# Artificial intelligence transforming the global sports betting market



The global sports betting market has witnessed substantial growth in recent years, surpassing a market size of $83.65 billion and projected to reach $182.12 billion in the near future, according to data from Grand View Research. This expansion coincides with the increasing integration of online platforms and advanced technologies, particularly artificial intelligence (AI), which are reshaping the landscape of sports betting.

The emergence of platforms such as livescore.com has revolutionised accessibility, allowing users to compare live match statistics instantly across different platforms. This convenience has contributed significantly to the sector's expansion. However, the adoption of AI technologies is marking a more profound transformation by enhancing predictive capabilities, personalising user experiences, and bolstering online security within the sports betting industry.

Historically, oddsmakers based their betting odds on a combination of expertise, statistical analysis, and market trends, while bettors relied heavily on personal knowledge, historical performance data, and chance. The advent of AI presents a shift from these traditional methods, as it enables rapid processing of extensive datasets—ranging from player statistics and weather conditions to team transfers—to generate more precise and nuanced predictions. AI employs neural networks to identify complex patterns and regression models to analyse relationships between variables, thereby improving forecasting accuracy.

Beyond prediction, the customer experience (CX) within sports betting platforms is becoming increasingly crucial in a highly competitive market. According to Fluent Support, 89% of companies anticipate that CX will be their primary differentiator by 2025. AI has proven instrumental in this realm by analysing bettors’ past behaviour, wagers, and preferences to tailor customised recommendations. These enhancements extend beyond basic bet suggestions to include highlighting relevant betting markets, offering risk-adjusted betting strategies, and delivering real-time alerts such as lineup changes and odds fluctuations.

Experts suggest that personalising the betting experience can lead to an increase of up to 20% in conversion rates and improve customer retention by as much as 44%. Conversely, failure to customise user interactions can negatively impact customer satisfaction, with 76% of consumers reporting frustration with brands that do not personalise their offerings. Consequently, many sportsbooks are integrating AI-driven tools like chatbots and live chat services to meet bettors' expectations for immediate responses. For example, FanDuel recently introduced a tool designed to optimise the bet construction process for punters, emphasising AI's growing role in enhancing engagement.

Security is another critical focus in the sports betting sector, which faces rising threats from cybercriminals due to the extensive customer data generated by millions of bettors worldwide. Football alone has an estimated five billion fans globally, many of whom participate in betting activities, making the industry a prime target for data breaches and fraud. AI-driven security measures are being employed to address these challenges by monitoring betting patterns for unusual behaviours, cross-referencing real-time activity with historical data, and utilising natural language processing (NLP) techniques to scan online forums and dark web channels for potential corruption or fraudulent schemes.

These AI systems are capable of detecting anomalies in real time, allowing sportsbooks to implement timely mitigations and reduce the impact of cyberattacks. As the sports betting market continues its rapid growth, the role of AI in enhancing prediction accuracy, improving customer experience, and strengthening security frameworks is poised to become increasingly vital.

The evolving integration of AI technologies in sports betting not only offers users more informed insights and more engaging platforms but also equips sportsbooks with advanced tools to maintain competitive advantages and safeguard their operations within an increasingly complex digital environment.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.grandviewresearch.com/industry-analysis/sports-betting-market-report> - Corroborates the market size of $83.65 billion in 2022 and projected growth to $182.12 billion by 2030 with a 10.3% CAGR, aligning with the stated figures about industry expansion.
2. <https://www.grandviewresearch.com/press-release/global-sports-betting-market> - Supports claims about AI and blockchain technologies improving prediction algorithms and driving market growth, as well as the increasing number of global sports events fueling industry expansion.
3. <https://www.factmr.com/report/sports-betting-market> - Validates the market’s growth trajectory (projected $265.5 billion by 2034) and mentions the role of digital infrastructure and eSports betting trends, reinforcing the article’s emphasis on technological integration.
4. <https://www.skyquestt.com/report/sports-betting-market> - Confirms the 2023 market valuation (~$92-93 billion) and CAGR of 10.3%, while highlighting COVID-19’s impact on eSports betting growth, supporting claims about digital platform adoption.
5. <https://www.statista.com/statistics/1154681/key-data-global-sports-betting-industry/> - Provides a 2025 market size estimate ($329 billion), reflecting the broader sports betting and lottery industry context, though specific methodologies may differ from the article’s narrower focus.
6. <https://www.skyquestt.com/report/sports-betting-market> - Reiterates the role of connected devices and evolving digital infrastructure in market growth, corroborating claims about online accessibility and AI-driven user experiences. (Secondary citation from same source for distinct data points)
7. <https://news.google.com/rss/articles/CBMitAFBVV95cUxPblBaMmkteEd4X2NfV285eGxYUEZOUENoZ1hJTjBSaGFDWU1OeGxfa0hmaVdDTlRZektzcHVkelk5RjREOVBRMmszZTh4SmZ2M2REejNyWkJyblhlRmpxWk5TNDlVR1oycXZ5bzhIazNGT1NnYWt4V0FkZ1pteDFQUDVMcjhWa0wwTHpKRFh3cnN5Ym91N3VXRDNubkVzNkZBOFFranRZNG44N2RPMWxMQjNRVHU?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data