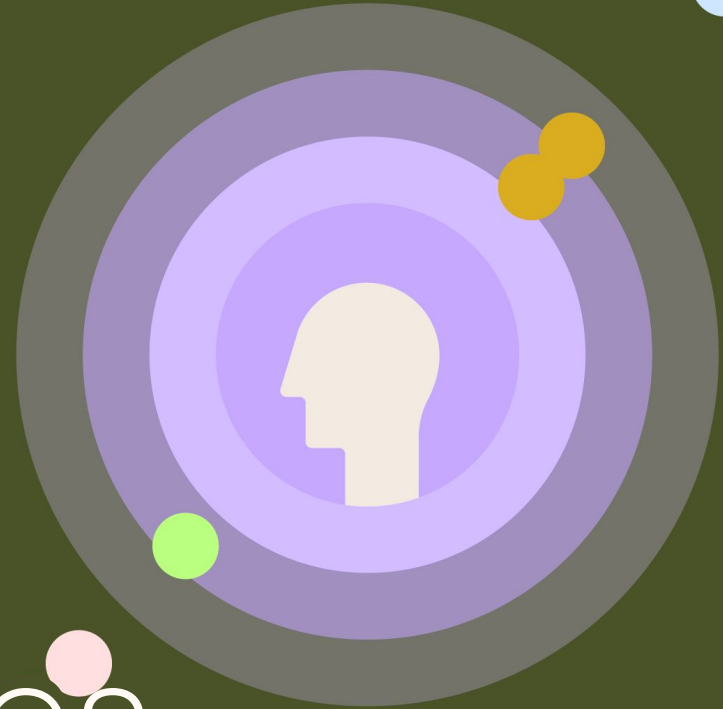
Elevated customer numbers remain in Southland, Gisborne, Nelson, & West Coast

Note: compressed and varying y-axis scales



3.

Market by Demographics



Key Findings

By demographics for the year ending 30th September 2025

Gambling spend is disproportionately skewed to **more deprived** populations.

25-34 year olds

This age group makes up the largest spend and customer group, but may have reached saturation as this group has seen YOY declines in customer numbers.

Under 25 (18-24 year olds)

This group has high penetration (customer numbers) and strong customer growth, but they spend less and have a lower growth in spend than other age groups.

Over 55s

Show the largest growth in spend, transactions and customer numbers, although it is a small segment in the consumer gambling market.

Age Group

25-44 year olds are peak spenders, but older age groups are growing fastest

All age groups have increases gambling spend between 2024 and 2025, year ending 30 September.

Largest increases YOY

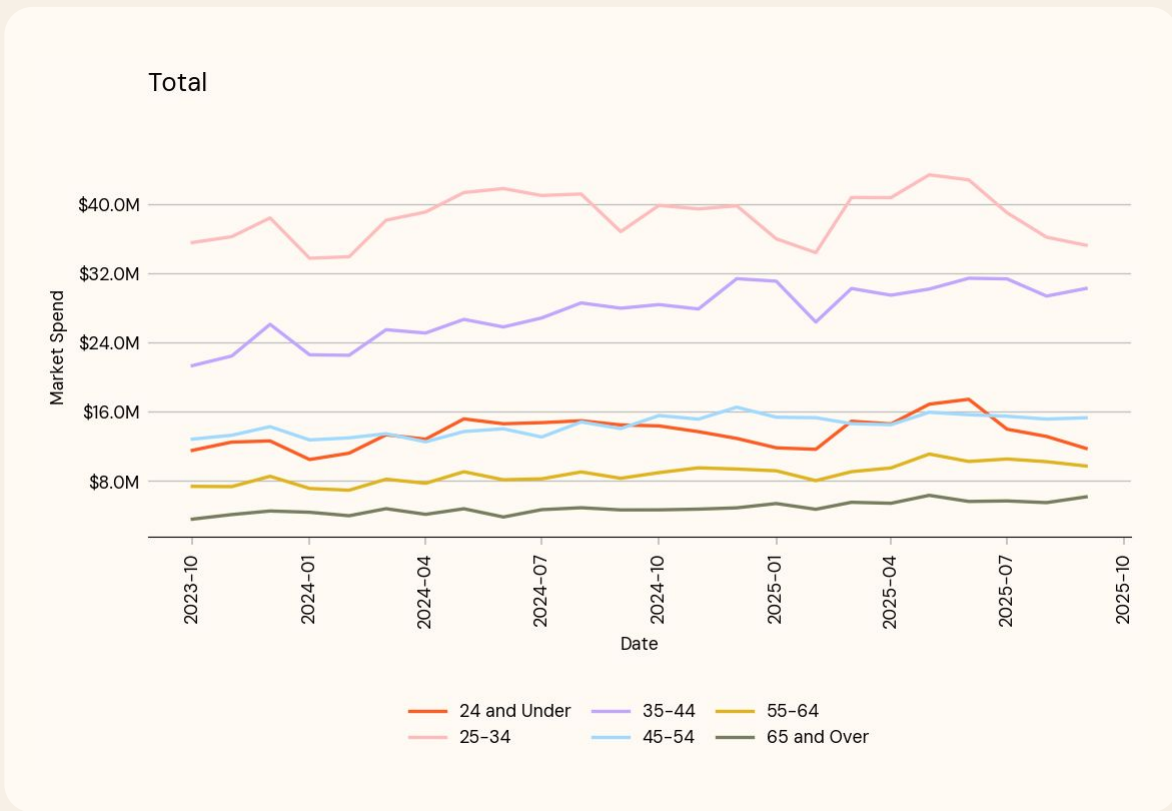
The largest increases are in older age groups

- 55-64 year olds - up 20%
- 65+ years - up 23%

Smallest increases YOY

- 25-34 year olds, up 2% are the largest spenders but had the smallest increase.
- Under 25 years had the second lowest increase at 5.5%

Transaction counts follow the same pattern.



The 18-24 group has lower spend but high individual count

All age groups have grown their total gambling customers comparing the years 2024 and 2025, ending 30 September.

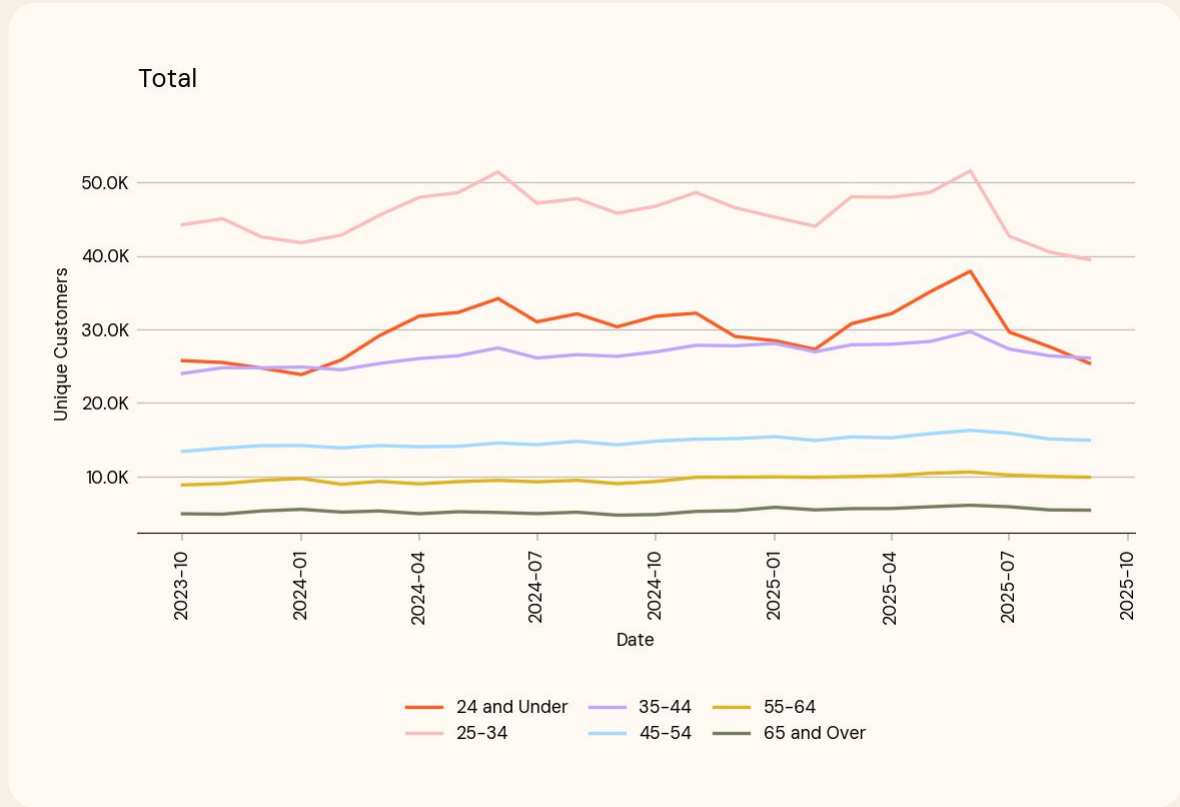
Largest increases YOY

Customer growth is largest at opposite ends of the age spectrum

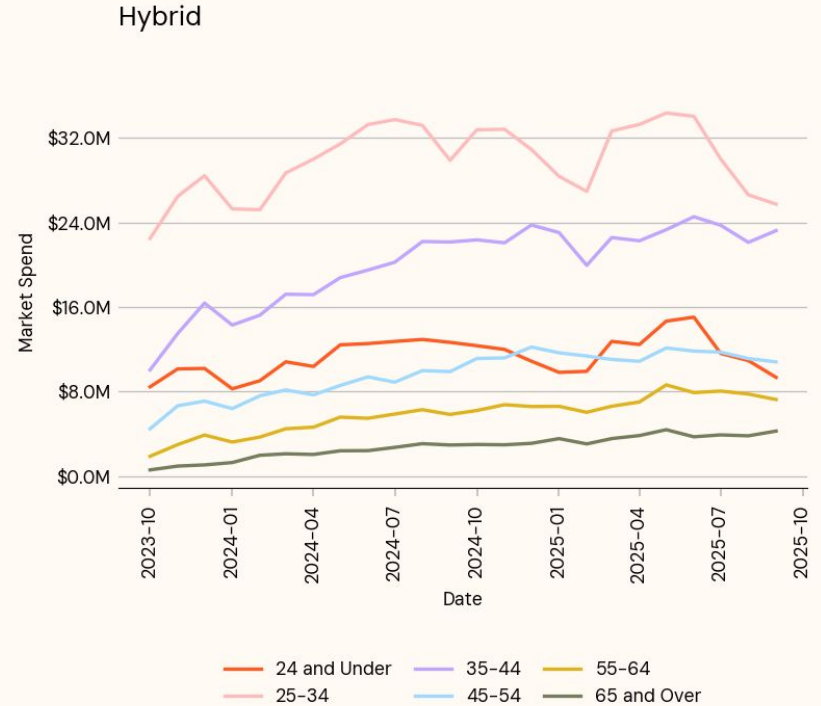
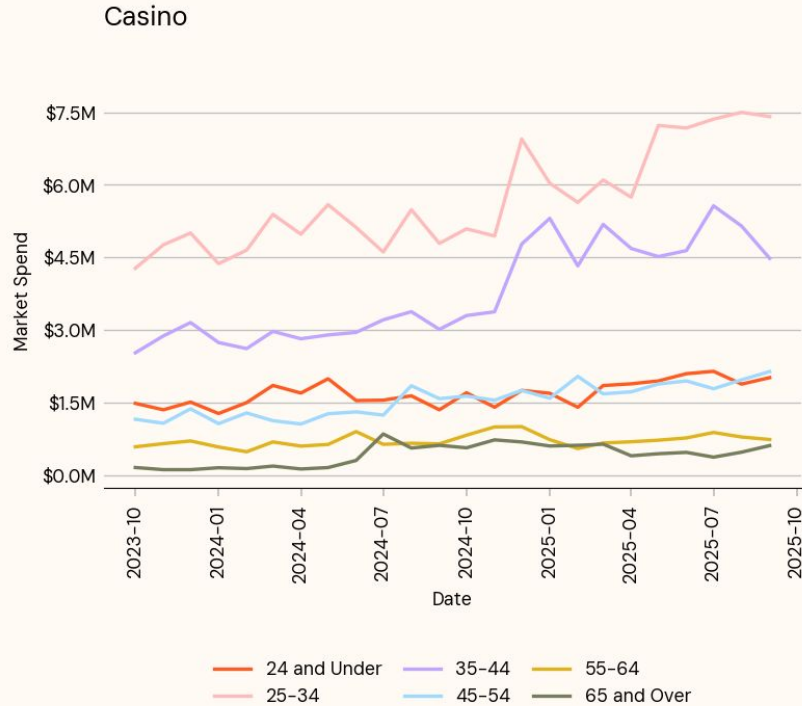
- 18-24 years customers up 7%
- 65+ years customer counts up 7%
- 55-64 customer counts up 6%

Smallest increases YOY

25-34 year olds were the only group with a decrease (2%) in customers.

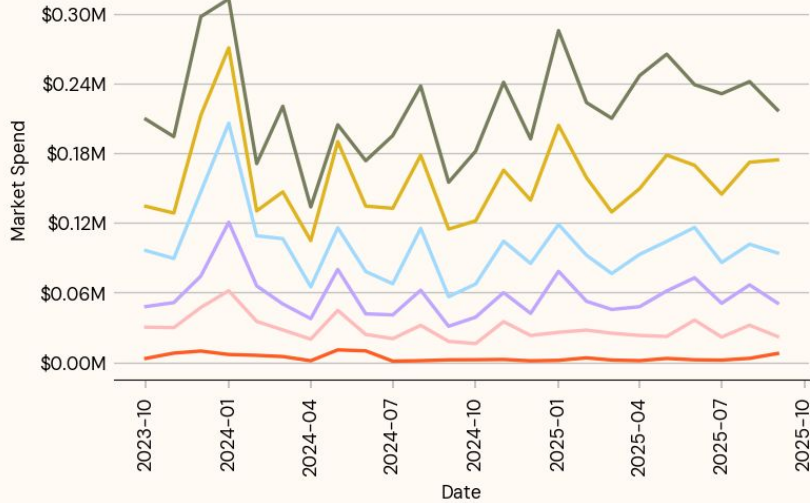


Metrics for the casino and hybrid sectors show similar patterns to the total market – but casino does not have the sports betting-led drop off



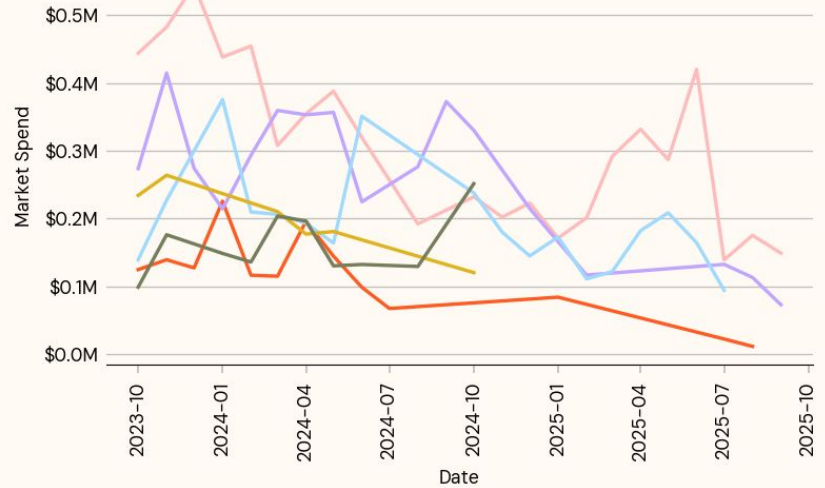
The lottery sector displays an inversion to the order of the total market, and sports betting shows its decline

Lottery



— 24 and Under — 35-44 — 55-64
— 25-34 — 45-54 — 65 and Over

Sports Betting



— 24 and Under — 35-44 — 55-64
— 25-34 — 45-54 — 65 and Over

Some age groups are suppressed

Deprivation

The most deprived New Zealanders are spending the most on online gambling

As deprivation increases, the online gambling spend also increases.

The most deprived 40% of the population represent 50% of the gambling spend.

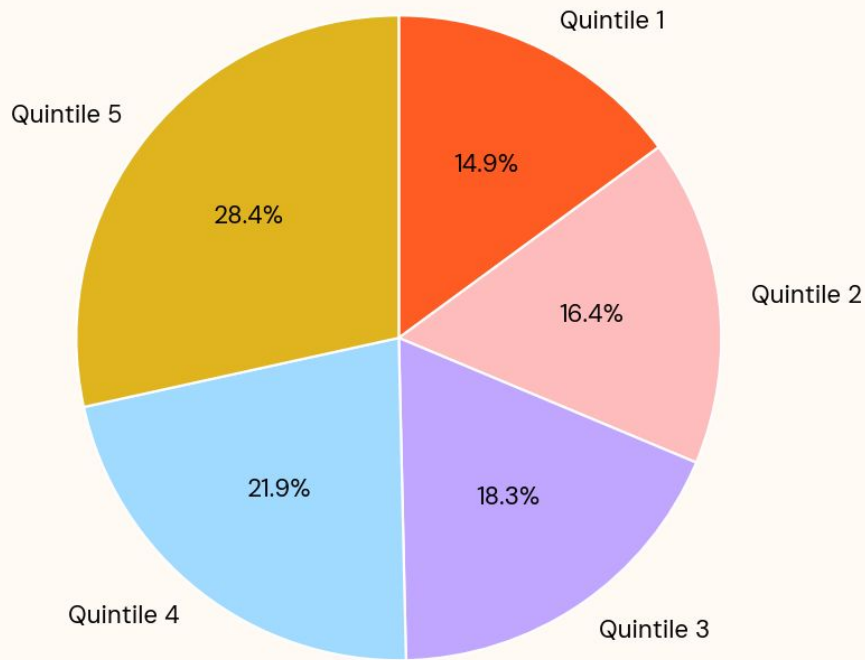
Whereas the wealthiest 20% represent only 15% of gambling spend.

About the Deprivation Quintiles

Quintile 5 = 20% Most deprived populations in NZ.

Quintile 1 = 20% Most affluent (least deprived) populations in NZ.

Market Spend by Deprivation Quintile

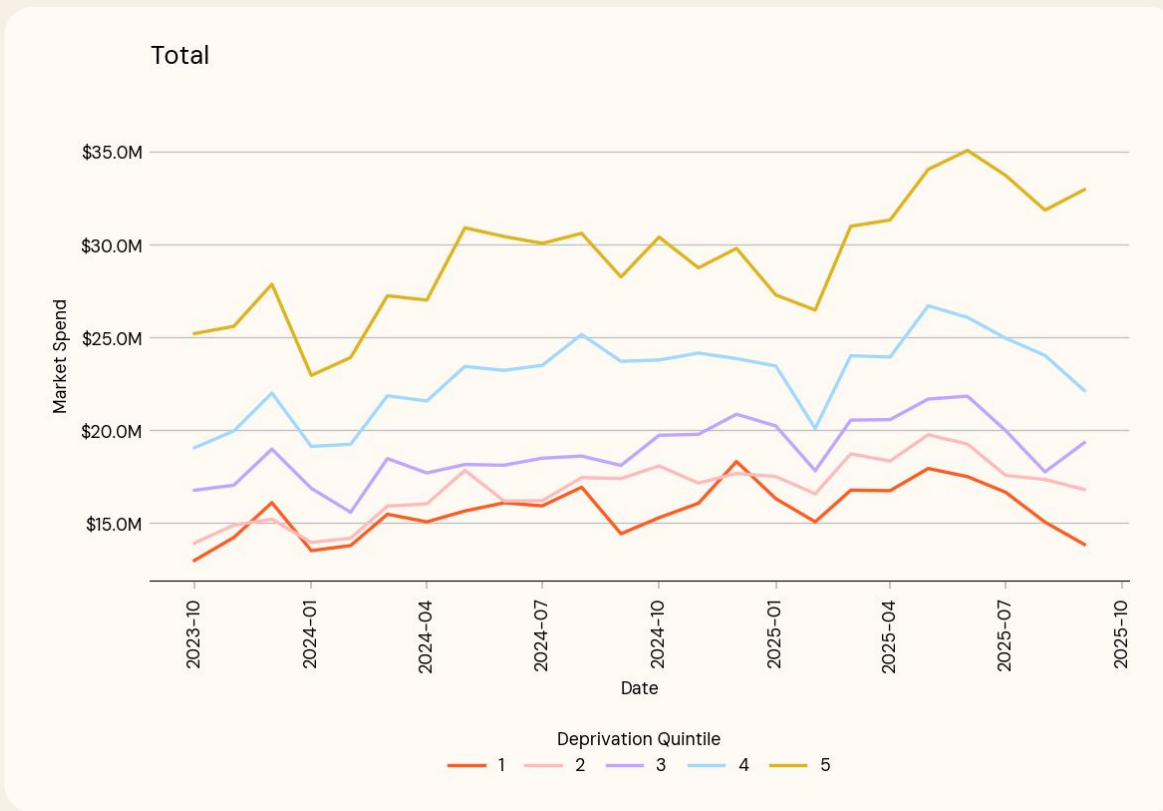


Gambling spend growing fastest across deprivation groups

There has been mixed trends in spend growth across deprivation levels over the last two years.

In 2025, growth in spend was highest for Dep 2 (+13.5%) and Dep 5 (12.9%).

However since 2023, the largest growth overall has been for Dep-4 (+26.7%) and Dep-3 (+24.9%) and the lowest growth for Dep-2 (17.1%).



About the Deprivation Quintiles

Quintile 5 = 20% Most deprived populations in NZ.

Quintile 1 = 20% Most affluent (least deprived)

populations in NZ.

Spend by high deprivation groups has grown faster in the casino sector

While hybrid spend by deprivation mirrors the total market, spend on casinos by the most deprived 40% of the population has increased at a higher rate.

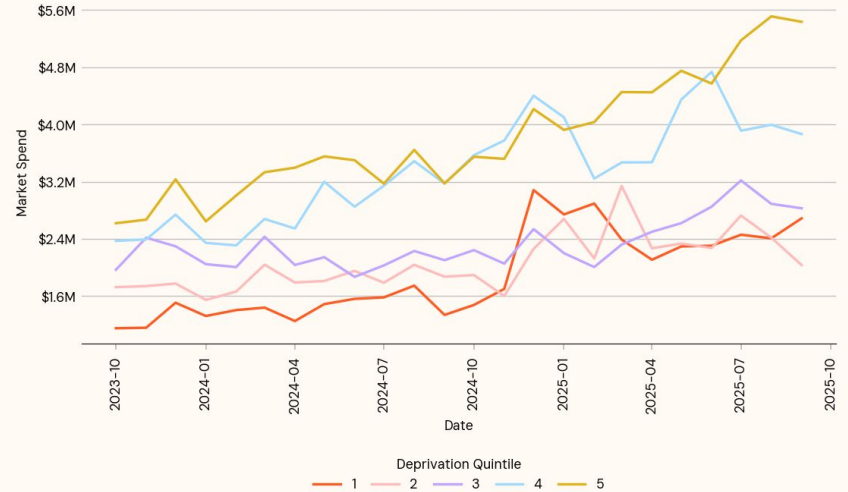
41% increase for Casino compared to 22% for Hybrid.

Customer numbers have also increases across quintiles, but with more consistency between groups and lower volatility.

Hybrid



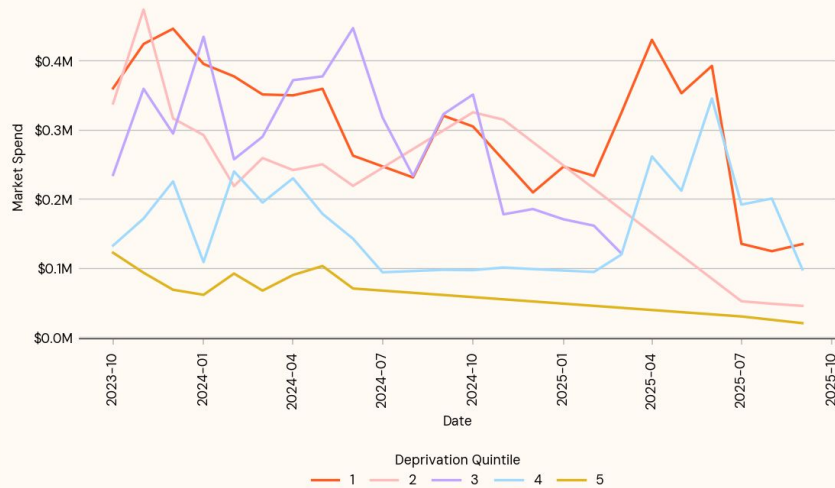
Casino



Lottery and sports betting appeal to more affluent populations

And sports betting is in decline for all deprivation groups.

Sports Betting



Lottery

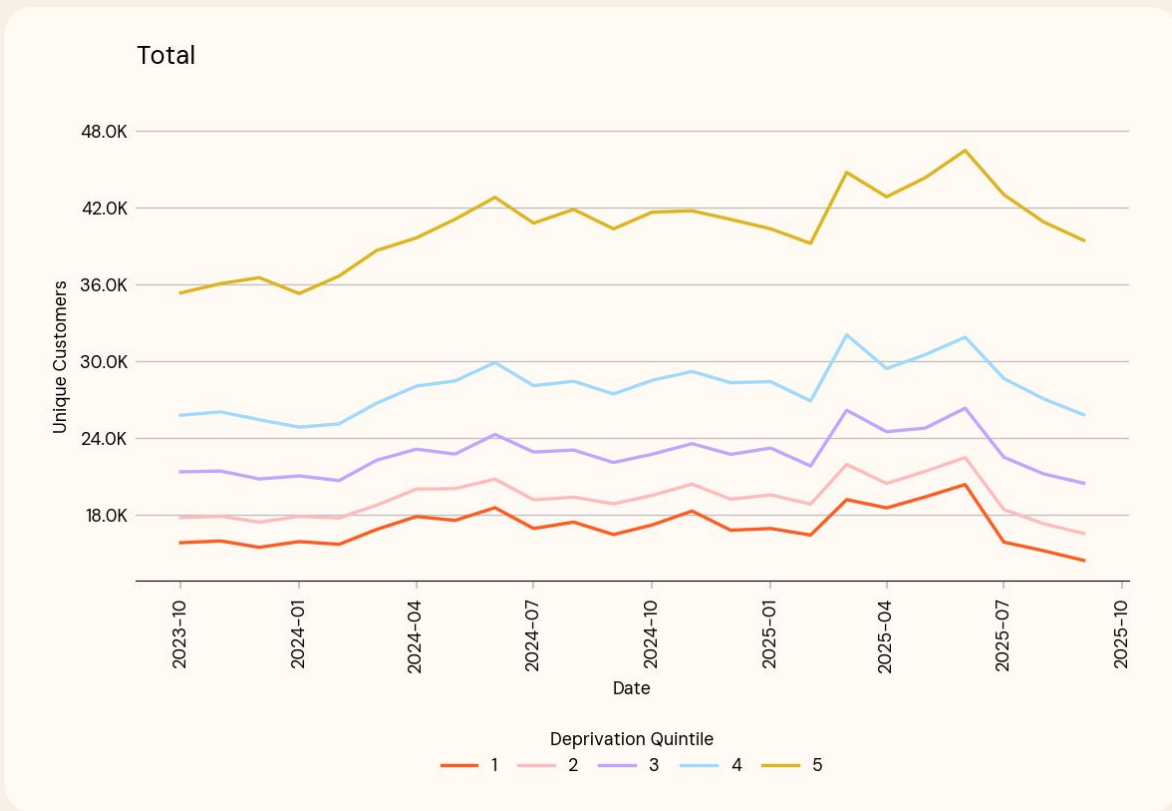


The most deprived New Zealanders are the most frequent online gambling customers

All deprivation groups have grown their total gambling customers comparing the years 2024 and 2025, ending 30 September.

About the Deprivation Quintiles

Quintile 5 = 20% Most deprived populations in NZ.
Quintile 1 = 20% Most affluent (least deprived) populations in NZ.



Intersections

Intersection insights

There has been growth across the online gambling market, but this growth has not been equal across geographies and demographics.

Gisborne has high per capita spend and market participation

It is older and more deprived groups that are driving growth in Gisborne. The 65 and over group grew spend YoY 127%, but customers grew at 17%. Deprivation quintiles 3, 4, 5 all grew spend over 20%, while the least deprived quintile shrunk by 20%.

Growth is not being driven by a single group

Across the regions the largest growth in spend is not consistently highest in any single age or deprivation group. However, the largest growth in customer numbers is frequently in the youngest or oldest age groups.

The offshore sports betting ban has had an impact

In the three months since the ban, the offshore hybrid sector has seen widespread YoY declines. Spending and customer numbers fell among under 35s, with drops across most North Island regions, Canterbury and the West Coast. All deprivation groups also had YoY customer number drops in this period.

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