

Brazil's Betting Brands Report

What powers the **top 20 betting** brands in Brazil and how they play the game.

br
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We help you build the right strategy so an overcrowded market is never a problem.

#Blask

Unified AI platform for instant iGaming analytics

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About This Report

Brazil's Betting Brands Report is a strategic analysis of the **20 most influential betting brands** operating in Brazil during the initial months of the newly regulated market.

As the country enters a new chapter in its Sports Betting and iGaming landscape, this report aims to decode the positioning, performance, marketing strategies, and growth potential of each major operator, offering a clear view of how they are adapting, competing, and shaping the future of the industry.

More than just rankings, this report explores what fuels brand power in Brazil, how each company is navigating regulation, and what separates leaders from followers.

Who is this report for?

This report is designed for:

- Investors seeking signals of brand traction and market share
- Operators building competitive strategies in Brazil
- Regulators observing brand behavior and industry maturity
- Agencies, platforms, and partners working with iGaming brands

Why it matters

Brazil is one of the most promising, and complex, regulated markets in the world. Understanding how brands position themselves, acquire users, and build loyalty in this environment is essential for anyone looking to grow, partner, or compete in the region.

With insights powered by **Blask's AI-driven market intelligence** and interpreted through **brmkt's strategic lens**, this report bridges the gap between data and direction.

#Blask

Unified AI platform for instant iGaming analytics

Harness the power of artificial intelligence to gain unparalleled insights and analytics for your iGaming business

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Blask is an AI-powered market intelligence platform for iGaming. **Blask** consolidates high-frequency signals on the operators we track into a single source of truth, giving a consistent view of market dynamics and market-share trends at global, country, and brand levels.

Two AI models detect meaningful patterns, filter noise, and turn them into clear visual metrics with hourly updates so teams can analyze activity and track trends with precision. **Blask** replaces slow, fragmented sources with low-latency market data, reports, and benchmarks. Transparent methodology, no guesswork.

Why Blask matters

As Brazil's regulated market enters full swing, **Blask** becomes a competitive edge. It's no longer about having the biggest media budget, it's about aligning media, product, and brand with the true signals of demand.

Operators and consultancies like brmkt.co, can use **Blask** to:

- Forecast market share vs. actual performance
- Find white space across iGaming verticals
- Track shifts in public attention down to the hour
- Translate brand equity into predicted revenue potential

Built for strategic impact

Whether you're launching in a new market (like Brazil), preparing for regulatory shifts, or optimizing acquisition, Blask empowers you to:

- Detect underperforming but high-potential brands.
- Benchmark license applicants vs. market leaders.
- Justify media investment using objective digital share of voice.
- Track whether marketing campaigns are closing your revenue gap or no.

Real-time iGaming insights

Blask Index

The pulse of iGaming at your fingertips. Our AI-powered metric analyzes billions of search queries to give you real-time insights into market size and brand performance, with up to 95% accuracy for established brands.



Reveal audience demand

Acquisition power score (APS)

Evaluate your brand's ability to attract new customers. APS uses BAP and historical market data to estimate the baseline influx of fresh customers, providing a clear view of your acquisition capacity over time.

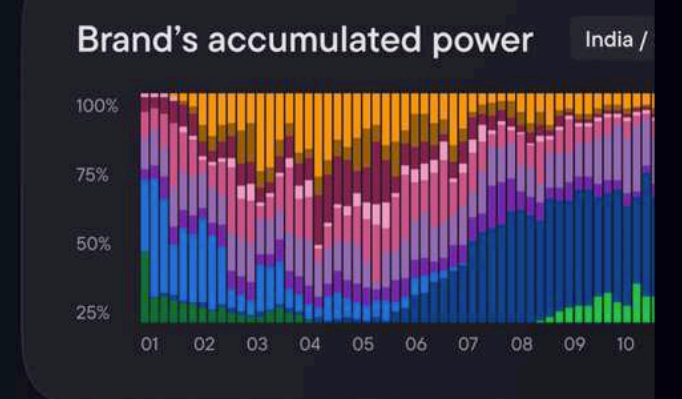
Brands in Brazil 5 brands

Company	APS
MyStake	~ 26M
Qbet	~ 42M
Parimatch	~ 8.5M
YoniBet	~ 9.5M
freshbet	~ 9.5M

Discover brand's potential

Brand's accumulated power (BAP)

Measure your brand's share of consumer interest. BAP offers a percentage-based view of your market presence, helping you understand relative brand strength and audience engagement.





We help you build the right strategy, so an overcrowded market is never a problem.

We are a strategy driven marketing and business advisory firm built to unlock high impact growth.

<https://brmkt.co/>

We combine deep market expertise with creative intelligence, data, and performance-driven execution, helping brands and businesses define their positioning, scale acquisition, and build long-term value. From regulated industries to disruptive startups, **brmkt** operates as an embedded strategic partner for those who can't afford to play small.

Our expertise spans across finance, technology, payments, e-commerce, iGaming, retail, B2B, B2C and D2C brands and service-based businesses

Our Services

Strategic Growth

- Business Design & Go-to-Market Strategy
- Business Intelligence & CRM Architecture
- Sales Strategy & High-Impact Pitches
- Innovation Positioning

Marketing Excellence

- 360° Campaign Planning & Execution
- Funnel Design: Acquisition to Loyalty
- Digital Performance & Growth Hacking
- Content Strategy & Conversion Copywriting

Brand Development & UX/UI

- Brand Positioning & Identity Systems
- High-Converting Landing Pages and Apps
- UX/UI Strategy for Scalable Products

Why brmkt Matters for Growth

As markets become more competitive and dynamic, **brmkt** helps companies stay ahead, not by spending more, but by thinking smarter. We integrate strategy, creativity, technology, and data to unlock market potential, increase acquisition, and accelerate revenue.

Working with **brmkt.co** you gain the ability to:

- Craft positioning that cuts through saturated categories
- Design marketing machines aligned with revenue goals
- Build brands that connect emotionally and convert consistently
- Orchestrate branding under one growth vision

Built for Strategic Impact

Whether you're launching a new brand, repositioning or trying to scale with focus, **brmkt** becomes your embedded strategic unit.

We help:

- Detect opportunity gaps and market whitespace
- Define brand and acquisition strategies end-to-end
- Connect campaigns to strategic growth goals
- Align business development with marketing performance

Executive Summary

Brazil's Betting Brands Report

The **Blask + brmkt Report 2025** is the most comprehensive analysis to date of Brazil's top 20 betting brands in the regulated era. Built on AI-powered data from **Blask** and strategic insights from **brmkt**, this report offers a detailed snapshot of each brand's market presence, marketing playbook, and future potential.

By combining quantitative indicators such as **BAP** (Brand's Accumulated Power), **APS** (Acquisition Power Score), and **CEB** (Competitive Earning Baseline) with expert qualitative analysis, we identify not only who leads the game today but also how they're playing it.

The report reveals that:

- The top 20 brands account for approximately 80% of Brazil's projected R\$ 34.8B GGR in 2025.
- Local-first and digital-native brands continue to gain share, often outperforming larger international names through sharper cultural alignment and influencer-driven growth.
- Sponsorships remain a key acquisition tool, but emotional resonance, user experience, and retention strategies are now differentiating the winners.

Each brand profile explores branding strategy, acquisition channels, tone of voice, and cultural localization, providing valuable guidance for operators, investors, media, and partners seeking to understand or enter Brazil's fast-evolving betting landscape.

This report also includes:

- A timeline of Brazil's milestones and market evolution.
- Charts comparing key investment areas across brands.
- A strategic playbook for 2026 based on common traits, emerging trends, and future challenges.

Whether you're a C-level executive, a new entrant, or a stakeholder in the ecosystem, this report is built to help you decode Brazil's betting battlefield, and make smarter moves.

2025 Post-Regulation Environment

What Has Emerged in Brazil After Regulation

Brazil's regulated market has transformed the industry faster in one year than in the previous decade, forcing rapid maturity, higher standards and a new competitive logic. Several structural shifts now define the post-regulation environment.

1. Onboarding became more demanding

Full KYC before deposits adds friction. CPF checks, biometrics and address validation lengthen flows and raise drop-off rates. Funnels once built for speed now require compliance without sacrificing conversion.

2. Marketing costs increased across the board

With bonus-led acquisition restricted, media became the main growth lever. CPMs, CPCs and influencer costs rose as more operators chase fewer compliant channels. Brands now rely more on product, content and storytelling.

3. Bonus Rules Reshaped Acquisition

Pre-sign-up bonuses were banned, deposit incentives limited, and all promotions require full KYC. Operators must rethink acquisition math and early user journeys as subsidy-driven tactics fade.

4. Payment Flows Are Fully Regulated

Portaria 615/2024 tightened AML controls: no crypto, cash, credit cards or

unregulated intermediaries. PIX must run through licensed providers with enhanced monitoring and COAF reporting.

5. Excluded-Player API Redefined Eligibility

The new national list blocks players on government benefits, under guardianship or self-excluded. Every transaction must be screened, raising compliance overhead.

6. Responsible Gambling Became Standardized

New rules mandate RG tools, risk scoring, behavioural monitoring and intervention protocols. Brands must identify and act on risky behaviour across marketing, CRM and product.

7. Compliance moved to the front office

Portaria 827/2024 demands formal governance: compliance officers, audit logs, third-party certifications and stronger executive accountability.

8. Casino and Cross-Sell Became Core

With acquisition harder and costlier, casino and hybrid journeys are now essential for ARPU and retention, pushing operators to redesign lifecycle flows.

Brazil's

Dashboard

6.27_B
GGR (USD)

Market Projection for 2025
Based on industry and analyst estimates

Ages **18** to **25** → **22.4%**
Ages **25** to **30** → **22.2%**
Ages **31** to **40** → **27.8%**

Age Segmentation of Bettors
Official Data From SPA

3.28_B
GGR (USD)

First Half of 2025
Official Data From SPA

71.1% male
28.9% female

Gender Breakdown
Official Data From SPA

17.7_M
Players

First Half of 2025
Official Data From SPA

78 licensed operators
182 active brands

Number of Licensed Operators
and Active Brands in Brazil

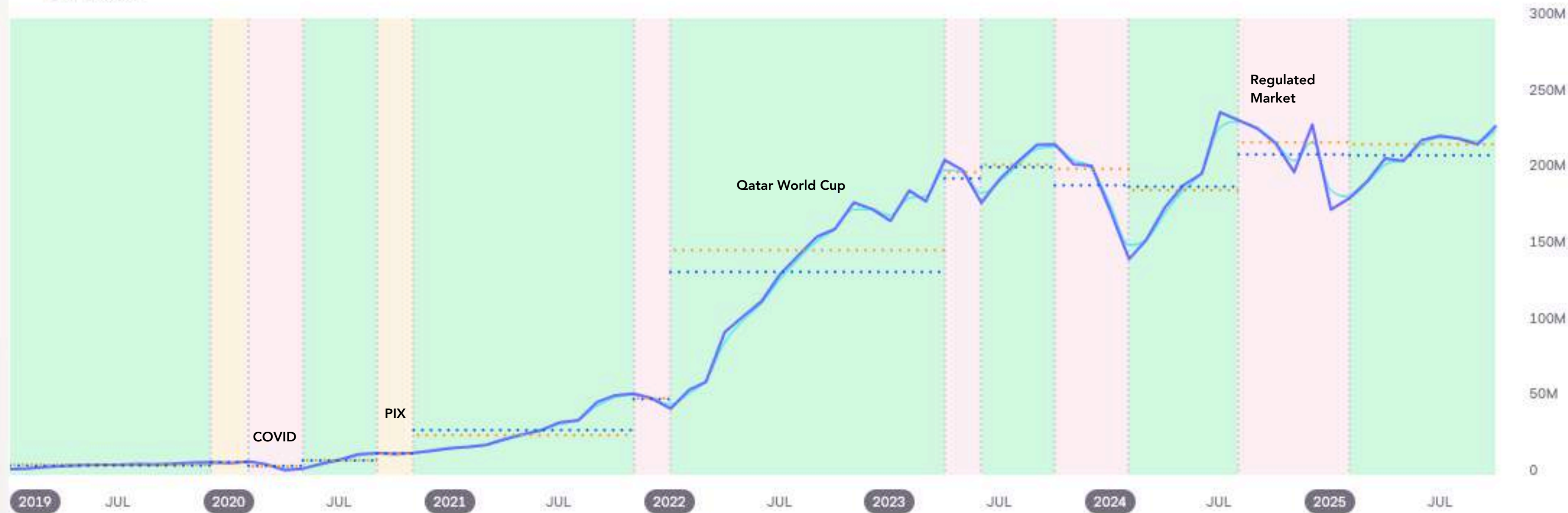
Note: SPA is the Secretaria de Prêmios e Apostas, part of the Ministry of Finance. Each licensed operator may operate up to three brands under a single authorization.

Brazil's Market Timeline

Blask Index

Blask Index represents the aggregated level of user interest in all brands in a country, combining indicators of informed intent to interact with individual brands, as inferred from attributed search activity. For hourly data, time is shown in UTC for consistency across regions.

All brands



2019:

- Market still unregulated, with only international brands operating under grey frameworks.
- Sportingbet, Betfair, and Bet365 dominate public attention.
- Very few local brands present.

2020:

- COVID-19 boosts online entertainment, increasing search interest in sports betting and casinos.
- Betano begins entry planning and initial visibility through aggressive sponsorship deals in Europe.

2021:

- Betano gains traction with heavy investments in the Brasileirão and European football exposure.
- Sportingbet starts to lose dominance as new players gain momentum.

2022:

- Betano opens Brazilian operations with localized content and customer service.
- Rise of Esporte da Sorte, EstrelaBet, and other bold local challengers using influencer marketing and aggressive performance media.

2023:

- Regulatory discussions heat up.
- Flutter buys Betnacional, showing validation of local-first strategies.
- 7Games and Betão scale fast through fully digital acquisition engines.
- Vai de Bet begins a massive push in football sponsorships.

2024:

- Brazil's federal regulation comes into effect (Portaria 615, May 2024).
- Betano becomes the first to receive federal authorization.
- Esporte da Sorte and Vai de Bet hit mainstream via Copa América and national media.
- Social-first brands like Betão explode in reach and engagement.

2025:

- Competitive saturation increases.
- Bold locals dominate culturally and emotionally.
- Digital natives (7Games, Betão) show profitability with low media spend and strong engagement.

What Comes Next

The next 12 to 24 months will be defined by the follow:

1. Brand Distinction

Every brand now has odds, games, and bonuses. What separates winners is meaning, identity, and emotional connection. Storytelling, memes, humour, and social presence will carry as much weight as odds.

2. Retention Wars

The acquisition gold rush is fading. Loyalty mechanics, CRM depth, gamification, and cross-product journeys will define profitability.

3. Regulatory Refinement

As the market matures, compliance, responsible gaming, and operational excellence will become strategic assets, not just obligations.

4. Platform Maturity

Brands that evolve their UX, payment speed, app experience, and CS will build real differentiation at the service layer.

5. M&A Acceleration

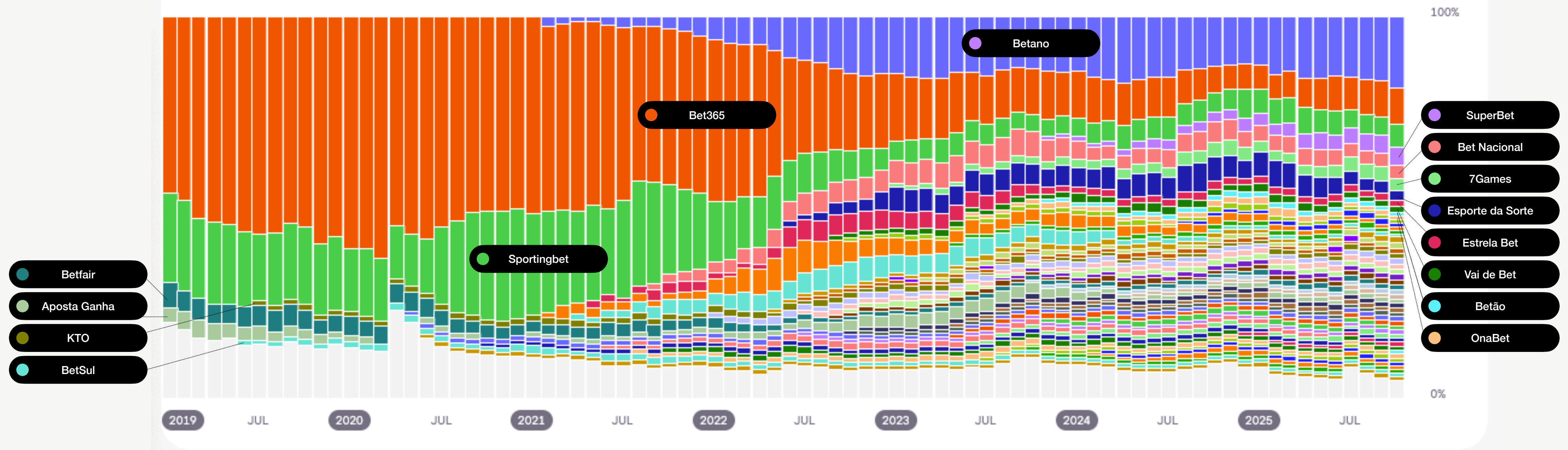
Expect more mergers between local digital players and international capital. Flutter's move won't be the last.

Brazil's Brands Evolution

This chart tells the story of how Brazil's top betting brands rose, plateaued, or declined over the last six years. It's a visual timeline of market attention, showing how brands competed for mindshare during a period of dramatic change: from a grey market to full regulation. You can clearly see the market consolidation and the rise of digital-native challengers. Some legacy giants faded, while local brands exploded with growth. This is not just a graph, it's a battlefield of branding, acquisition power, and cultural fit.

Brand's Accumulated Power

Brand Accumulated Power Represents a brand's share of total user interest within the country, calculated as a percentage of its Blask Index value relative to the combined Blask Index value of all brands during the selected period.



Note: For illustrative purposes, we highlighted the 10 most prominent brands in the last quarter of 2025, along with some of the early players from 2019 to provide context on how the landscape evolved.

Top 20 Betting Brands in Brazil

Jan to Nov | 2025

#	Brand	Platform	Vertical	APS	BAP	(US\$) CEB MIN	(US\$) CEB MAX	(US\$) GGR 2025 Projection (i)
1	Betano	Mobile	Sports	13.06M	21.54%	877M	2,050M	1,429M
2	Bet365	Mobile	Sports	6.71M	11.06%	529M	1,240M	741M
3	Sportingbet	Mobile	Sports	4.87M	8.01%	368M	859M	540M
4	Esportes da So...	Mobile	Sports	3.83M	6.27%	299M	698M	425M
5	Superbet	Mobile	Sports	3.23M	5.31%	193M	584M	361M
6	Betnacional	Mobile	Sports	3.22M	5.29%	189M	451M	359M
7	7Games	Mobile	Sports	2.54M	4.17%	173M	405M	285M
8	EstrelaBet	Mobile	Sports	1.53M	2.5%	116M	272M	175M
9	Vaidebet	Mobile	Sports	1.44M	2.35%	103M	242M	164M
10	Onabet	Mobile	Sports	1.26M	2.04%	102M	239M	143M
11	Blaze	Mobile	Sports	1M	1.62%	84M	198M	115M
12	H2Bet	Mobile	Sports	837.46K	1.35%	62M	145M	97M
13	Pix Bet	Mobile	Sports	737.25K	1.19%	52M	121M	85M
14	Bet7k	Mobile	Sports	725.29K	1.17%	71M	121M	83M
15	CassinoPix	Mobile	Sports	712.28K	1.15%	47M	110M	81M
16	Betao	Mobile	Sports	646.6K	1.04%	36M	84M	74M
17	Novibet	Mobile	Sports	637.43K	1.02%	48M	113M	72M
18	BullsBet	Mobile	Sports	594.84K	0.96%	31M	71M	67M
19	Betfair	Mobile	Sports	528.4K	0.84%	50M	115M	58M
20	KTO	Mobile	Sports	501.36K	0.79%	26M	131M	54M

Six Drivers Behind the Success of Brazil's Top 20 Brands

Performance among the top operators converges around a few core approaches.

1. Clear Value Propositions and Disciplined UX

Leading brands make the journey simple, fast and intuitive. They reduce friction, communicate directly and optimize for a mobile-first.

2. Locally Resonant Identities

The fastest-growing brands speak the digital language of Brazil: humor, informality and cultural fluency. EstrelaBet, Betão, KTO and Pixbet illustrate how “feeling Brazilian” outperforms global corporate tones.

3. Balanced Acquisition Engines

High performers combine different levers: mass visibility (Betano, Bet365), efficient performance media (7Games, OnaBet), creator-led storytelling (Betão, Blaze) and regional affinity (KTO, Esportes da Sorte). Success comes from choosing the mix that fits the brand’s DNA.

4. Fast, Transparent Payments

In a PIX-centric market, instant deposits, predictable withdrawals and clear communication drive trust and retention. Any payout friction stalls growth.

5. Casino Depth and Vertical Balance

Casino is becoming a primary revenue driver. Blaze, Cassino.bet, OnaBet and Pixbet show that strong casino offerings now differentiate brands as much as sportsbooks.

6. Regulatory Readiness

Operators that embraced licensing early: Betano, Bet365, Superbet, Betnacional, KTO, now project stability and are better positioned for the more stringent oversight coming in 2026.

Methodology Behind the Table

The top 20 brands follow the Pareto pattern, generating around 80 percent of the market’s total revenue. This table shows how we estimated market share for Brazil’s leading operators, based on the Blask Index and its three indicators (APS, CEB, and BAP), using data from January to November 2025.

GGR Basis and CEB Projection

(i) All estimates start from the official SPA GGR for H1 2025: R\$17.4 billion (USD 3.28 billion). Annualised, this points to R\$34.8 billion (USD 6.27 billion) for the full year. We applied each brand’s Blask indicators (BAP, APS, and CEB) to estimate its share of this projected GGR. Values are shown in reais and converted to USD using the November 2025 rate of R\$5.30 per dollar. These are not official company figures, but they offer a consistent benchmark for comparing operators.

Methodology

We combined the four indicators to calculate each brand’s share of the projected R\$34.8 billion (USD 6.27 billion) GGR. This provides a structured, comparable view of competitive strength in a market where financial disclosures are limited.

What Each Indicator Means

Blask Index: Our AI-powered metric that reads billions of search signals to track real market momentum and brand visibility. For mature brands, accuracy can reach up to 95%.

BAP (Brand’s Accumulated Power): Represents the brand’s share of total user interest across digital channels. It reflects overall brand strength and sustained engagement.

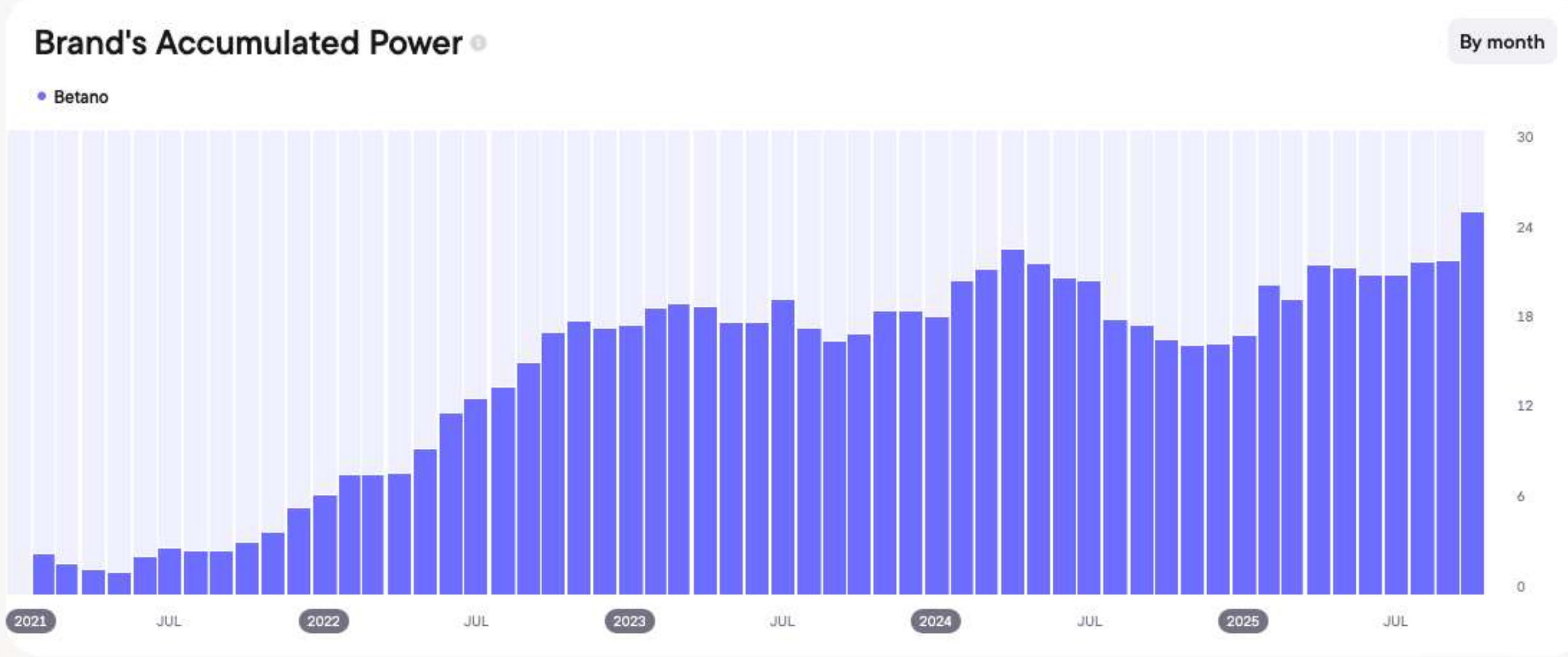
APS (Acquisition Power Score): Estimates the brand’s ability to attract new players over time. It combines BAP with historical data patterns to project acquisition performance.

CEB (Competitive Earning Baseline): Projects how much a brand should be earning based on its market signals. It combines BAP, APS, and competitive benchmarks to suggest a realistic revenue baseline.

Betano LOC 📱 🖥️ 🎧 🔄

Brazil ▾

Position **1°** BAP Oct'25 **25.58%** MoM Growth **↑ 20.88%**



Market Perception

- Betano has positioned itself as a premium, football-driven operator with a strong sense of scale and maturity. For many Brazilian users, the brand feels established, predictable in its delivery, and present across the sports ecosystem in a way few competitors match. Its visibility is undeniable: title sponsorships, heavy broadcast presence, and consistent brand recall make Betano feel like a “default option” for anyone entering the market for the first time.
- What users value most today is its reliability in day-to-day interactions, fast interface, competitive odds, and a platform that behaves the way a major operator should. What Betano has not yet secured is a distinctive narrative outside football. The brand is known, but not necessarily “followed.” It commands attention, but still competes for mindshare in moments outside the match.

Marketing Strategy

- **Acquisition Channels:** Betano deploys a classic high-reach strategy: large-scale football sponsorships, mass media, structured affiliate networks, and mobile-first digital performance. The mix works because it creates repetition and accelerates trust for new users. Its campaigns are polished, consistent, and grounded in sports storytelling.
- **Tone of Voice:** Confident, modern, and passionate. Betano blends institutional reliability with sports-driven excitement. It speaks with clarity, but often lacks a distinct emotional hook beyond football passion.
- **Key Campaigns:** Title sponsorship of the Brasileirão (renamed Brasileirão Betano), activation in Copa América 2024, localized content campaigns, bonus pushes, and influencer partnerships via Samba Digital.
- **Cultural Localization:** Approximately 85 to 90 percent. Strong adaptation across language, tone, football identity, and UX design. Local presence includes São Paulo HQ, support in Portuguese, and club-level sponsorships.
- **Our Comment:** Betano has localized well. Its storytelling and interface reflect Brazilian culture, especially around football. The brand is clearly present and visible. The next step is connecting emotionally beyond the game.

Strategy Insight

Betano is entering the regulated era from a position of undeniable strength. It has scale, top-tier partnerships, an operational engine that works, and early licensing that reinforces leadership. But leadership in a regulated market changes shape: growth shifts from “being everywhere” to “being meaningful in more moments.”

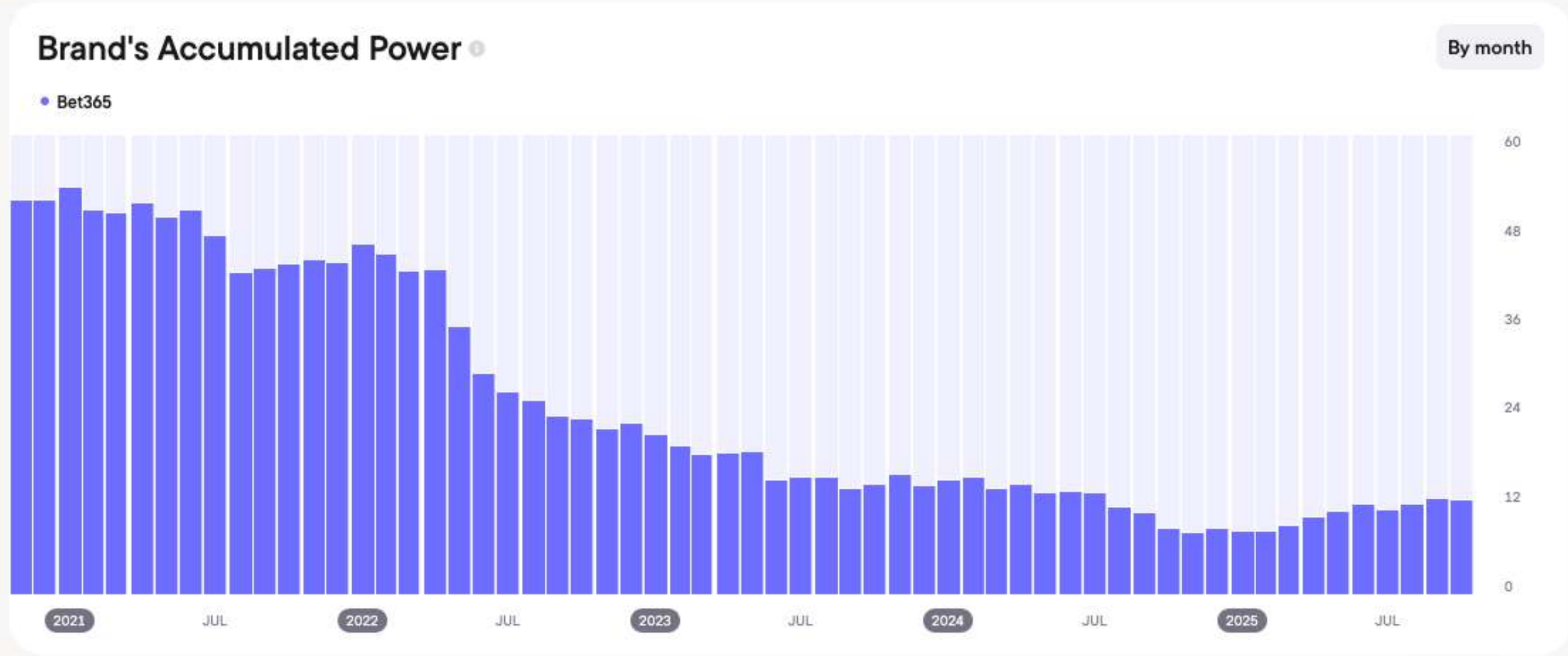
Next Steps

- The next frontier for Betano is to evolve from a broadcast-driven powerhouse into a brand that users actively choose, not only because they see it, but because they feel aligned with its point of view.
- Diversifying the narrative beyond football, especially into entertainment and casino, where upside is significant. And, building a retention framework that uses data, community, and habit-building experiences to reduce dependency on mass media.
- Betano has already won visibility. The opportunity now is to win preference, which in this market will be defined by consistency of service, smarter storytelling, and the ability to create a world that lives before, during, and after the match.

bet 365 **Bet365** LOC

Brazil

Position **2°** BAP **Oct25** **12.66%** MoM Growth **↑ 2.88%**



Market Perception

- Bet365 is widely perceived as the benchmark for a smooth, functional, no-nonsense betting experience. Brazilian users often describe it as the platform that "simply works": fast, predictable, and designed by people who understand odds and in-play mechanics at a deep level. Its global reputation creates a sense of stability, and many bettors still see it as the safest entry point when exploring online betting for the first time.
- What Bet365 does not project, however, is a distinct personality in Brazil. The brand feels efficient but emotionally neutral, polished yet distant. Local audiences know it, respect it, and rely on it, but few would articulate what Bet365 stands for beyond being a powerful international operator. That gap between recognition and affinity is its main strategic challenge in the country.

Marketing Strategy

- **Acquisition Channels:** Bet365's communications rely heavily on product strength. The brand uses performance media, SEO, and app-centric messaging that highlight live betting, fast markets, and a vast selection of events. The campaigns are rational rather than expressive, reinforcing convenience and reliability instead of cultural presence or lifestyle positioning.
- **Tone of Voice:** Technical and authoritative. Clear and functional, but lacks emotional warmth or cultural nuance tailored to Brazil.
- **Key Campaigns:** Emphasis on legal presence, live odds, PIX integration, and platform reliability. Communication focuses on efficiency and depth of features.
- **Cultural Localization:** Its tone is concise and authoritative, and the platform design reflects a global template that prioritizes clarity over local nuance. For seasoned bettors, this is a strength. For casual or entertainment-driven players, the brand may feel too technical and less inviting.
- **Our Comment:** The operational engine runs well. The challenge is building cultural proximity. The platform is trusted, but does not yet feel Brazilian.

Strategy Insight

Bet365 enters the Brazilian regulated market with a structural advantage: a highly optimized product that sets an industry standard. But in a landscape where more brands now offer speed, PIX integration, and a deep sports catalog, pure functionality no longer differentiates.

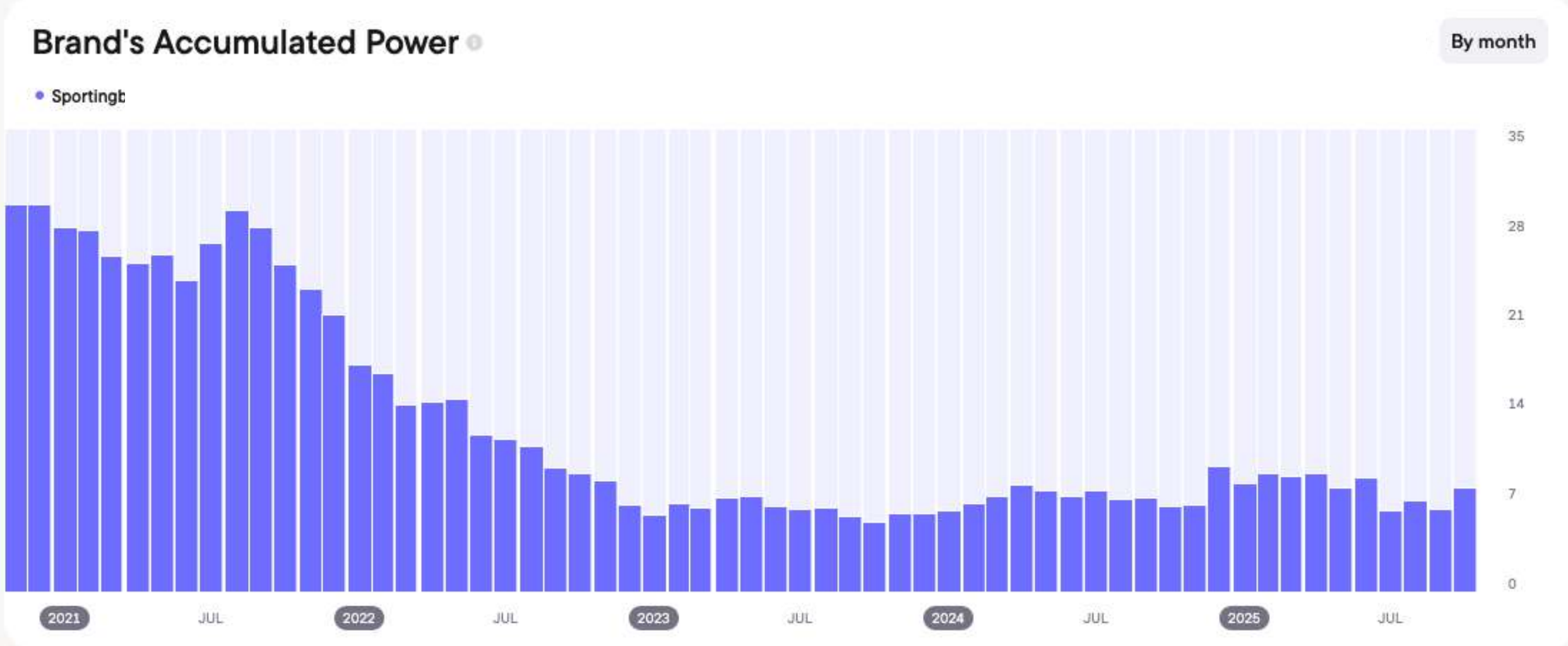
Next Steps

- To expand its influence, Bet365 will need to translate its technical superiority into a wider cultural presence. This does not mean abandoning its strength, but expressing it in a way that feels closer to the rhythms of Brazilian entertainment, football culture, and everyday digital behavior.
- A second strategic frontier is retention. Bet365 has historically relied on its platform as the primary retention engine. In a regulated environment, loyalty programs, tailored journeys, and community-driven experiences can extend usage beyond major sporting events.
- The path forward is clear: preserve the precision that made the brand iconic, but surround it with a narrative and experience that help bettors feel not only confident, but connected to something they want to return to daily.

Sportingbet LOC 📱 🖥️ 🔄 🎯

Brazil ▾

Position **3°** BAP Oct'25 **8.12%** MoM Growth **↑ 34.41%**



Market Perception

- Sportingbet carries the weight of a long-standing global operator, which gives it instant recognition among Brazilian bettors. Many users view it as a structured, established brand that delivers a predictable and safe experience. The platform is familiar, dependable, and grounded in the idea of "serious betting."
- That said, Sportingbet's legacy also creates an unintended perception: it can feel dated compared with the newer, more expressive competitors that have mastered digital culture. While the brand is respected, it rarely sparks enthusiasm. It is present, recognizable, and technically competent, yet not often mentioned as a trendsetter or a brand shaping conversations.

Marketing Strategy

- **Acquisition Channels:** The brand leans on high-visibility sports partnerships, most notably Palmeiras, to reinforce its regulated presence. Its media investments cover a broad mix of sponsorships, performance digital, and app-first campaigns. The messaging is clear and structured, reinforcing competence, security, and ease of use.
- **Tone of Voice:** Where Sportingbet trails competitors is in its expressive layer. The brand has not yet developed a distinct voice or storytelling approach that pushes it beyond functional communication. Its tone remains formal, with limited participation in the digital vernacular that resonates with younger bettors.
- **Key Campaigns:** Recent high-visibility deals include Palmeiras as master sponsor and NBA partnership in Brazil.
- **Cultural Localization:** Around 70 to 75 percent. Website, support, and payment flows are adapted, but brand personality still leans global and formal.
- **Our Comment:** Sportingbet's structure is solid, with consistent delivery and regulatory alignment. However, the emotional and cultural layer is still shallow. Without that, long-term engagement will remain limited.

Strategy Insight

Sportingbet enters the regulated era with a strong foundation, but foundations alone do not create differentiation. In a market where competitors are expanding narratives, testing unconventional channels, and building recognizable personalities, Sportingbet risks being remembered solely as "the traditional option".

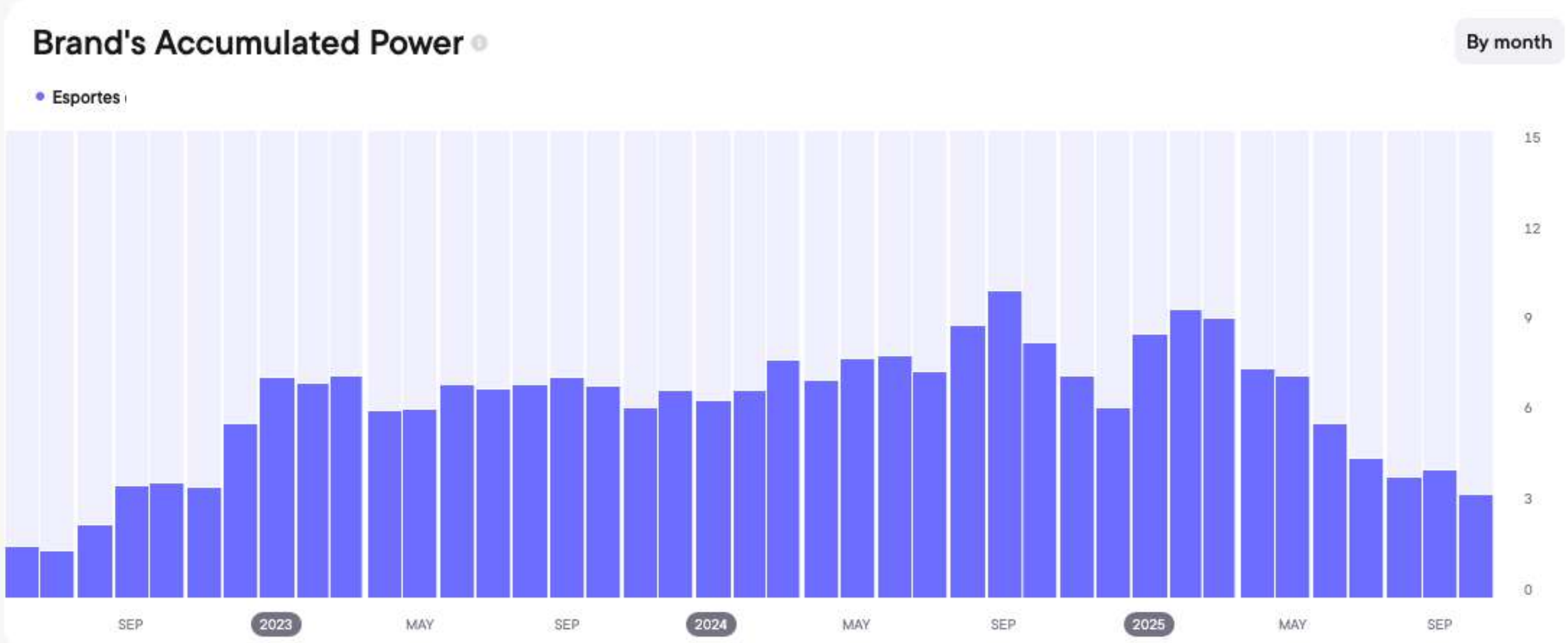
Next Steps

- To strengthen its position, the brand should modernize its voice and broaden its expressive range. There is meaningful opportunity in connecting with segments that value both structure and entertainment, particularly if the brand can reframe its heritage as an advantage rather than a constraint.
- Another strategic opportunity lies in retention. Sportingbet's user base trusts the brand, but trust must translate into habitual use. More dynamic CRM, tailored journeys, and relevant content could reposition Sportingbet as a destination rather than a fallback.
- The brand already has credibility. Its next step is to communicate from a place of modernity rather than legacy, and to show users that experience, not just history, is what sets it apart.

Esportes da Sorte LOC 📱 🖥️ 📊 🔍

Brazil ▾

Position: **4°** BAP Oct'25: **3.42%** MoM Growth: **↓ 14.39%**



Market Perception

- Esportes da Sorte has quickly earned a place among brands that feel genuinely built for the Brazilian bettor. Users associate it with simplicity, clarity and a friction-free experience, particularly in payments and onboarding. The platform speaks directly to everyday betting habits rather than trying to impress with oversized narratives.
- Because the brand avoids the “international operator” aesthetic, users often see it as a natural extension of how betting already works in Brazilian culture. It appeals strongly to first-time bettors and to those who want a straightforward, predictable journey. Its focus on R\$1 bets, PIX speed and practical usability reinforces this perception.
- What emerges is a brand that feels familiar. It is functional in a way that aligns with Brazilian expectations, and this alone has propelled its rapid rise. Esportes da Sorte is proof that a strong brand built for a specific market can outperform legacy names. It combines smart digital acquisition with a culturally resonant identity.
- The fact that it avoids using "Bet" in its name reinforces its unique positioning. Possibly the fastest-growing brand in the Brazilian regulated market right now.

Marketing Strategy

- **Acquisition Channels:** Esportes da Sorte relies on a performance-driven approach, emphasizing conversion efficiency over flashy campaigns. The brand invests heavily in digital acquisition, focusing on mobile-first flows and creatives centered on speed, ease and affordability. Offline presence is strong too.
- **Tone of Voice:** Direct and practical, using clear Portuguese with a focus on trust, simplicity, and low-risk betting. The tone feels local and familiar, not corporate or international.
- **Key Campaigns:** Legal launch announcement, boosted odds through "Cotação Turbinada," promo banners focused on low minimum bets, and performance creatives highlighting speed and ease of payouts.
- **Cultural Localization:** Very high. The entire customer journey is Brazilian-centric, from language and pricing to UX flow and payment behavior. This is a native product, not a global template.
- **Our Comment:** The brand's success lies in mastering digital acquisition within a local context. Its simplicity is a strategic choice, not a limitation. It understands the Brazilian bettor's mindset and behavior far better than many imported brands.

Strategy Insight

Esportes da Sorte has mastered something many brands still struggle with: aligning the product with the rhythm of the Brazilian betting audience. Its strength is not spectacle, but precision. It understands that a large share of bettors seek convenience, transparency and frictionless transactions before they seek entertainment.

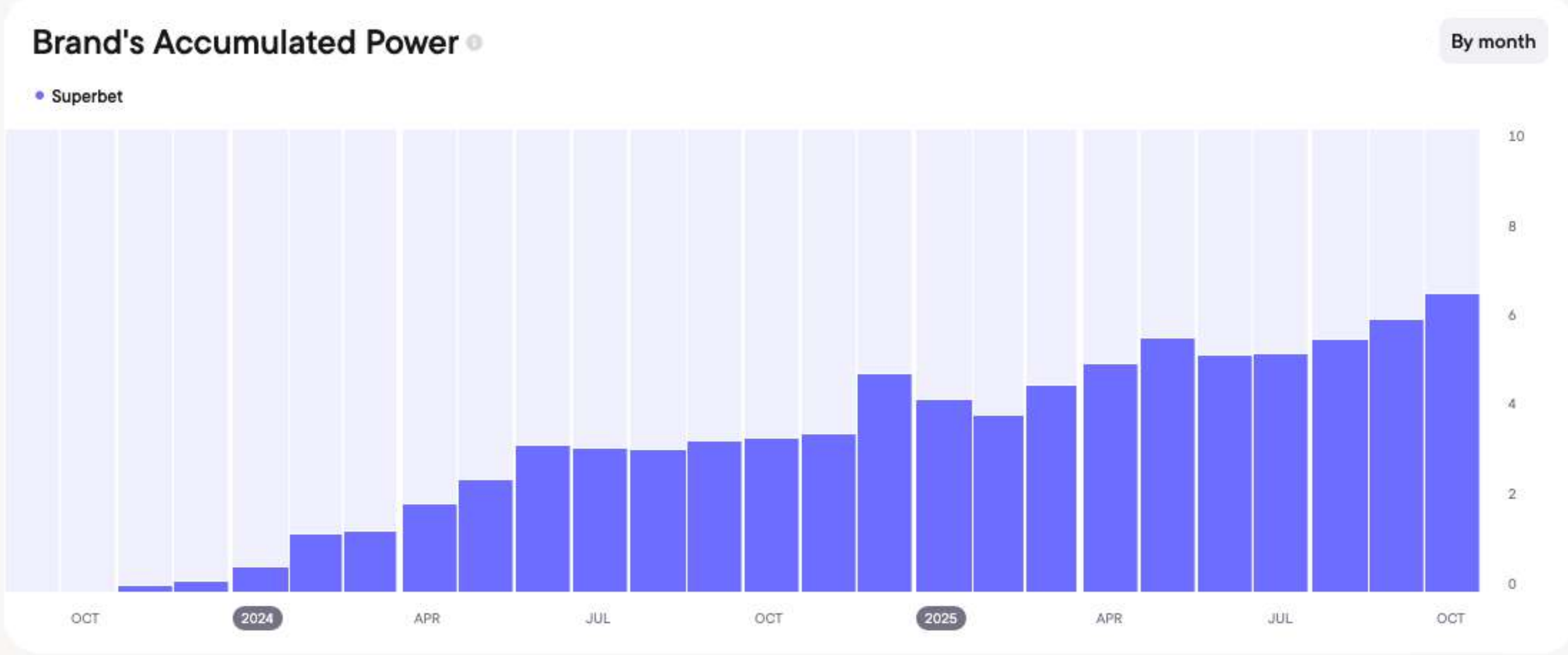
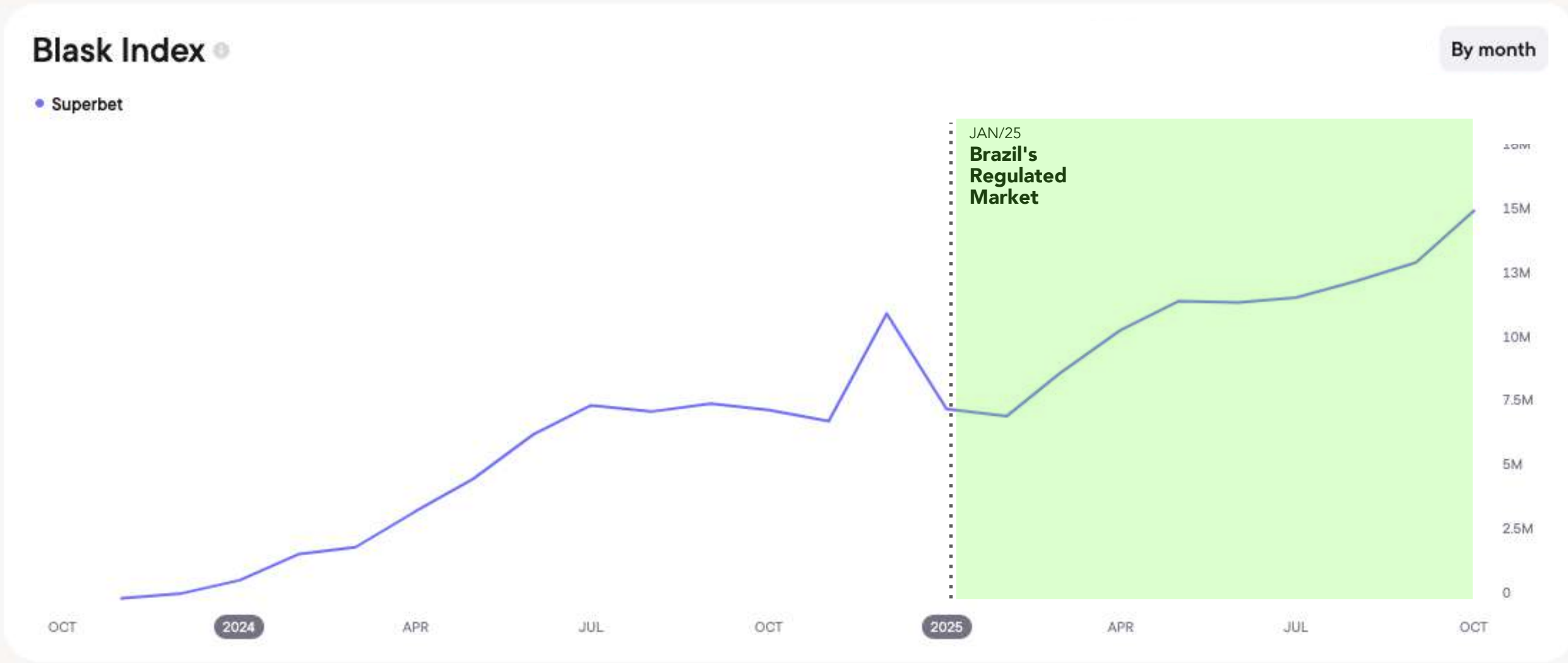
Next Steps

- The brand's next phase will depend on how well it can deepen its relationship with users without abandoning the clarity that made it successful. There is room to expand its identity, introduce richer narratives and build more structured retention mechanics. If done with care, these additions can amplify loyalty without diluting what already works.
- In the regulated era, operators that combine operational efficiency with a clear proposition tend to scale profitably. Esportes da Sorte is one of the strongest examples of this path.
- The opportunity ahead is to convert its practical appeal into long-term affinity by building experiences that users return to not only because they trust the platform, but because they are comfortable inside its world.

Superbet LOC

Brazil

Position: **5°** BAP Oct'25: **6.64%** MoM Growth: **↑ 15.27%**



Market Perception

- Superbet entered Brazil with the advantage of being fully licensed from day one, which immediately positioned it as a structured and serious operator. For many users, the brand presents itself as a stable and orderly environment, with clear flows, strong UX and an emphasis on formal compliance.
- While this foundation creates confidence, Superbet is still in the early stages of shaping how Brazilians perceive its personality. It feels competent, but not yet distinctive. The brand is recognized for doing things correctly, yet it has not established the kind of cultural footprint or memorable presence that turns awareness into belonging. Its challenge is not credibility, but definition.

Marketing Strategy

- **Acquisition Channels:** Superbet invests heavily across both digital and offline channels. Its Brazilian domain, local support structure and regulatory positioning are consistently highlighted in its campaigns.
- **Tone of Voice:** Superbet's messaging remains largely functional. It speaks the language of process and dependability but has yet to articulate a broader perspective on entertainment, sports or betting culture. The tone is clean and professional, which reinforces trust, but leaves expressive room that more fluid, digital-native brands often occupy.
- **Key Campaigns:** Launch of regulated operations in Brazil, promotion of legal status, onboarding guides, offers, and a focus on seamless payment experience for new users.
- **Cultural Localization:** The UX and UI are among the strongest elements of the brand. They create a sense of polish and maturity that supports acquisition, yet the brand still needs content formats and storytelling that help extend its presence beyond the homepage.
- **Our Comment:** Superbet's operational setup is solid. Its messaging inspires confidence and shows transparency. To scale, the brand needs to create emotional value and build identity that resonates with local culture.

Strategy Insight

Superbet enters the competitive phase of the regulated market with all the structural elements in place. It is compliant, technically sound, well-funded and present in the right channels. What it now needs is definition.

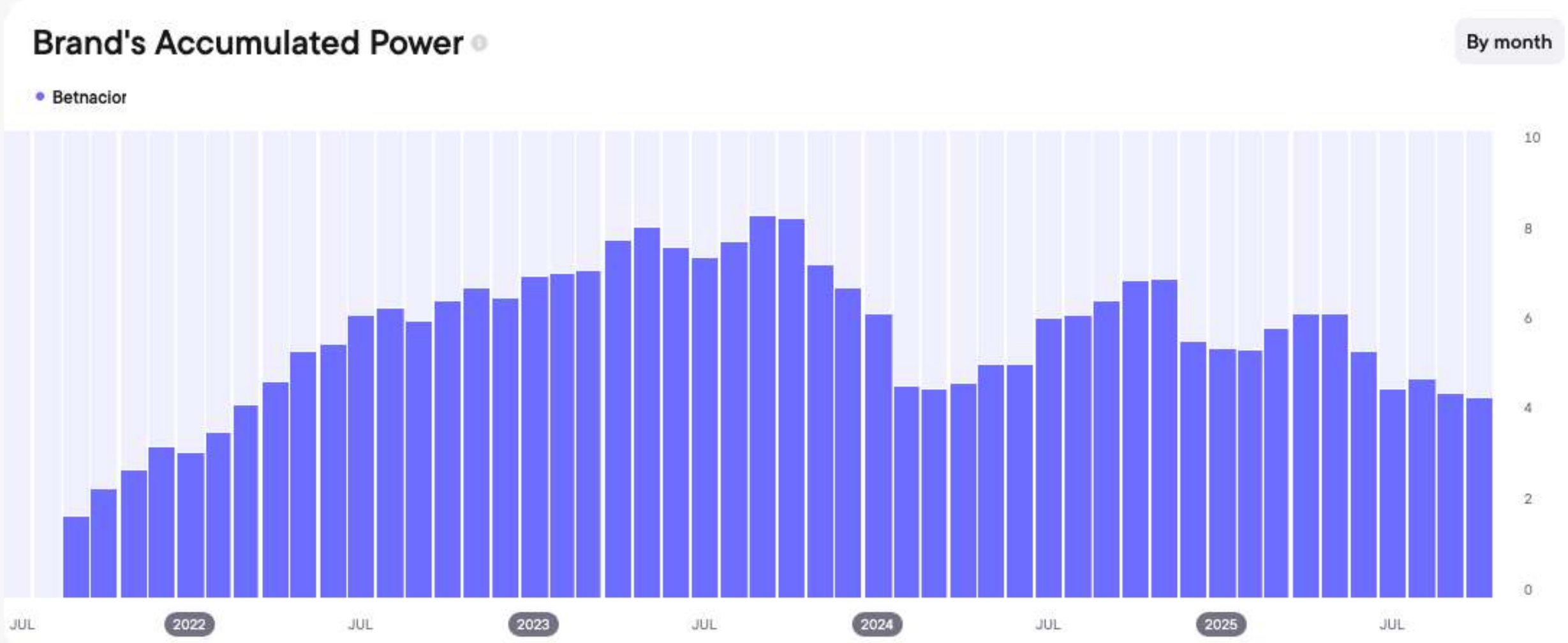
Next Steps

- To grow beyond functional recognition, the brand must create a sharper identity that communicates why Superbet, among all licensed operators, deserves a larger share of the bettor's attention. That identity can emerge from its strengths: a highly refined product, a polished aesthetic and a process-first mindset that other brands often lack.
- Superbet's opportunity is to translate its precision into a narrative that feels alive in Brazil's sports and entertainment ecosystem. The more the brand expresses who it is, not just what it offers, the more its investments will compound.
- If Superbet can connect its disciplined operational approach with a more expressive front-facing voice, it will move from being a technically sound option to becoming a brand players choose because it stands for something clear and recognizable.

bet Betnacional LOC 📱 🖥️ 📄 🔄

Brazil ▾

Position **6°** BAP Oct'25 **4.41%** MoM Growth **↑ 3.32%**



Market Perception

- Betnacional benefits from an unusual combination in this market: the familiarity of a homegrown brand paired with the structural backing of a global heavyweight after Flutter's acquisition. For many Brazilian bettors, this duality creates a sense of solidity. The platform feels native in tone and straightforward in usability, yet supported by the type of organizational muscle usually associated with international operators.
- The brand has earned recognition for being "Brazilian in spirit" and formally structured in its operations, especially after securing federal authorization. Still, Betnacional has not fully converted credibility into broader personality. Users see it as reliable and well-built, but not yet as a brand that defines trends or sparks enthusiasm outside the betting environment.

Marketing Strategy

- **Acquisition Channels:** The acquisition strategy blends performance media with the reputational lift generated by Flutter's ownership. Its tone is practical and assertive, which reinforces confidence but does not yet explore the broader emotional or experiential aspects that could give Betnacional a more distinctive voice.
- **Tone of Voice:** Practical and confident, with emphasis on being legal, secure, and built for Brazilians. It is informative and reassuring, though still developing a more emotional and lifestyle-driven identity.
- **Key Campaigns:** Highlights include the public announcement of the Flutter acquisition, branding around its legal approval, visible efforts to promote itself as a national leader in regulated betting and responsible gaming.
- **Cultural Localization:** High technical localization, including a fully localized platform, strong CS, and instant PIX integration.
- **Our Comment:** Betnacional is well-structured and compliant, which creates trust. To scale meaningfully, the brand must now invest in identity, tone, and campaigns that generate emotional loyalty beyond transactional trust.

Strategy Insight

Betnacional stands at an inflection point. The brand has earned structural legitimacy, has a strong operational core and now has one of the most powerful parent companies in the industry behind it. Its next phase requires translating these assets into a point of view that differentiates it in a market where many brands claim similar levels of reliability.

Next Steps

- A key opportunity lies in reframing its Brazilian identity in a more contemporary way. Betnacional does not need to mimic louder or trend-driven competitors, but it can express a modern version of "built for Brazilians" that extends beyond national pride and into lifestyle, habit and entertainment.
- Another frontier is product diversification. The transition from a predominantly sports-driven audience to a more balanced sportsbook-casino mix can unlock meaningful revenue expansion. To succeed here, Betnacional will need structured retention, CRM depth and experiences that make casino feel like a natural part of the brand.
- With a strong foundation established, Betnacional's challenge is not to prove legitimacy but to articulate distinctiveness. The pieces are in place. What comes next is shaping a narrative that users recognize instantly as Betnacional, not just as another brand.

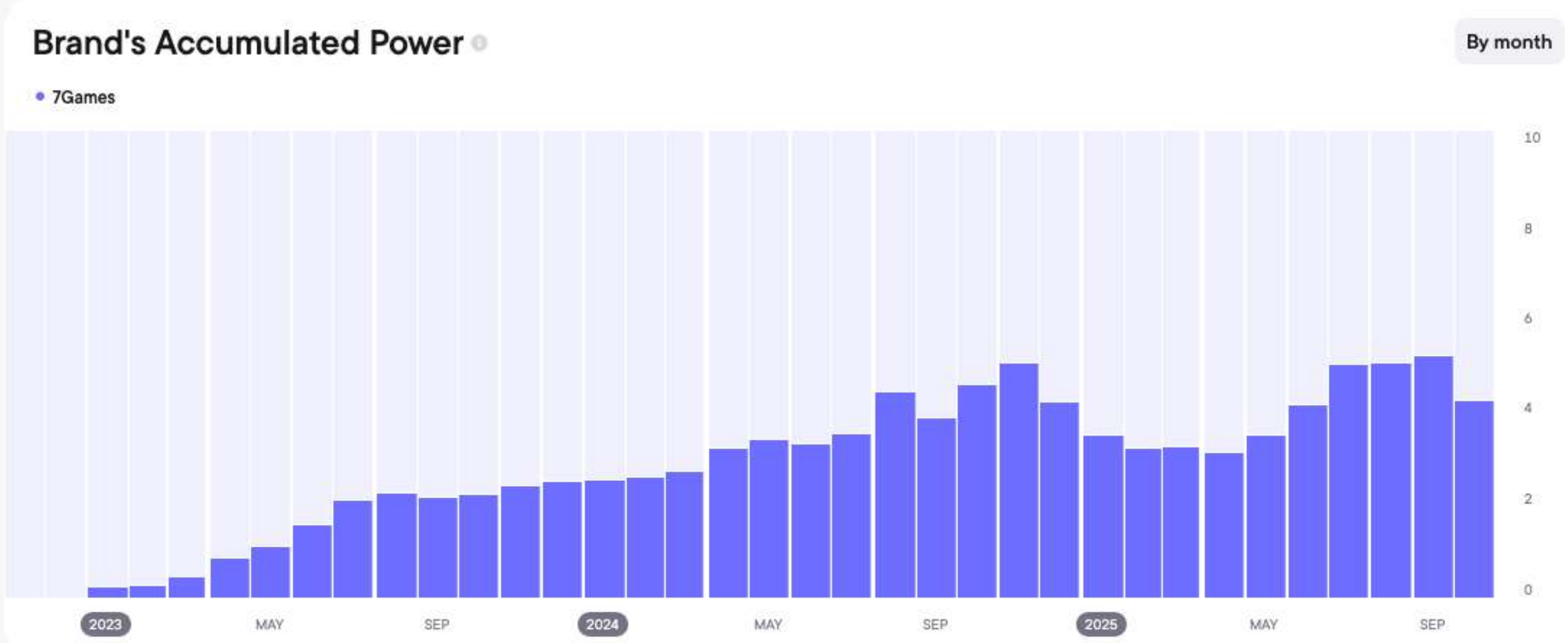
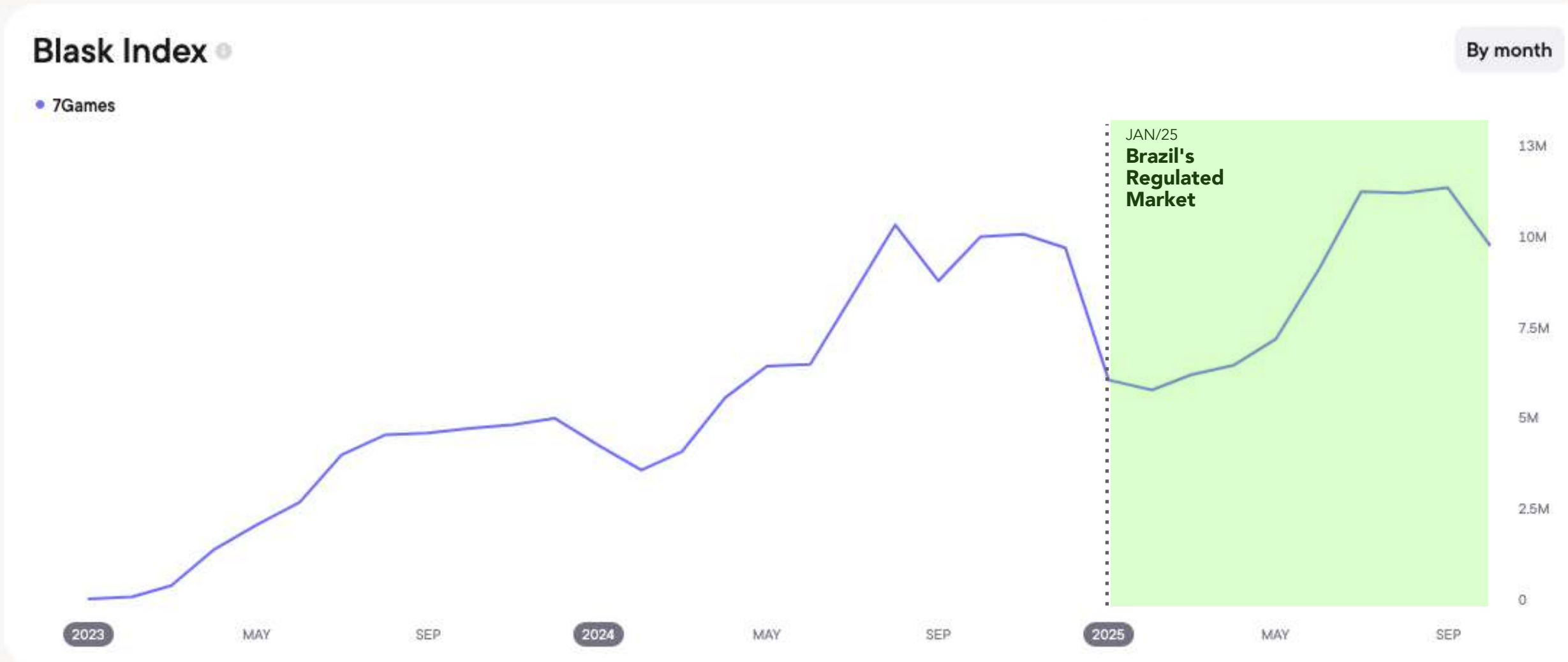
7Games LOC

Brazil

Position: **7°**

BAP Oct'25: **4.36%**

MoM Growth: **↓ 13.63%**



Market Perception

- 7Games is emerging as one of the most efficient digital operators in the regulated market. Users describe the platform as clean, fast and built for people who want a simple, predictable experience. The brand feels modern without trying to be loud, and its fully digital DNA gives it an agility that many legacy operators struggle to match.
- Despite its credibility among early adopters, awareness is still uneven. The brand performs well among bettors who prioritize interface quality and payout speed, but it has not yet built a wider presence in everyday betting conversations. Its image is that of a competent, low-friction operator that has not fully defined its personality at scale.

Marketing Strategy

- **Acquisition Channels:** 7Games focuses almost exclusively on digital efficiency. Its acquisition model is built on mobile UX, performance media, SEO and sharp onboarding flows designed to convert quickly. This approach minimizes overhead and maximizes ROI, giving the brand a lean but powerful engine.
- **Tone of Voice:** Highlights clarity and legality but rarely extends into expressive storytelling. The tone is straightforward and confident, yet neutral, which keeps the platform accessible but limits its ability to stand out in a crowded market.
- **Key Campaigns:** Promotions tied to legal approval, simplified onboarding and performance-focused digital campaigns, with no major offline or emotional initiatives reported to date.
- **Cultural Localization:** Good UX/UI, payment flows, and support are localized. Still, brand personality and storytelling remain very neutral, with minimal emotional alignment with Brazilian bettors.
- **Our Comment:** 7Games checks all the operational boxes. To stand out, it must invest in creative, culturally relevant branding that makes users feel emotionally connected, not just functionally satisfied.

Strategy Insight

7Games is positioned to be one of the most profitable operators in Brazil if it continues scaling with discipline. Its cost structure, digital-first mindset and focus on funnel efficiency give it a strong foundation for sustainable growth in a market where many brands overspend to gain visibility.

Next Steps

- To advance to the next stage, the brand needs to build more presence in the minds of users. Not through expensive sponsorships, but by adding character to its communications, strengthening its identity and creating content formats that make 7Games feel more alive in the bettor's routine.
- Another major opportunity is retention. With a platform engineered for speed and ease, 7Games can leverage data-driven journeys, gamified experiences and tailored incentives that deepen user habit. This would allow the brand to move from a high-conversion operator to a high-loyalty operator.
- 7Games has the fundamentals to scale fast and profitably. What it needs now is a clearer voice and a more consistent narrative that makes users return not only because of the experience, but because the brand stands for something recognizable in the Brazilian betting ecosystem.

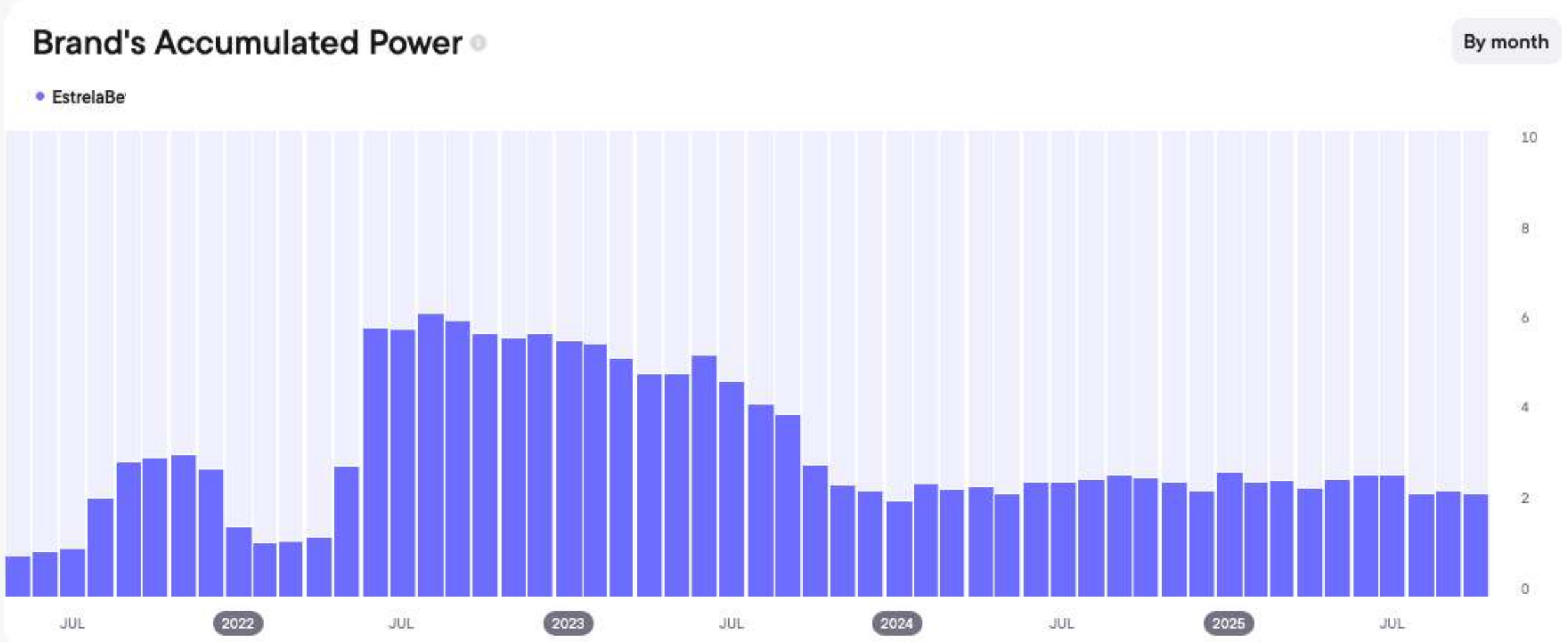
EstrelaBet LOC

Brazil

Position: **8°**

BAP Oct25: **2.27%**

MoM Growth: **↑ 1.64%**



Market Perception

- EstrelaBet has built one of the most distinctive identities in Brazil's betting landscape. The brand feels energetic, contemporary and unmistakably attuned to the way Brazilians consume digital content. Users often describe EstrelaBet as fast-moving and expressive, with a personality that stands out in a sea of similar-looking operators.
- Its interface is straightforward, payouts are quick and the brand projects confidence without slipping into formality. Among younger bettors and digital natives, EstrelaBet has gained a reputation for being "one step ahead" in tone and agility. Where many brands rely on institutional messages, EstrelaBet leans into cultural fluency, which gives it a momentum few competitors have matched.
- EstrelaBet might be the brand with the strongest personality and attitude in the Brazilian market. It proves that strategic branding combined with aggressive digital marketing is a powerful formula. EstrelaBet is one of the biggest Brazilian success stories in the regulated landscape.

Marketing Strategy

- **Acquisition Channels:** EstrelaBet uses a diversified playbook, pioneering out-of-the-box marketing with a full-funnel strategy across performance, social and creative partnerships. The brand has explored channels and sponsorships most operators overlooked.
- **Tone of Voice:** The tone is bold, informal and highly adaptive. EstrelaBet speaks in its audience's digital language, mixing humor, commentary and real-time cultural cues. This creates proximity that feels native to Brazilian social media, not borrowed from corporate playbooks.
- **Key Campaigns:** Notable moves include sponsoring Internacional's Beira-Rio Stadium, a highly visible football activation. Its content strategies on Instagram, YouTube, and Twitter have also set it apart, blending humor, culture, and gaming updates.
- **Cultural Localization:** Extremely high. Everything from language to tone, customer journey, and visual identity reflects a deep understanding of Brazilian culture. The brand feels built for Brazil, not just translated for it.
- **Our Comment:** EstrelaBet carved its own lane. While others followed traditional marketing paths, it created new ones, tapping into creators, fan culture, and overlooked audiences. Its risk-taking mindset is part of what makes the brand stand out.

Strategy Insight

EstrelaBet is a case study in how expressive branding can outperform heavier budgets and more traditional strategies. The brand has carved out its space by being unmistakably current while maintaining a solid operational backbone. Its biggest challenge now is scaling this identity without diluting what makes it unique.

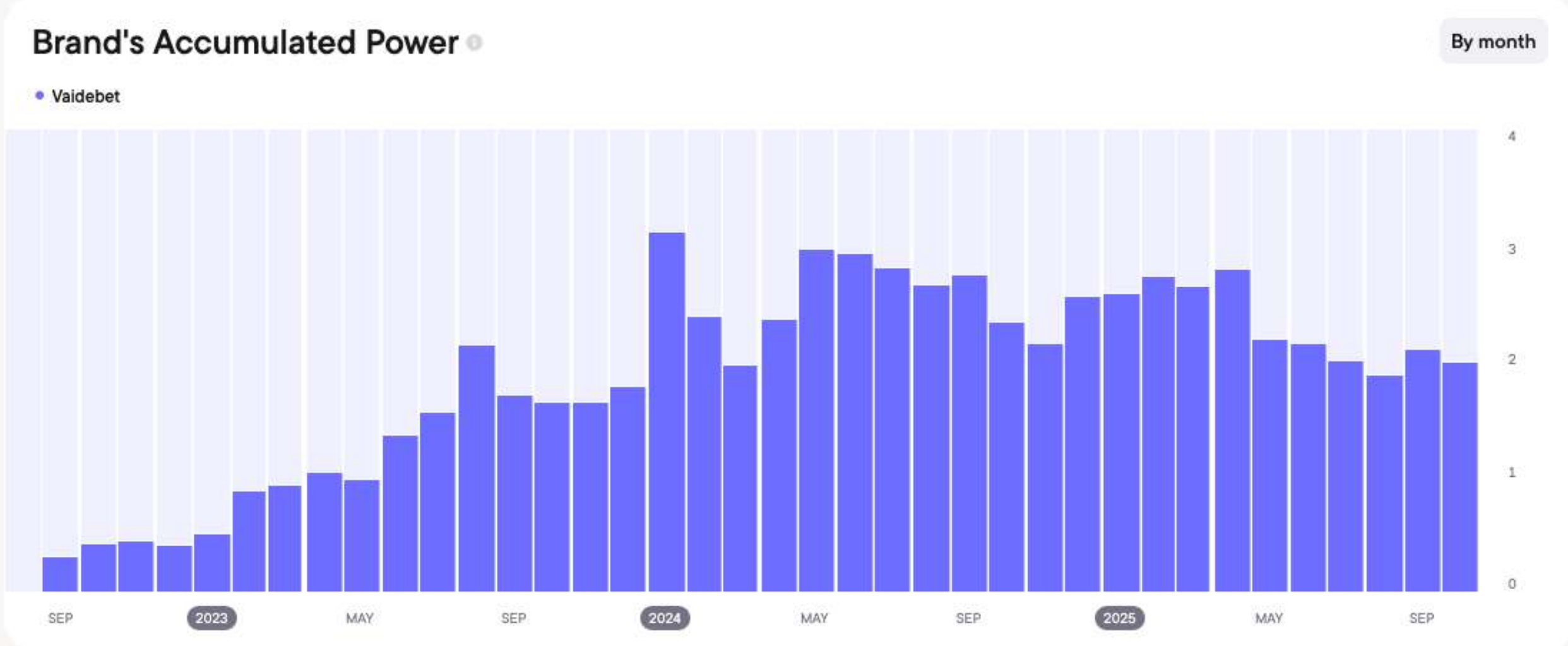
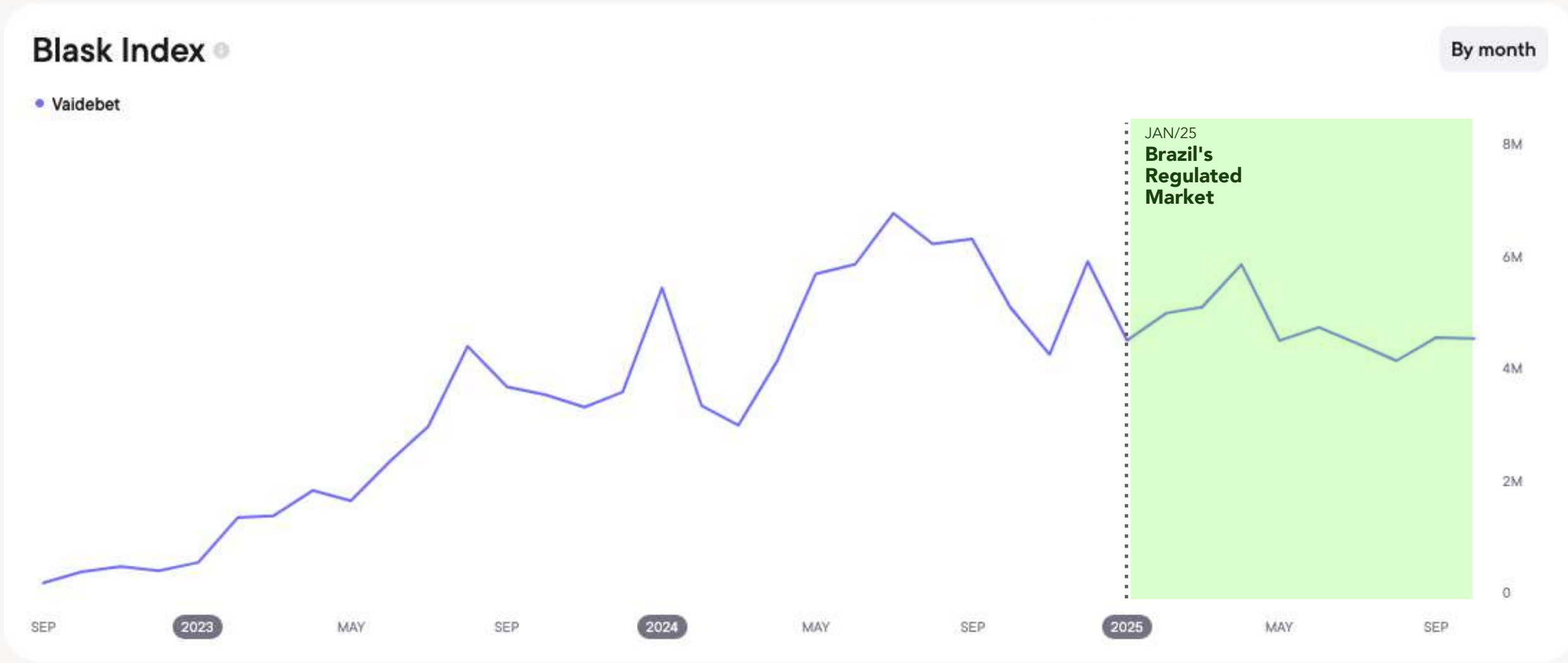
Next Steps

- As it grows, EstrelaBet will need to balance experimentation with consistency. There is an opportunity to develop a more structured retention model that matches the creativity of its acquisition engine. Personalized journeys, community-driven experiences and better integration of casino products could extend its reach and reinforce loyalty.
- The core advantage of EstrelaBet is not just its personality, but its ability to adapt quickly and speak in a way that echoes how Brazilians already talk about sports, entertainment and digital life. If the brand can preserve this versatility while adding more depth to its user lifecycle, it will continue to be one of the most influential Brazilian-born operators in the regulated market.

Vaidebet LOC

Brazil

Position **9°** BAP Oct25 **2.04%** MoM Growth **↓ 0.35%**



Market Perception

- VaideBet entered the regulated environment with the advantage of formal authorization, which gave the brand immediate legitimacy in a period of uncertainty. Users generally view the platform as a straightforward, accessible option that delivers what it promises: fast onboarding, practical payment flows and an uncomplicated experience.
- However, the brand's public image is still forming. VaideBet is visible, but not yet differentiated. Many bettors recognize it as a functional operator supported by influencer traction, but they struggle to describe what the brand represents beyond being "a legal and convenient betting site." The name itself carries potential, yet the broader narrative has not fully taken shape.

Marketing Strategy

- **Acquisition Channels:** VaideBet's go-to-market approach prioritizes speed: capture attention through influencers, drive volume through performance media and convert quickly with a clean UX.
- **Tone of Voice:** The tone of communication is direct and pragmatic, focusing on simple odds, PIX convenience and promotional pushes. While this creates clarity, it also places the brand in a competitive space where many operators rely on similar messaging.
- **Key Campaigns:** The main visible campaigns have been around legal authorization, payment convenience (PIX), betting offers and offers on live betting and casino features.
- **Cultural Localization:** On a functional level the platform is localized, interface, compatibility with local payment flows, UX adapted for Brazilian users. On emotional or cultural branding, the name VaideBet is good, but the brand remains generic.
- **Our Comment:** VaideBet's go-to-market is pragmatic: get licensed, launch fast and drive aggressive, influencer-led acquisition. This may generate volume, but without a cohesive narrative, strong UX or reputation-building, the brand risks being seen as a utility rather than a preferred destination.

Strategy Insight

VaideBet's next chapter will depend on how well it can transform visibility into consistency. The brand has a solid operational foundation and a functional product, but long-term growth requires shaping a clearer identity.

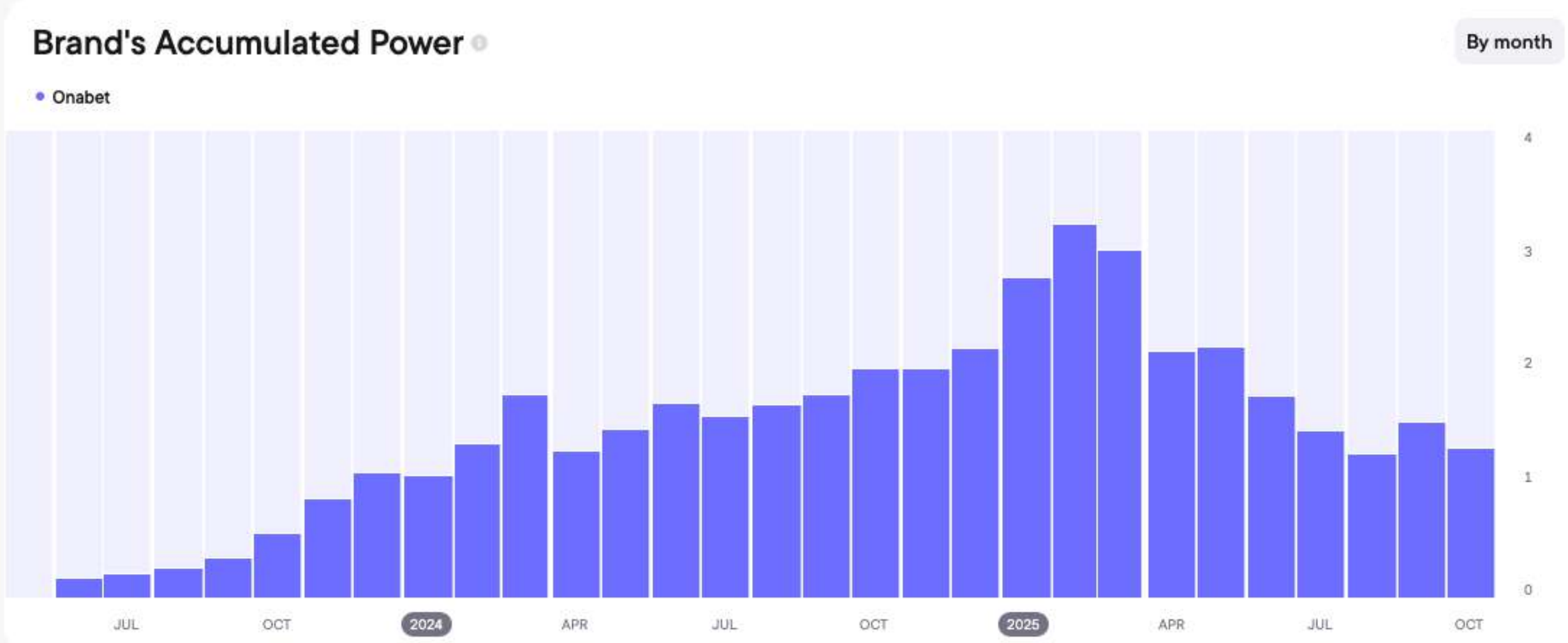
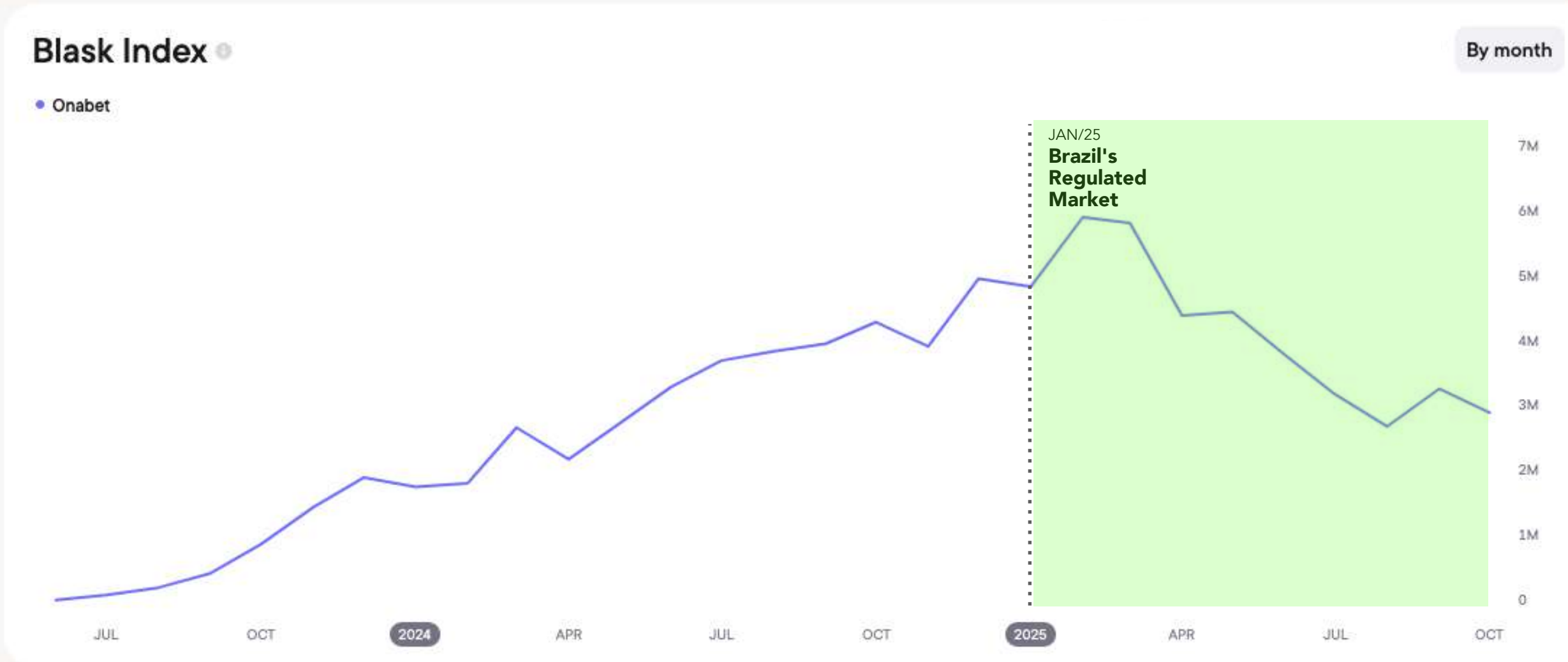
Next Steps

- A strategic opportunity lies in articulating what "VaideBet" means beyond compliance and convenience. The brand could lean into themes such as accessibility, entertainment, local rituals or even a distinct attitude that expresses its name in a more memorable way. Without this clarity, users may view it as another interchangeable operator in a crowded field.
- Retention is key. To sustain momentum, VaideBet needs smoother user journeys, stronger communication and more structured loyalty. Influencers create traffic spikes, but lasting habits come from product design and ongoing engagement.
- VaideBet has achieved the first step by entering the market with structure and reach. The next step is to define a voice, refine its promise and build a presence that feels deliberate rather than opportunistic. With the right strategic framing, the brand can solidify its place as a consistent player in the regulated space.

Onabet LOC

Brazil

Position **10°** BAP Oct'25 **1.31%** MoM Growth **↓ 10.88%**



Market Perception

- OnaBet has become a strong example of how a digital-first brand can scale quickly in Brazil when product clarity meets disciplined execution. Users tend to describe it as a modern, agile platform with a clean interface and fast payouts. The experience feels smooth from the first interaction, which helps the brand gain credibility even without heavy mass-media exposure.
- Among casino-focused players, OnaBet has built a reputation for variety and consistency. The brand projects a sense of order and convenience, and its positioning feels intentional: simple to use, easy to navigate and tailored to everyday betting behavior.
- Even with this momentum, OnaBet remains a quieter presence compared to more expressive brands. It performs well in satisfaction and reliability, yet its broader personality is still emerging.

Marketing Strategy

- **Acquisition Channels:** OnaBet's strategy is anchored in digital performance and product-led acquisition. It uses influencers, organic social and targeted paid media to reach users who value convenience and simple UX. This keeps acquisition costs low and enables scale without traditional sponsorships.
- **Tone of Voice:** The brand speaks in a straightforward, confident, and local tone. It emphasizes trust, convenience, and simplicity.
- **Key Campaigns:** Highlights include daily offers, free spins, and a rich casino game catalog. The brand reinforcing its safety and legitimacy. And OnaBet maintains solid customer ratings, showing positive sentiment and active CS responses.
- **Cultural Localization:** The product is deeply tailored for Brazil, offering full Brazilian Portuguese language support, Brazilian customer service, and locally relevant content and promotions.
- **Our Comment:** OnaBet leverages a lean, digital-first structure that keeps acquisition costs low and operational agility high. Its localized product and rapid scaling make it one of the most promising casino-led operations in the regulated market.

Strategy Insight

OnaBet is a strong example of diversification within the same group behind Esportes da Sorte. Having two top-10 brands with different approaches shows how distinct strategies can succeed under one vision.

Esportes da Sorte drives visibility through sponsorships and broad entertainment, while OnaBet grows quietly through product quality and digital performance. With limited media spend, it achieves reach and retention by focusing on UX and targeted offers. This fully digital, casino-centric model, paired with efficient marketing, positions OnaBet among the country's most profitable brands.

Next Steps

- To unlock the next phase of growth, OnaBet can expand its expressive layer without compromising efficiency. A more defined voice, richer storytelling around casino entertainment and smarter use of community-driven content could make the brand feel more present in the bettor's routine.
- Retention is another high-value opportunity. With a strong casino audience, OnaBet can benefit significantly from personalized journeys, gamified progression and better cross-sell into live games and sports. This would help transform a high-performing product into a high-loyalty ecosystem.
- OnaBet has all the fundamentals of a sustainable operation. What it needs now is definition. With a clearer identity and more dynamic engagement formats, the brand can move from being a smart digital operator to becoming a long-term reference in Brazil.

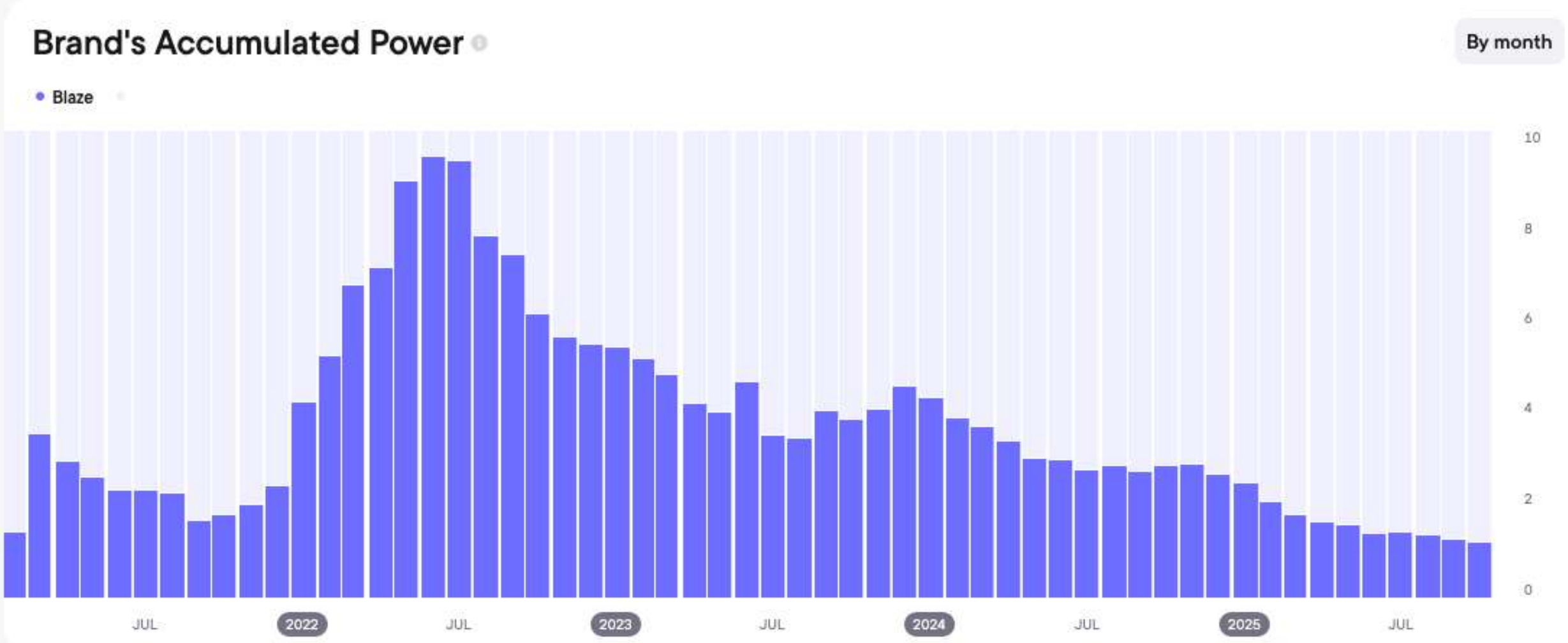
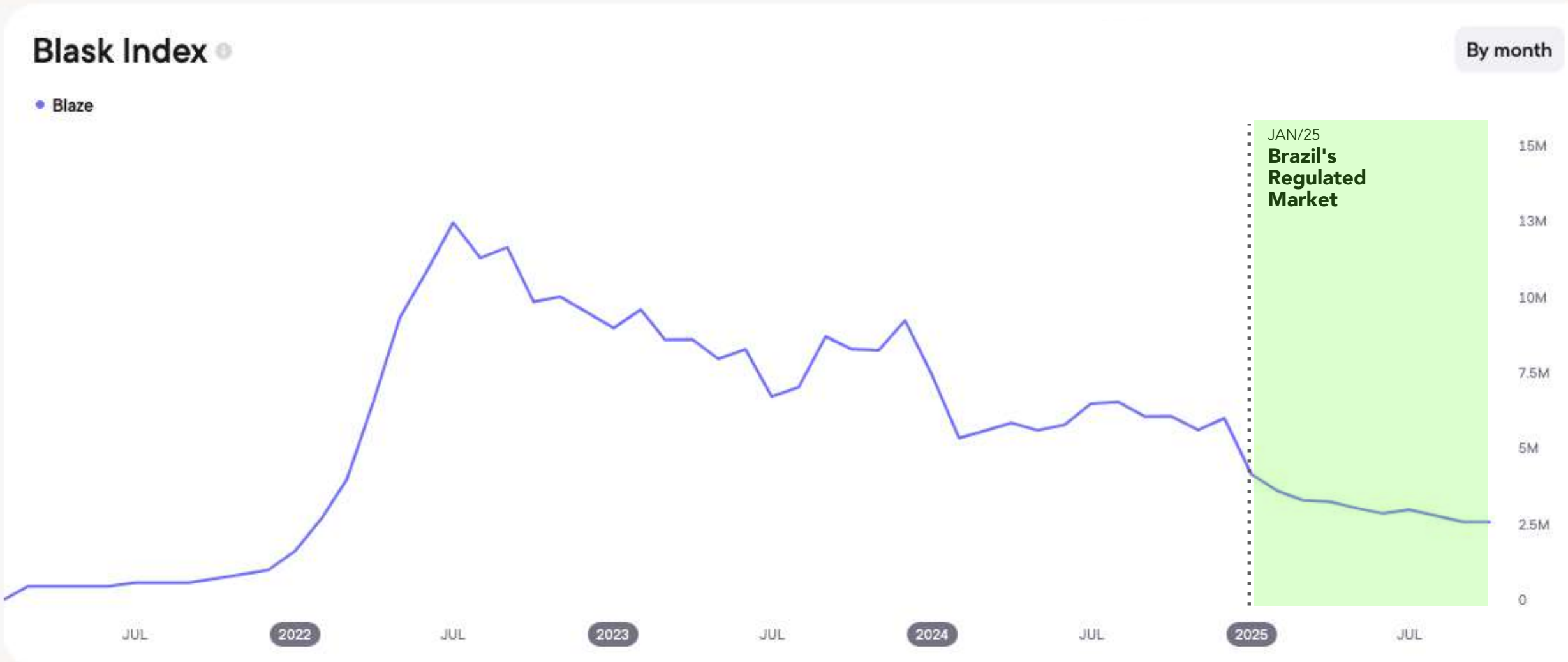
Blaze LOC

Brazil

Position **11°**

BAP Oct'25 **1.24%**

MoM Growth **↓ 0.17%**



Market Perception

- Blaze has become one of the most recognizable digital gaming brands in Brazil, largely due to its presence in social media and partnerships with high-profile personalities. For many users, Blaze represents a fast-paced, entertainment-driven approach to online gaming rather than a traditional sportsbook-first operator.
- The brand's broad casino portfolio and proprietary games have helped it stand out, giving players the perception of a more playful and dynamic environment. This visibility, however, comes with mixed perceptions. While the brand is widely known, it also faces scrutiny from segments of the audience who remember past controversies or question the consistency of its service experience.
- Blaze sits in a unique position: high awareness, strong entertainment appeal and an ongoing need to reinforce reliability as it matures in a regulated ecosystem.

Marketing Strategy

- **Acquisition Channels:** Strong emphasis on influencer and celebrity marketing, supported by broad digital performance media. High visibility through Neymar Jr. and a clean, responsive platform help attract and convert new players.
- **Tone of Voice:** Playful, bold, and youth-oriented. Blaze speaks directly to a younger audience familiar with creators and digital trends.
- **Key Campaigns:** Neymar Jr. and Virginia as brand ambassadors for mass appeal; Atlético Clube Goianiense sponsorship for offline presence; Proprietary casino games ("Blaze Originals") and a wide selection of slots and table games; Clean UX and aggressive loyalty rewards program to drive retention
- **Cultural Localization:** Blaze has adapted well to Brazil's market. Localized payment options, full PT-BR UX, culturally aligned messaging, and strategic visibility all signal strong commitment to the market.
- **Our Comment:** Blaze understands how to win attention, but the next step is building trust. If it focuses on product reliability and player retention, it has the tools to become one of Brazil's dominant digital gaming brands.

Strategy Insight

Blaze's next chapter will depend on its ability to balance showmanship with long-term credibility. The brand has mastered attention, but the regulated era rewards brands that pair visibility with operational consistency, transparent communication and structured retention.

Next Steps

- A key opportunity is to leverage its entertainment positioning to build deeper habit formation. Blaze can evolve from being a platform that people "watch" into one that people return to regularly because of personalized experiences, well-designed loyalty mechanics and seamless product performance.
- Another strategic frontier is reputation management. As scrutiny increases, the brands that sustain leadership will be those that demonstrate reliability at scale and articulate how their product, service and governance evolve in a regulated environment.
- Blaze has already defined the entertainment model for this industry. The question now is whether it can turn cultural prominence into a durable competitive advantage. If it strengthens retention, reinforces transparency and continues refining its proprietary content, Blaze has the potential to lead not just in awareness but in lifetime value and brand longevity.

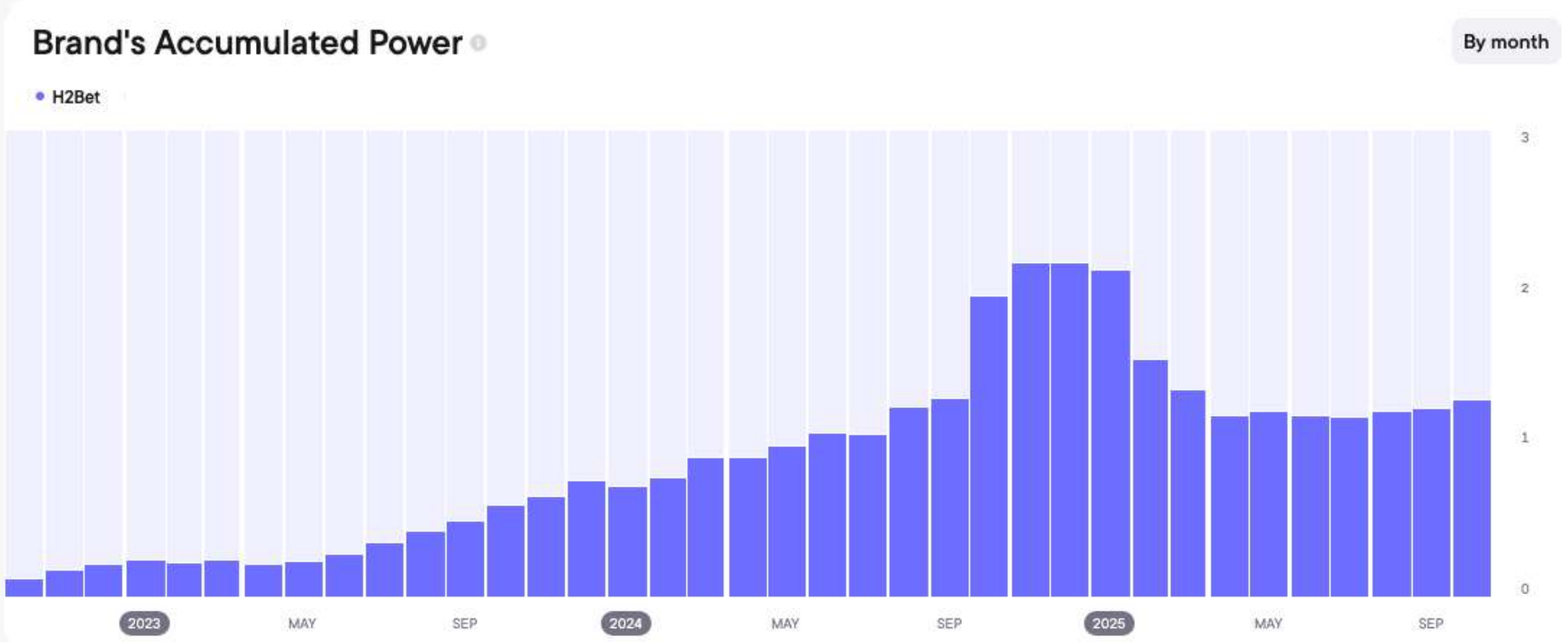
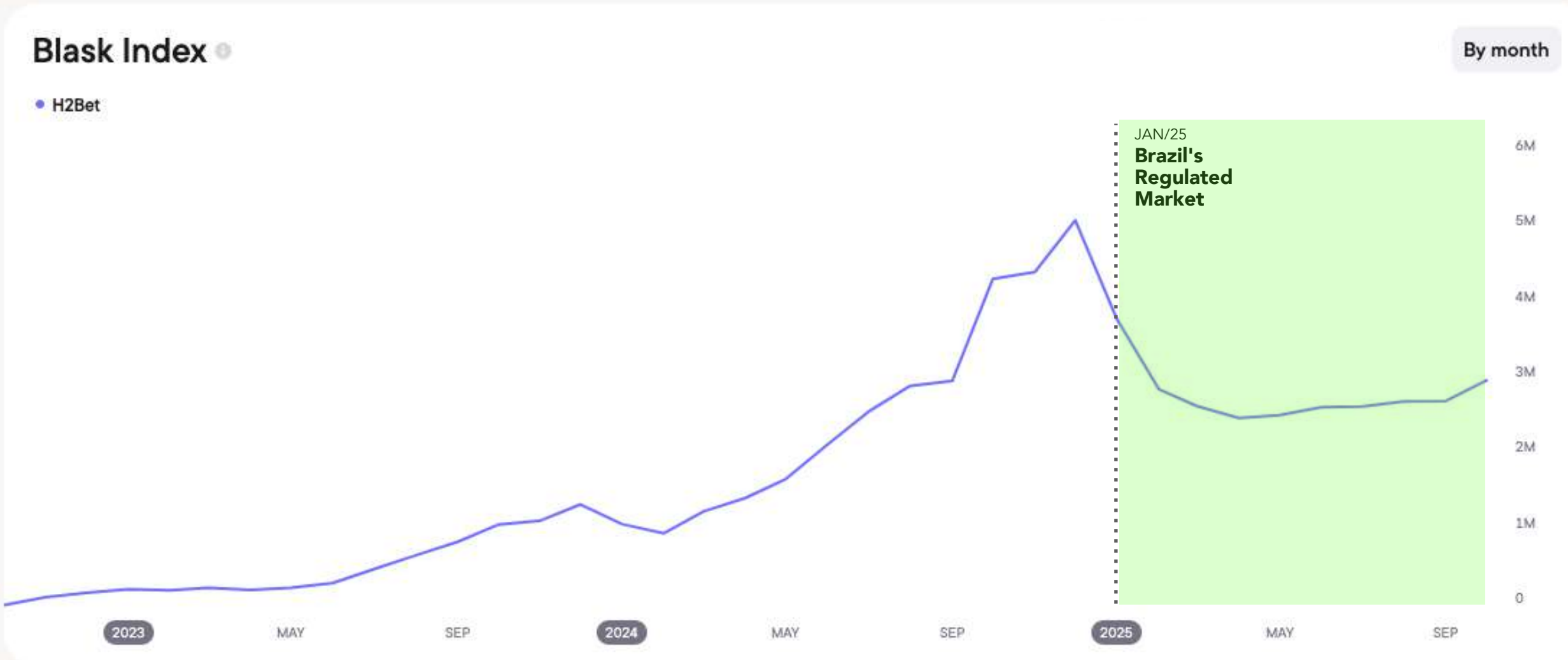
H2Bet LOC

Brazil

Position **12°**

BAP Oct'25 **1.31%**

MoM Growth **↑ 10.11%**



Market Perception

- H2Bet enters the regulated market with a heritage few brands can claim. Its roots in Brazil's poker ecosystem give it instant credibility among players who value skill-based gaming, structured competition and a sense of community. This background creates an expectation of seriousness and professionalism that sets H2Bet apart from entertainment-led or bonus-driven operators.
- Among broader audiences, the brand is still gaining visibility. Outside poker circles, many bettors see H2Bet as a high-quality but niche-oriented platform that is only beginning to expand its presence across sports and casino. The challenge is translating its respected offline legacy into digital influence at scale.

Marketing Strategy

- **Acquisition Channels:** The brand leverages its sports sponsorships, like Atlético Mineiro, and popular culture partnerships, such as with the Podpah podcast, to increase visibility. It uses a mix of targeted media and performance marketing to engage outside the poker niche.
- **Tone of Voice:** Trustworthy, professional, but becoming more casual and inclusive as it adapts to digital audiences.
- **Key Campaigns:** Strong presence in Brazilian poker communities and tournaments; Active sports sponsorships with national visibility; Legal operation under Brazil's regulated system; Known for high-roller expertise and personalized player experience
- **Cultural Localization:** Well-executed. The platform is adapted for Brazilian players, with familiar tone, payment method and a mobile-first approach.
- **Our Comment:** H2bet is moving with intent. Rather than trying to mimic trendier brands, it builds on what it already does best. The next step is strengthening its casino and sports verticals while scaling acquisition beyond the poker base.

Strategy Insight

H2Bet's greatest strength is the equity it carries from years of cultivating trust in offline poker. The brand understands high-stakes behavior, loyalty dynamics and player expectations in ways newer digital operators often do not. The priority now is to convert that legacy into digital leadership.

Next Steps

- To scale effectively, H2Bet should articulate a clearer narrative about what differentiates it beyond poker. The brand is positioned to own a premium territory in the regulated market, one built on expertise, structured play and elevated service standards. Leaning into that positioning can help it attract players who want more than bonuses or hype.
- Retention is a key opportunity. Poker communities tend to be highly engaged, and H2Bet can leverage this to create deeper journeys across casino and sports, using personalized paths, VIP structures and community-driven experiences that reinforce long-term value.
- H2Bet has the DNA of a serious operator. What comes next is turning that seriousness into a modern digital identity that appeals broadly without losing the precision that made the brand credible in the first place.

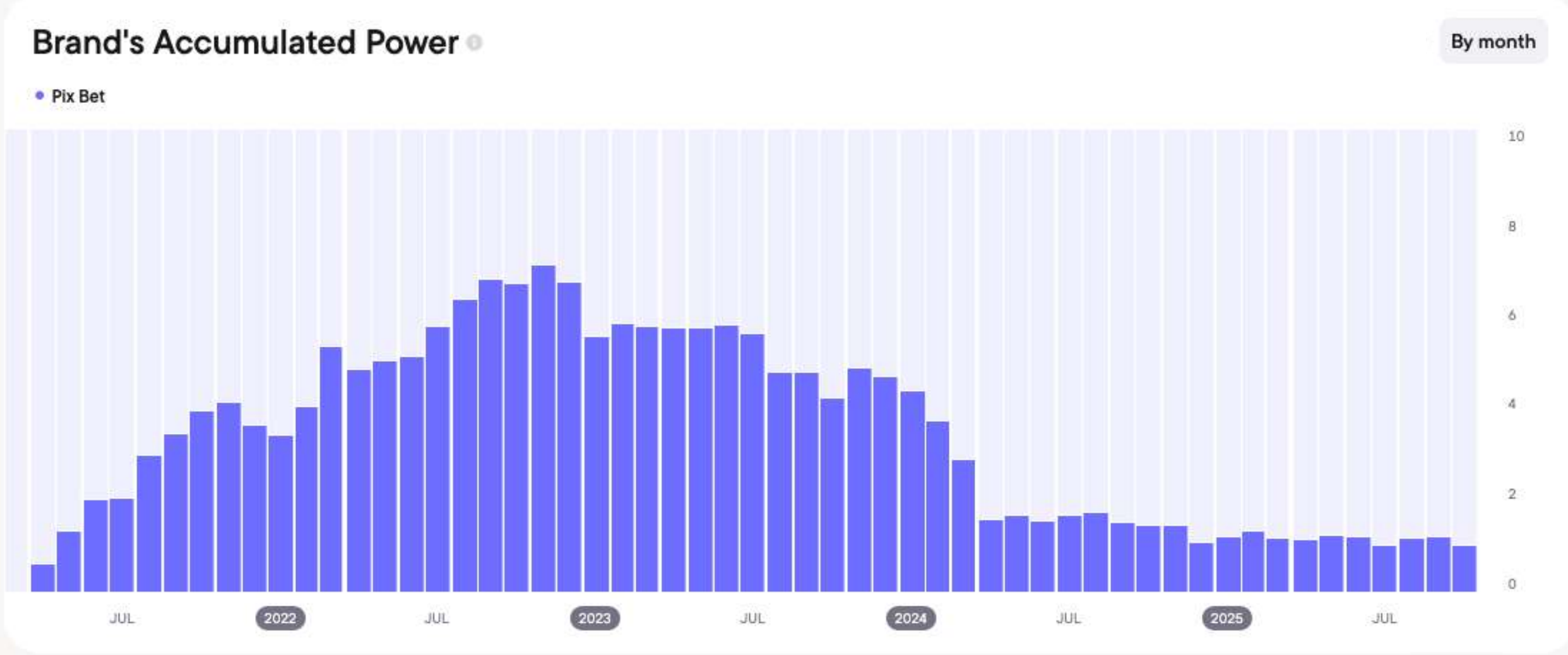
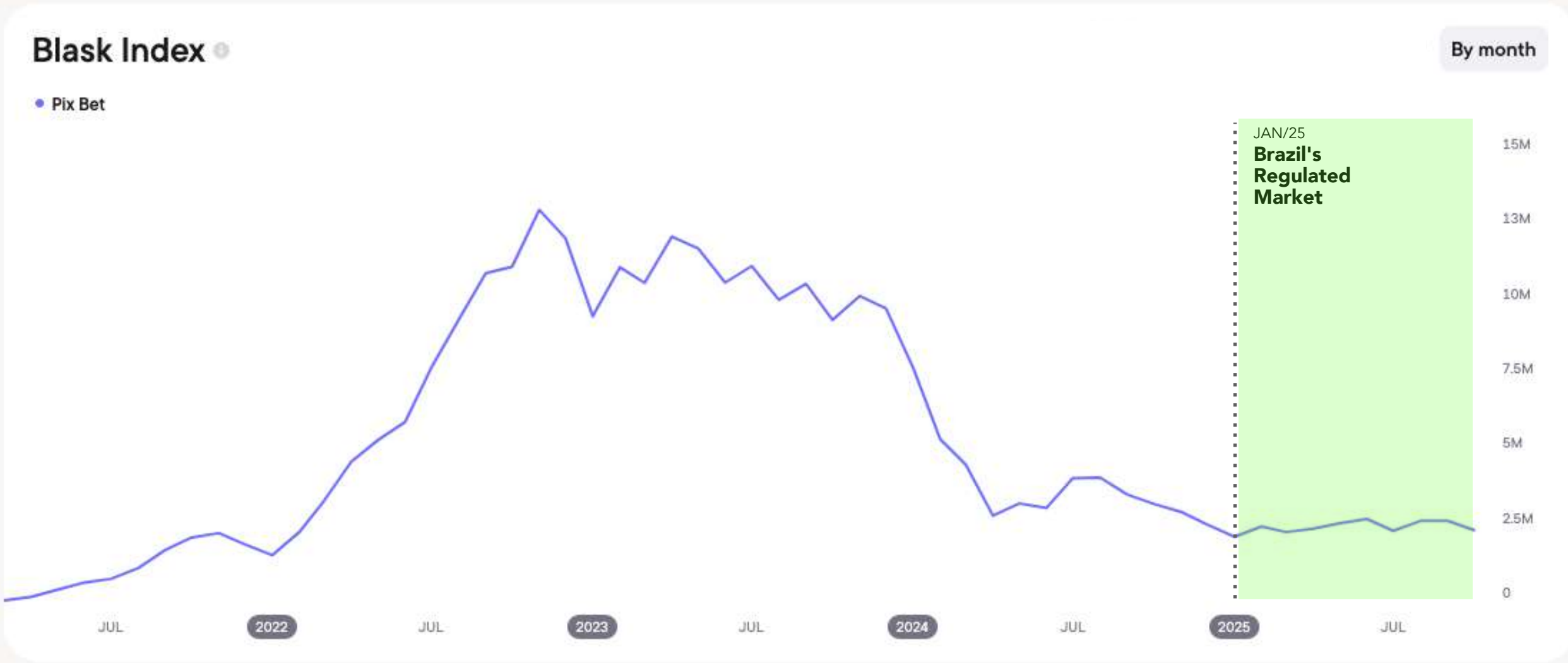
Pix Bet LOC

Brazil

Position **13°**

BAP Oct25 **1.03%**

MoM Growth **↓ 11.63%**



Market Perception

- Pixbet rose quickly by aligning itself with one of the most transformative shifts in Brazil's financial landscape: instant payments. The brand feels intuitive to users because its core proposition mirrors the simplicity and speed they already experience in their daily transactions. This gave Pixbet an early advantage, especially among bettors who valued convenience over complexity.
- Its major football sponsorships created broad awareness at an impressive pace, helping the brand become widely recognized even among casual players. For many Brazilians, Pixbet is synonymous with fast deposits and withdrawals. However, as the market matures, this association, while powerful, is no longer unique. The challenge now is expanding Pixbet's identity beyond its original payment-centric appeal.

Marketing Strategy

- **Acquisition Channels:** Pixbet invested heavily in visibility, with major sponsorships including Flamengo and Corinthians, national advertising, and digital channels. This made it one of the most visible betting brands in Brazil within a short period.
- **Tone of Voice:** Straightforward, practical, and focused on functionality. The brand talks like a local operator and emphasizes ease, safety, and fast payouts.
- **Key Campaigns:** Strategic football sponsorships with national teams and clubs; Strong brand alignment with PIX as a competitive edge; Fully localized experience, from UI to payment flows and customer service
- **Cultural Localization:** Very high. Pixbet is a rare case of a brand whose very name and UX reflect a deep understanding of the Brazilian market.
- **Our Comment:** Pixbet localized quickly and aggressively. Its strategy relied on trust via familiarity, offering what players already used daily in their financial life. The next step is proving it can be more than a fast alternative, by delivering strong product differentiation and player retention.

Strategy Insight

Pixbet is entering a pivotal moment. The brand has achieved what most operators struggle to build: mass recognition, clarity of purpose and a strong association with ease of use. But the regulated phase changes the game. As more brands offer comparable speed and payment reliability, Pixbet must evolve from an efficiency-first proposition into a more multidimensional ecosystem.

Next Steps

- There is meaningful opportunity in strengthening the casino vertical, where user value is higher and competition is less dependent on sports calendars. Pixbet can also benefit from a more expressive identity, one that explores entertainment, community and habit formation rather than relying solely on functional messaging.
- Retention mechanics will be essential. With such a broad top-of-funnel presence, Pixbet is well positioned to convert awareness into long-term usage if it builds experiences that keep players engaged beyond the initial transaction.
- Pixbet shaped its early success by being perfectly timed with a national behavioral shift. Its next chapter requires showing how the brand leads not only in convenience, but in the broader universe of regulated entertainment. The upside is significant if it defines that next layer with clarity and ambition.

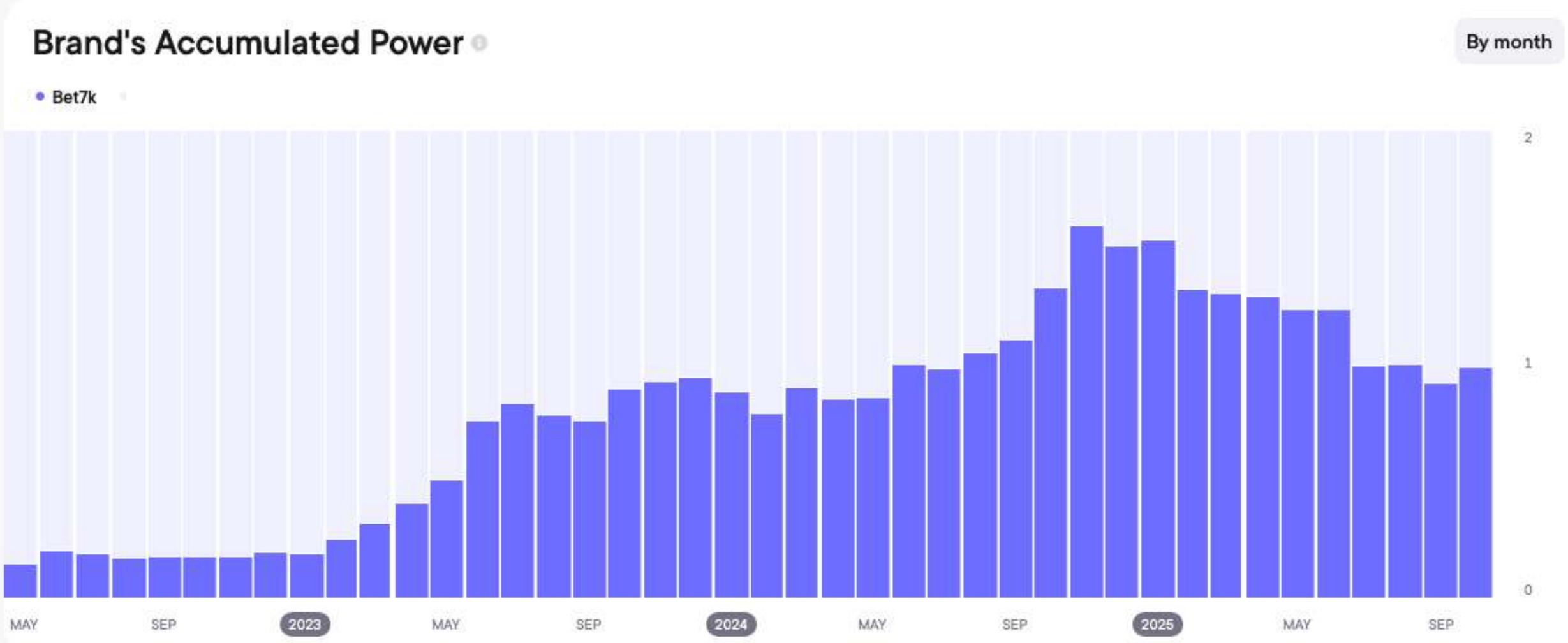
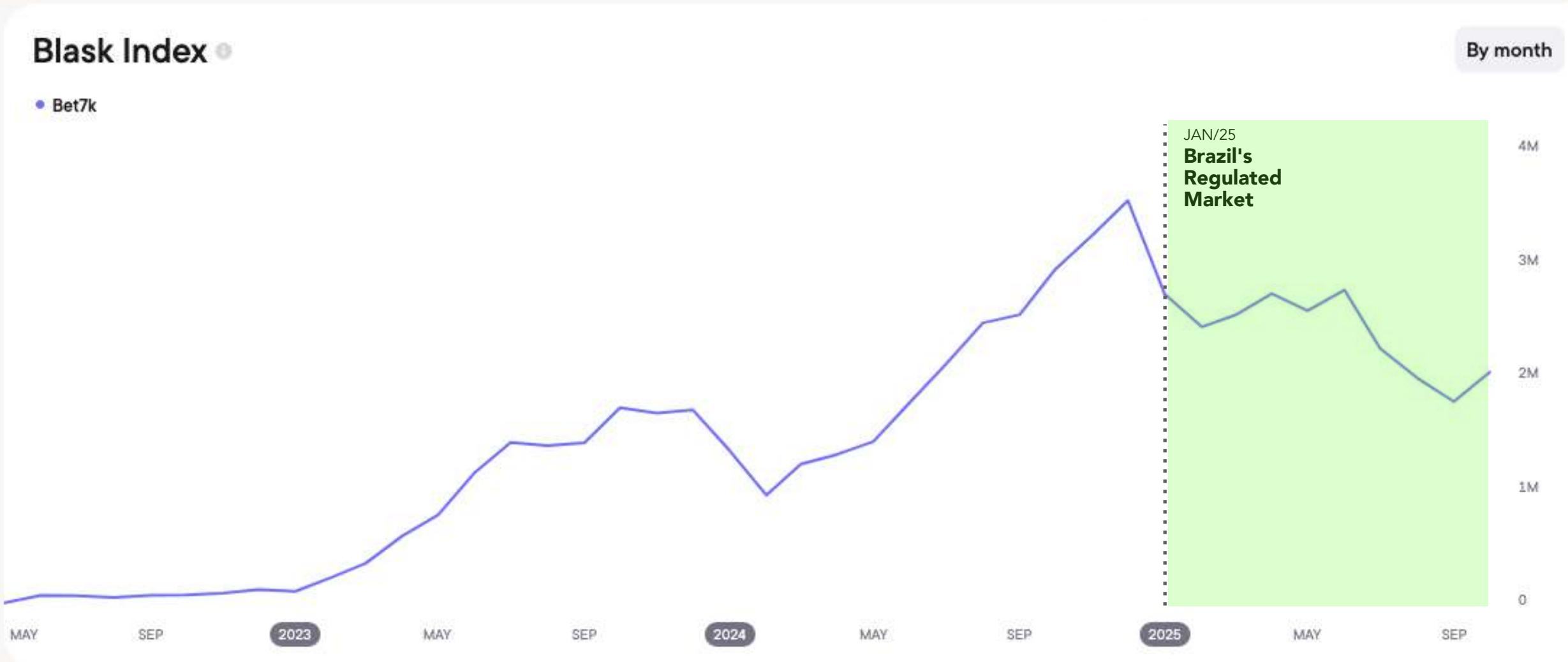
Bet7k LOC

Brazil

Position **14°**

BAP Oct'25 **0.91%**

MoM Growth **↑ 14.23%**



Market Perception

- 7K is widely recognized as a fast, accessible and uncomplicated platform, especially among bettors who value immediacy and straightforward experiences. Its strong ties to affiliation and traffic generation have given the brand a high-volume acquisition engine, helping 7K grow rapidly even without the polish of large international operators.
- The name simplification from Bet7K to 7K strengthened its visual presence and made the brand feel more modern. Still, despite broad reach, public perception remains mixed in certain communities. Many users appreciate the convenience and speed, while others point to moments of inconsistency in payouts or platform stability. As a result, 7K sits in a unique space: a widely known operator that feels agile, but still working to consolidate trust at scale.

Marketing Strategy

- **Acquisition Channels:** 7K heavily invests in influencer marketing, sports sponsorships, and high-impact media, including appearances on national TV shows like Craque Neto. These choices combine top-of-funnel awareness with direct performance traffic, giving the brand both reach and conversion power.
- **Tone of Voice:** Direct, practical, and informal. The messaging reflects a local-first mindset and emphasizes trust, ease of use, and quick access to winnings.
- **Key Campaigns:** Behind the scenes, 7K's affiliation-driven engine remains its defining strategic lever. The brand excels at generating volume efficiently, and its mobile-first flows help convert users who respond to quick, high-impact messaging.
- **Cultural Localization:** Very high. From payment methods to influencer partnerships, 7K consistently prioritizes Brazilian preferences and user behavior.
- **Our Comment:** 7K has one of the most agile digital setups in the market, operating like an affiliate-driven volume engine. But it must keep improving operational consistency to avoid friction that could affect retention and reputation.

Strategy Insight

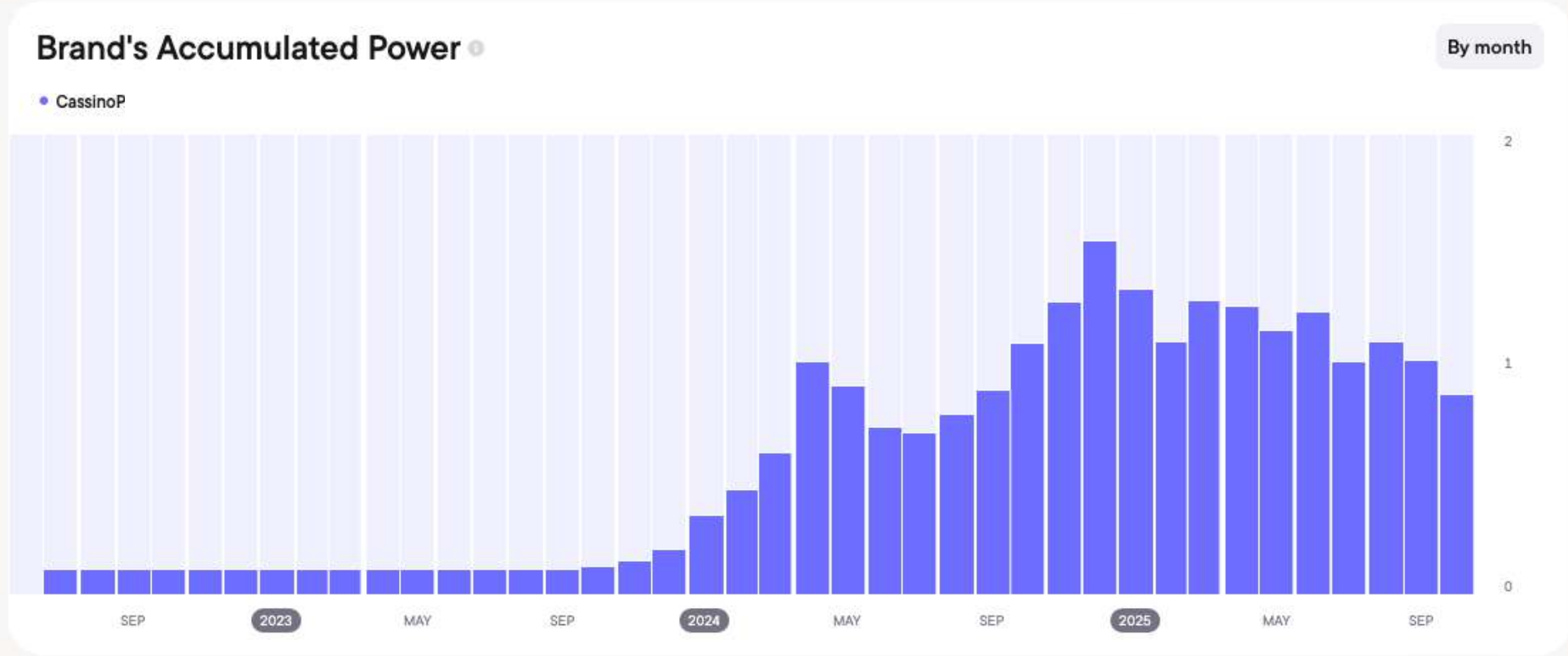
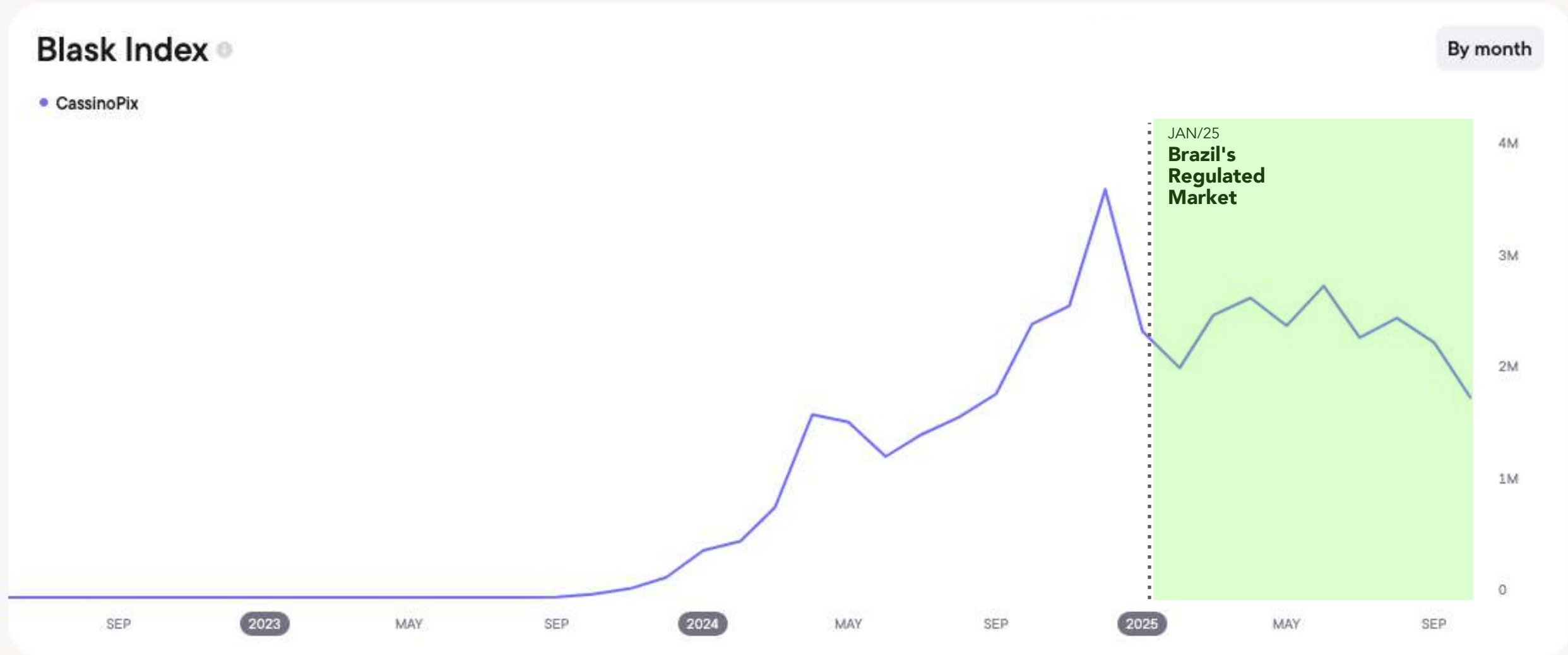
7K's competitive advantage lies in scale efficiency. Few operators in Brazil understand high-volume digital acquisition as well as 7K, and its ability to generate consistent traffic gives it a strong foundation for continued growth. But scaling efficiently is not the same as scaling sustainably.

Next Steps

- To secure long-term positioning, the brand must strengthen its reliability layer. Even subtle improvements in platform stability, payout consistency and customer communication can significantly shift the way bettors speak about 7K, especially in social communities where sentiment spreads quickly.
- The next phase also requires building more depth into retention. With the amount of traffic the brand generates, even small enhancements in loyalty mechanics, gamification or personalized journeys would have a disproportionate impact on lifetime value.
- 7K has the reach and the speed. What it needs now is refinement. If the brand balances its acquisition powerhouse with a more structured approach to user experience and ongoing engagement, it can evolve from being a high-volume operator into a long-term contender in the regulated market.

Cassino LOC Brazil

Position: **15°** | BAP Oct25: **0.78%** | MoM Growth: **↓ 21.46%**



Market Perception

- Cassino.bet has positioned itself as a focused, dependable destination for players who prefer casino experiences over sportsbook-driven platforms. The brand's straightforward name reinforces its intent: it is a casino-first operator that embraces simplicity rather than trying to be all things to all users.
- Among players, Cassino.bet is perceived as consistent and service-oriented. Fast payouts, clean navigation and transparent communication have helped the brand accumulate goodwill, especially as the regulated environment increases scrutiny on operator behavior. While it lacks the spectacle of bigger entertainment brands, Cassino.bet has earned a reputation for delivering what users expect without unnecessary noise.

Marketing Strategy

- **Acquisition Channels:** Social media, sports sponsorships, strong influencer marketing with Ratinho, search-based acquisition
- **Tone of Voice:** Confident and accessible, with a straightforward appeal to casino players
- **Key Campaigns:** Recent sponsorship of Fortaleza EC boosted visibility in football fan communities. Rather than trying to replicate the high-energy style of more aggressive competitors, Cassino.bet maintains a measured and clear voice that reinforces competence and ease.
- **Cultural Localization:** Around 80 percent localized, with interface, content, and communication tailored to Brazilian players
- **Our Comment:** The brand stands out by turning simplicity into a competitive edge. Strong alignment between product focus and message creates a seamless user journey.

Strategy Insight

Cassino.bet's clarity is its greatest strength. In a market where many operators overwhelm users with variety and unfocused messaging, the brand stands apart by knowing exactly what it offers and delivering it consistently. This positioning is especially valuable as casino continues to grow faster than sports betting in user value and monetization.

Next Steps

- The next stage for Cassino.bet is expanding depth without losing direction. Exclusive content, curated game collections and community-driven features can elevate its proposition and make the platform feel more owned rather than assembled.
- There is also room to create more structured retention experiences tailored to casino behavior, where repeat play and personalized journeys drive disproportionate impact.
- The brand has created a solid operational base. What comes next is differentiation within the casino vertical itself. With sharper curation, stronger storytelling around its strengths and a more distinctive identity, Cassino.bet can evolve from being a reliable option into a brand that sets the standard for casino-led operators in the regulated market.

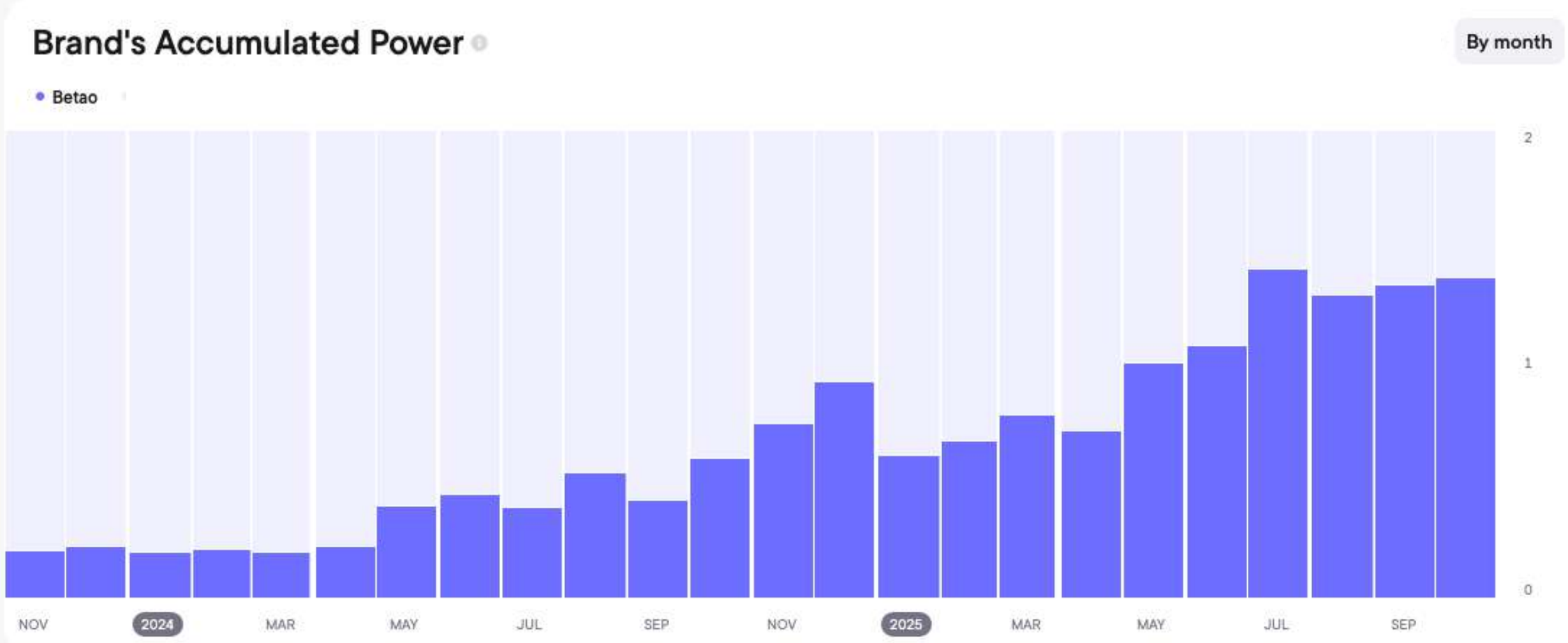
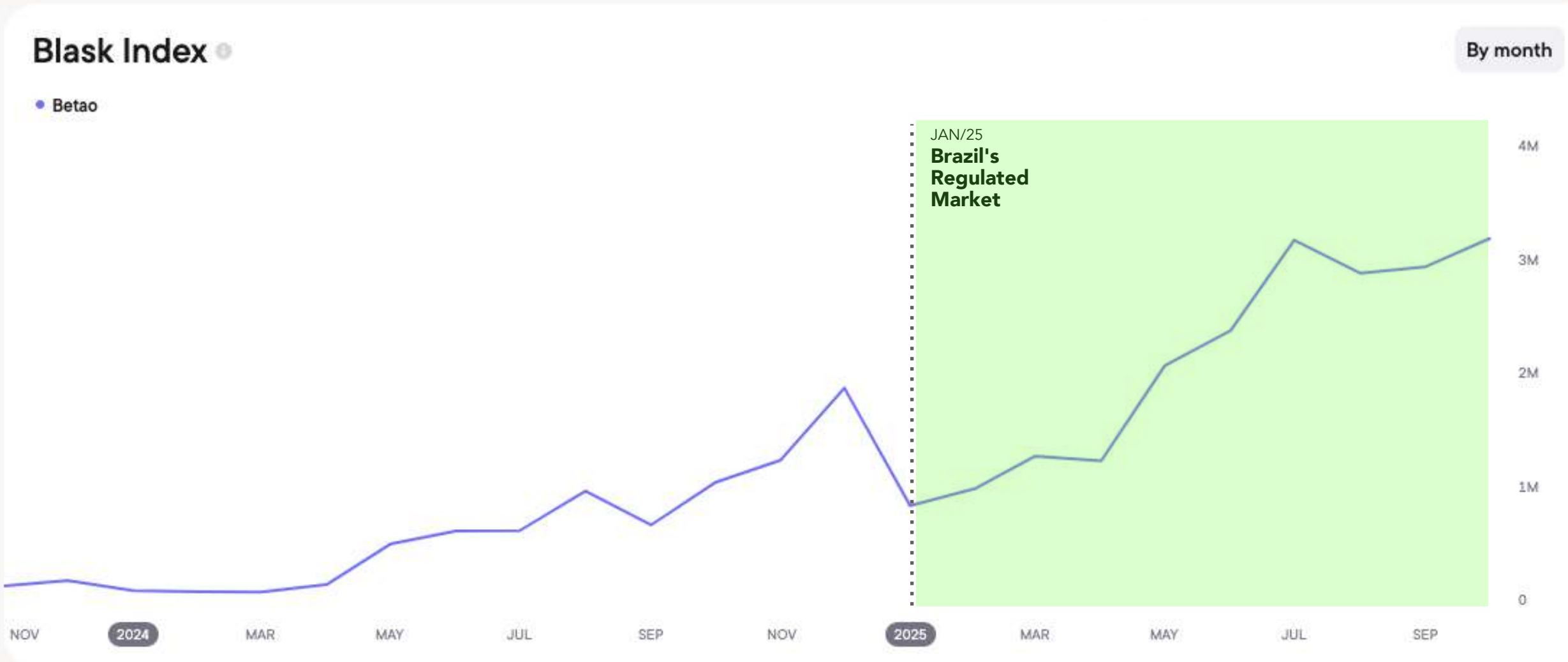
Betao LOC

Brazil

Position **16°**

BAP Oct'25 **1.42%**

MoM Growth **↑ 8.2%**



Market Perception

- Betão has become one of the most striking examples of a digital-native brand that genuinely understands Brazilian internet culture. The platform feels fast, irreverent and close to the way younger audiences communicate online. Its presence on social media, especially Instagram, has given the brand a distinct identity that users immediately recognize.
- Players perceive Betão as agile, approachable and built for everyday bettors rather than for high-end or overly technical audiences. The brand feels alive, constantly updating its tone, visuals and content to mirror the rhythm of social trends. With millions of followers, Betão has created a level of organic visibility that few operators achieve without heavy investment.
- Still, behind the cultural momentum, users look for consistency in payouts and in-platform experience. Betão's perception is powerful, but the brand must ensure its operational layer keeps pace with its cultural acceleration.

Marketing Strategy

- **Acquisition Channels:** Betão relies heavily on digital. Its Instagram strategy leads the way, using memes, interactive content and influencer tie-ins to drive traffic. Paid media, referrals and social activations fuel low-cost, high-volume acquisition.
- **Tone of Voice:** Friendly, meme-driven, and unmistakably Brazilian. The language style aligns closely with urban culture, football slang, and social media trends. The tone is confident and playful, making the brand feel human and relatable.
- **Key Campaigns and Social Dominance:** Betão is one of the industry's top Instagram cases, with over 6 million followers. It produces native social content that drives engagement and conversions while largely bypassing traditional channels.
- **Cultural Localization:** Exceptionally high. The brand was built from scratch for the Brazilian market. It uses local references, regional expressions, and culturally relevant visuals to build trust and familiarity. This is not just a localized site; it is a brand designed by and for Brazilian users.
- **Our Comment:** Betão runs one of the market's most efficient digital acquisition models. It avoids costly TV and sports deals, scaling instead through virality and cultural fit. The model is lean and sustainable, provided retention keeps pace with acquisition.

Strategy Insight

Betão shows that cultural fluency can outperform media spend. Its ability to generate massive reach through digital behavior rather than traditional ads gives it a distinct edge. But high engagement doesn't automatically translate into long-term loyalty.

Next Steps

- To sustain its trajectory, Betão needs to reinforce the structural side of the brand. Operational consistency, payout reliability and more sophisticated retention journeys will determine whether the brand matures into a long-lasting leader or remains primarily a social phenomenon.
- The opportunity ahead is significant. If Betão can integrate its creative dynamism with a stronger service layer, it can build a business model that is not only lean, but also highly defensible. Community-driven features, personalized casino and sports paths and smarter lifecycle communication would amplify loyalty and reduce churn.
- Betão has mastered the art of attention. The next step is turning that attention into durable loyalty and a product experience that reflects the brand's vibrant identity.

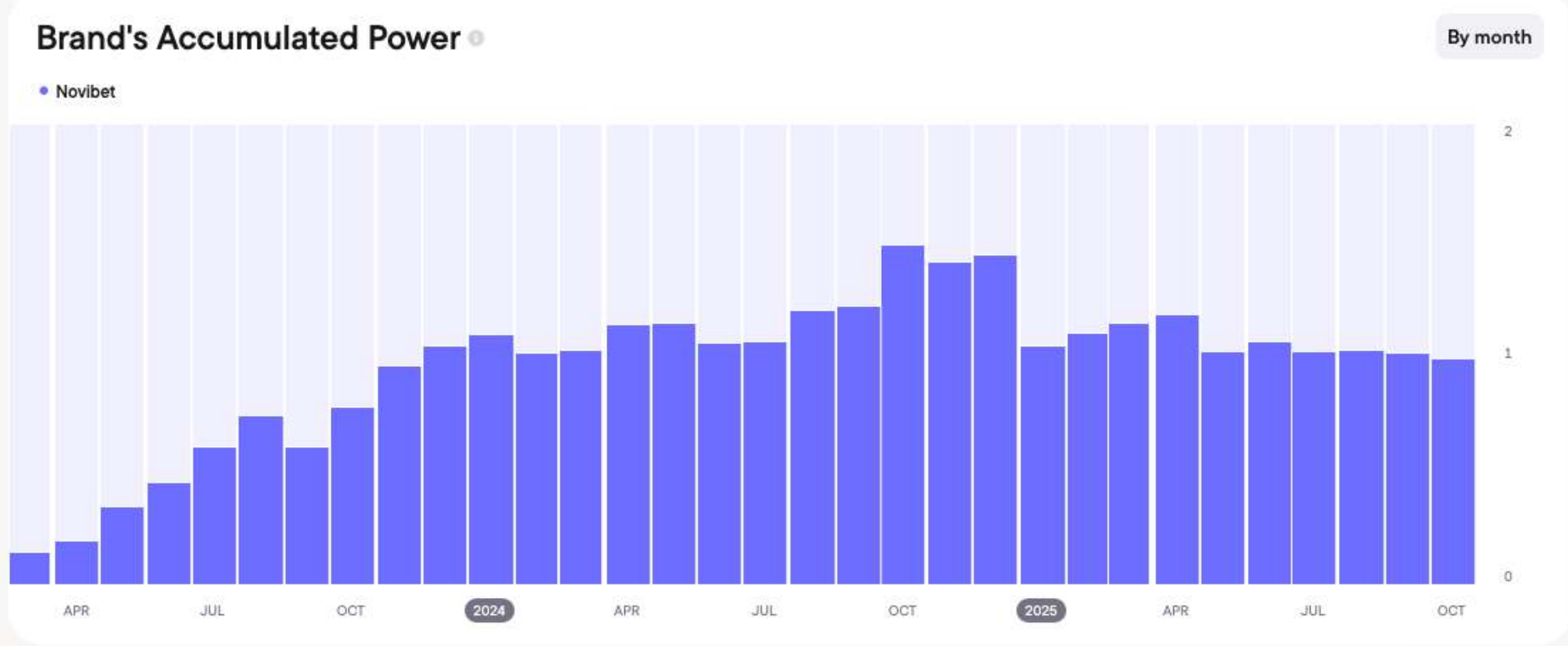
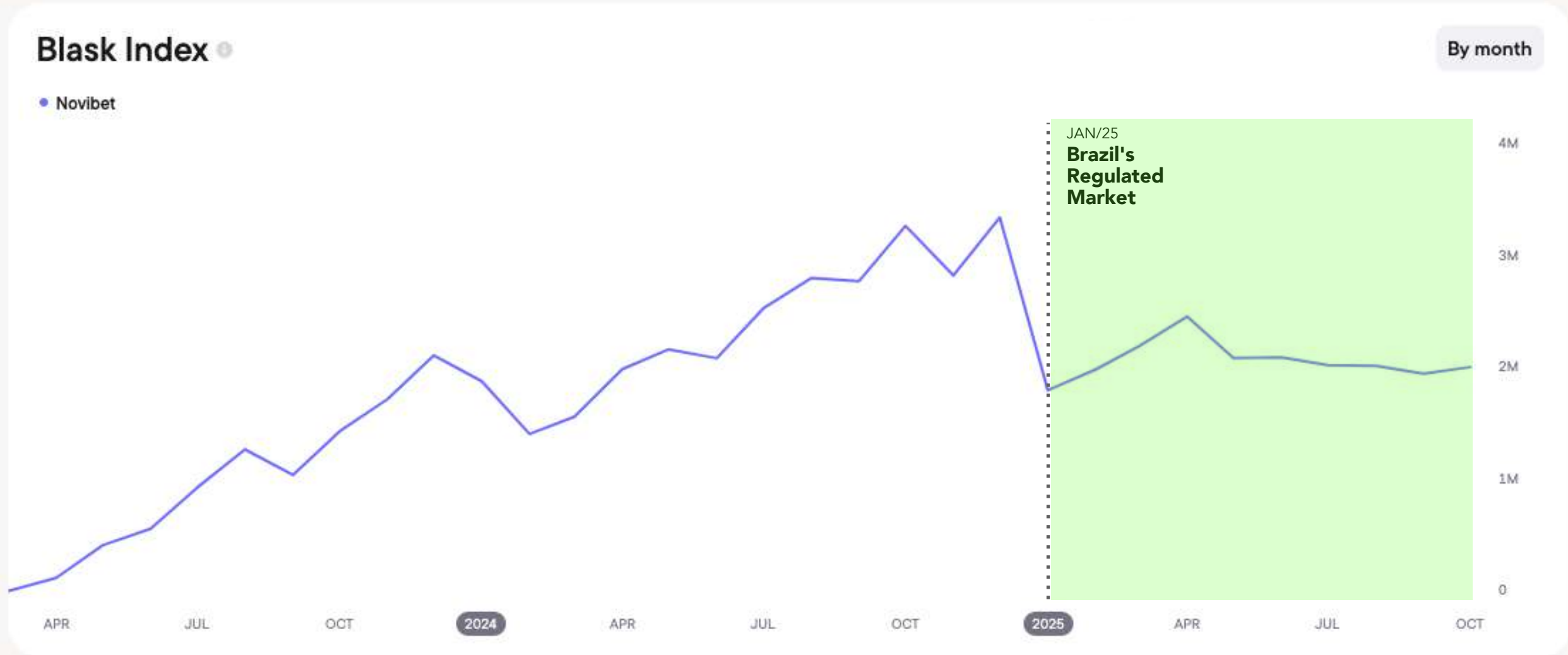
Novibet LOC

Brazil

Position **17°**

BAP Oct'25 **0.9%**

MoM Growth **↑ 2.91%**



Market Perception

- Novibet arrived in Brazil with the advantage of an established European reputation and a product known for speed and technical refinement. Among users who value smooth navigation, intuitive design and stable performance, the brand has earned early credibility. The platform feels organized, responsive and reliable in day-to-day use, which positions Novibet as a competent alternative to more established international operators.
- At the same time, Novibet is still in the process of defining how it should be perceived locally. While bettors recognize the strength of its UX, the brand has not yet built a clear emotional footprint or a distinctive point of view that helps it stand out in an increasingly crowded market.

Marketing Strategy

- **Acquisition Channels:** Digital campaigns, aggressive bonuses, sportsbook and casino promos, and product experience are the main levers. The site and app work smoothly, with fast navigation that encourages repeat use.
- **Tone of Voice:** The tone is clean and practical, reflecting a brand that prioritizes clarity over theatrics. This approach aligns with users who want efficiency, but it also leaves expressive room unoccupied. Unlike Brazilian-born brands that lean heavily into personality or humor, Novibet's voice remains measured and global in style.
- **Key Features:** One of the fastest UX in the market for sportsbook; Fully regulated in Brazil, with an active license; Strong balance between sports and casino content; Offers a wide range of promos and ongoing engagement mechanics; 24/7 local support and fully adapted to Brazilian payment preferences

Strategy Insight

Novibet has the fundamentals of a high-performing platform, especially for players who appreciate a polished sportsbook UX and a refined digital experience. But in Brazil's regulated environment, technical quality alone is not enough to secure long-term presence.

Next Steps

- To grow meaningfully, the brand must evolve its communication and presence beyond efficiency. There is an opportunity to articulate a sharper identity, one that highlights what Novibet uniquely brings to the market rather than relying solely on product competence.
- A second priority is retention. With a UX as strong as Novibet's, the brand can benefit tremendously from personalized journeys, structured CRM and casino-driven engagement mechanics. These elements would deepen user habit and reduce churn, especially among players who initially join for bonuses.
- Novibet enters the regulated era well-built and operationally disciplined. What it needs now is definition. The more clearly the brand expresses why it exists and who it's for, the easier it will be to convert technical strength into lasting competitive advantage.

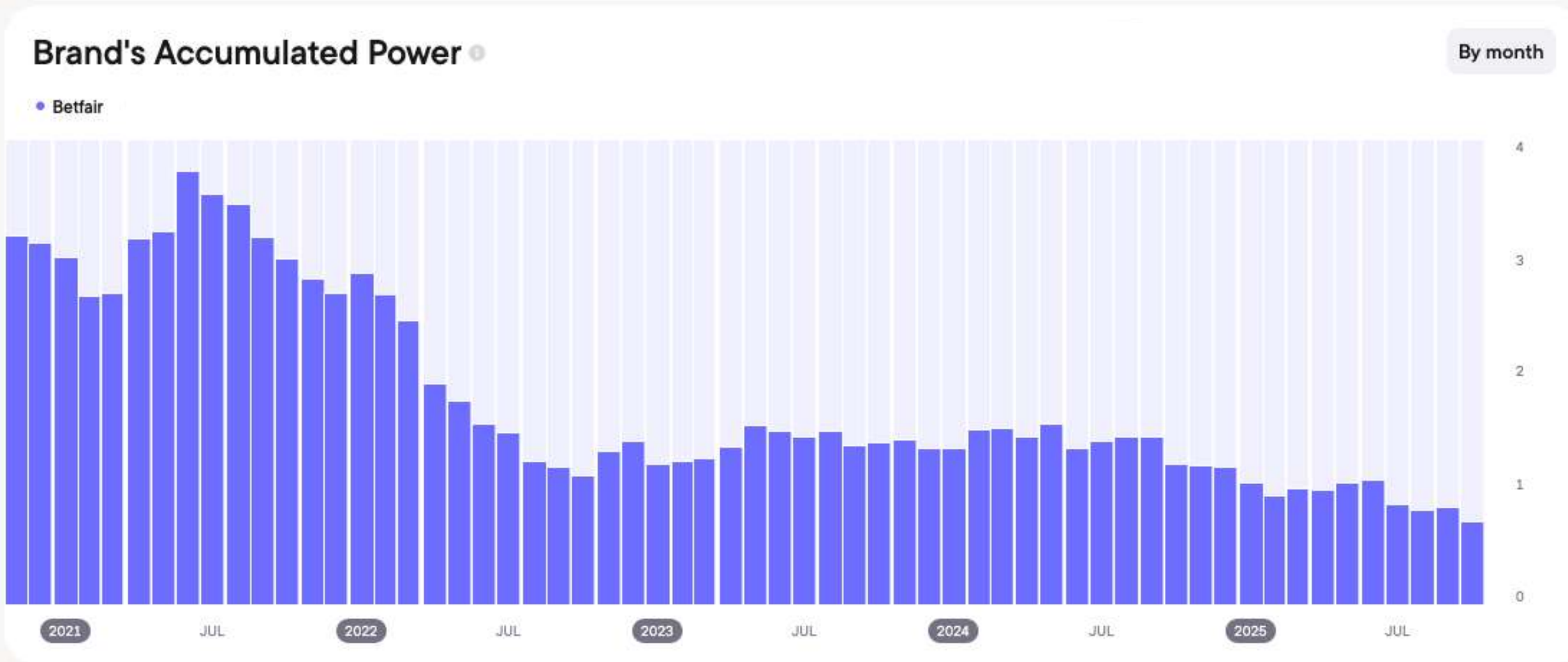
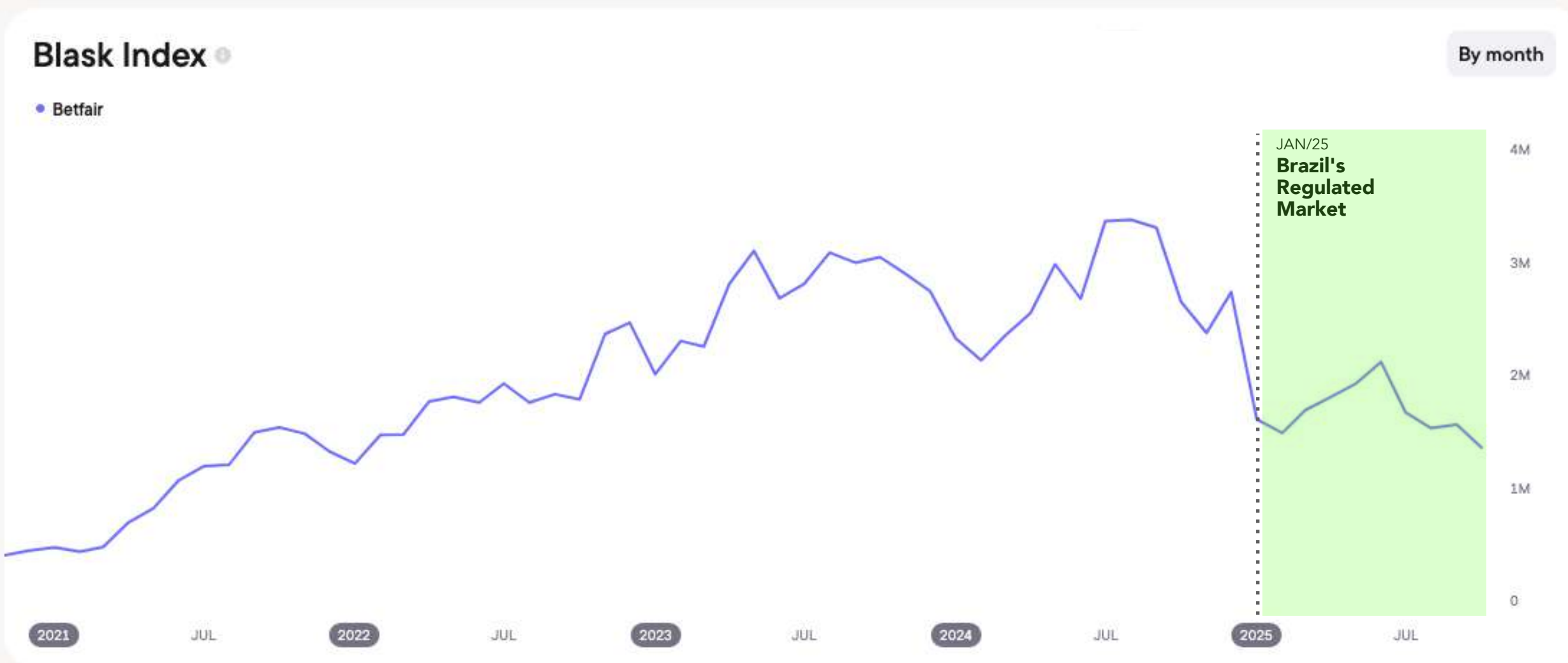
Betfair LOC

Brazil

Position **18°**

BAP Oct'25 **0.62%**

MoM Growth **↓ 12.57%**



Market Perception

- Betfair carries a global reputation that few competitors can match. Among experienced bettors, the brand is seen as a serious, technically sophisticated platform built for people who understand odds, trading logic and deeper betting mechanics. This legacy gives Betfair immediate credibility with sharp players.
- However, for mainstream Brazilian audiences, Betfair often feels distant and overly technical. The platform's interface and betting exchange model are perceived as powerful but intimidating for casual users. While legendary ambassadors like Rivaldo and Ronaldo boost awareness, they do not fully bridge the gap between Betfair's global identity and Brazil's entertainment-driven bettor base.
- In short, the brand is respected, but not yet widely relatable.

Marketing Strategy

- **Acquisition Channels:** Focused on sports sponsorships, partnerships with football legends, and digital placements.
- **Tone of Voice:** Betfair speaks with the tone of a trusted bookmaker, but rarely leans into lighter, more expressive formats that could attract newer audiences. Its messaging focuses on depth of markets, advanced betting features and reliability, but not necessarily entertainment or simplicity.
- **Key Campaigns:** Endorsements by Rivaldo and Ronaldo, FIFA World Cup activations and a strong presence with ads on TV.
- **Cultural Localization:** Moderate localization, relying more on international prestige than Brazilian emotional engagement.
- **Our Comment:** While Betfair benefits from global reputation and legendary ambassadors, its messaging feels imported rather than tailored.

Strategy Insight

Betfair's challenge is not credibility. It is compression. The brand must compress its complexity into experiences that feel intuitive for a broader user base, without abandoning the precision that made it iconic.

Next Steps

- There is meaningful opportunity in rethinking onboarding and communication to make the exchange model less intimidating. Simplified pathways, guided experiences and content that demystifies advanced features could help the brand expand beyond its traditional niche.
- Another strategic frontier is product diversification. Casino content remains underexposed relative to the sportsbook. Given Brazil's strong casino adoption, elevating this vertical can improve engagement and balance user value across segments.
- Betfair has all the ingredients to own a premium positioning in Brazil. What comes next is adapting its strengths to the local digital environment with more warmth, more simplicity and more cultural proximity. The brand already stands tall. Now it must stand closer.

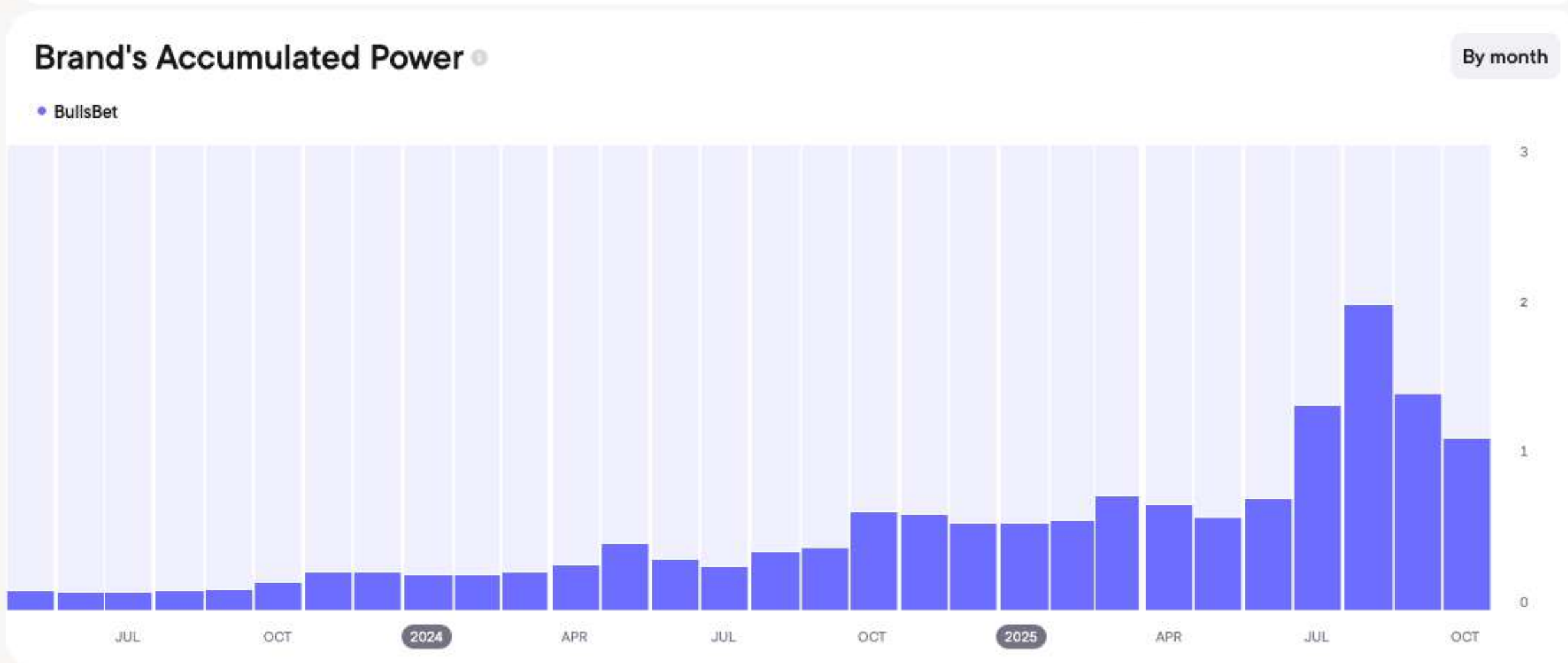
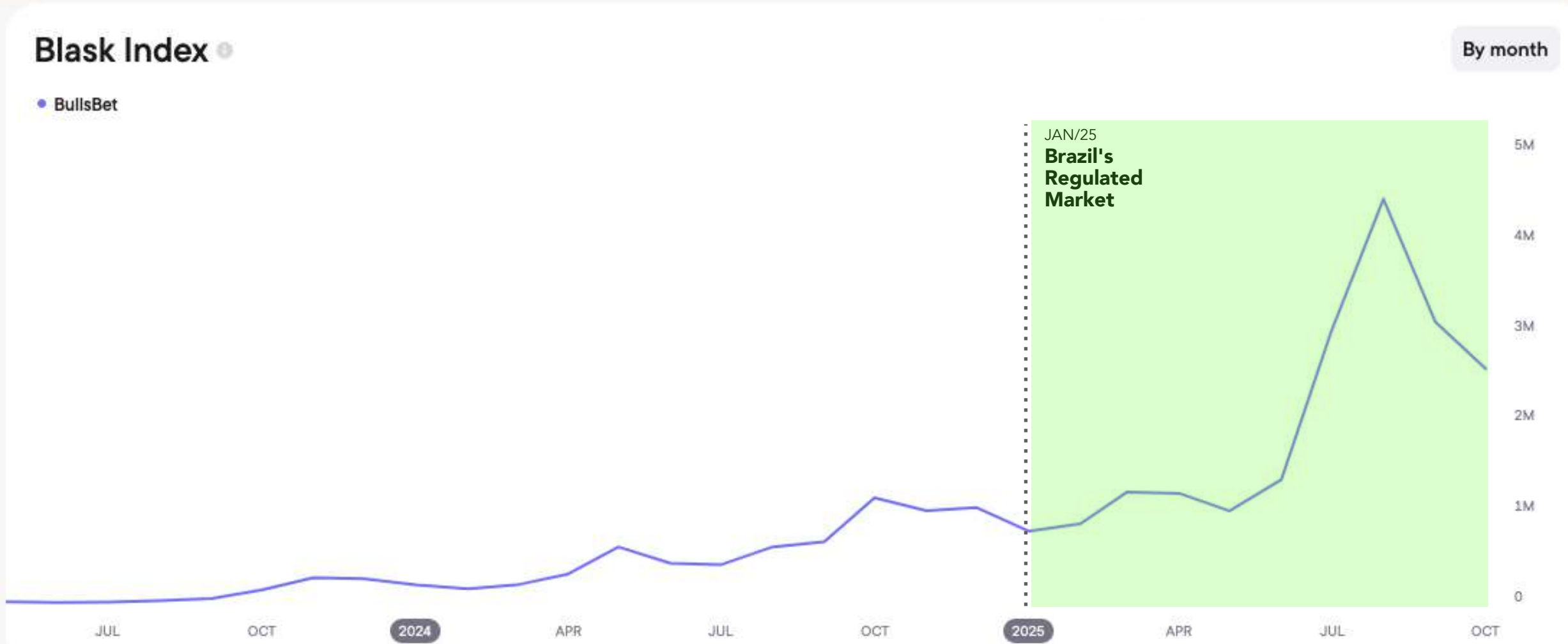
BullsBet LOC

Brazil

Position: **19°**

BAP Oct'25: **1.14%**

MoM Growth: **↓ 16.56%**



Market Perception

- BullsBet has carved out a reputation as a straightforward and dependable operator. Bettors often describe it as a platform that delivers a clean experience without unnecessary embellishment. Its licensed status reinforces confidence, and positive customer interactions have helped the brand gain a reputation for being responsive and fair, especially in a market where service inconsistency is common.
- Although BullsBet is not one of the louder or more expressive brands, this discretion plays to its advantage among users who prefer a calm, predictable environment. The perceptual challenge is visibility: players who know BullsBet tend to speak well of it, while those outside its orbit may overlook it simply because the brand does not yet have a sharply defined identity or narrative.

Marketing Strategy

- **Acquisition Channels:** Primarily digital marketing and social media.
- **Tone of Voice:** The brand communicates as a reliable service provider, not as an entertainment destination. This creates trust but does little to differentiate BullsBet in a market filled with operators making similar functional promises.
- **Key Campaigns:** Limited above-the-line exposure, strong focus on digital performance.
- **Cultural Localization:** Fully adapted to Brazilian operations, including local language, payment methods, and user interface.
- **Our Comment:** A brand built from the ground up for Brazilian users, but still exploring how to stand out amid louder competitors.

Strategy Insight

BullsBet is structurally well positioned. Its product works, the platform feels honest and the brand already demonstrates service behaviors that matter deeply in a regulated environment. The next step is differentiation. BullsBet must articulate what makes it distinct beyond being "a reliable option."

Next Steps

- There is an opportunity to build a clearer identity around accessibility, transparency and day-to-day usability. The brand can lean into educational content, guided journeys and practical features that simplify betting for casual players. These strengths align naturally with what BullsBet already delivers and can help it stand out without adopting a louder or trend-driven tone.
- Retention also represents a significant upside. Personalized incentives, smarter CRM and frictionless communication can turn BullsBet into a preferred environment for users who value stability over spectacle.
- In a market dominated by high-spend operators and culturally expressive newcomers, BullsBet has room to own a different space: a brand grounded in consistency, clarity and user-first experience. Refining this position could elevate the brand from "quietly reliable" to "quietly essential."

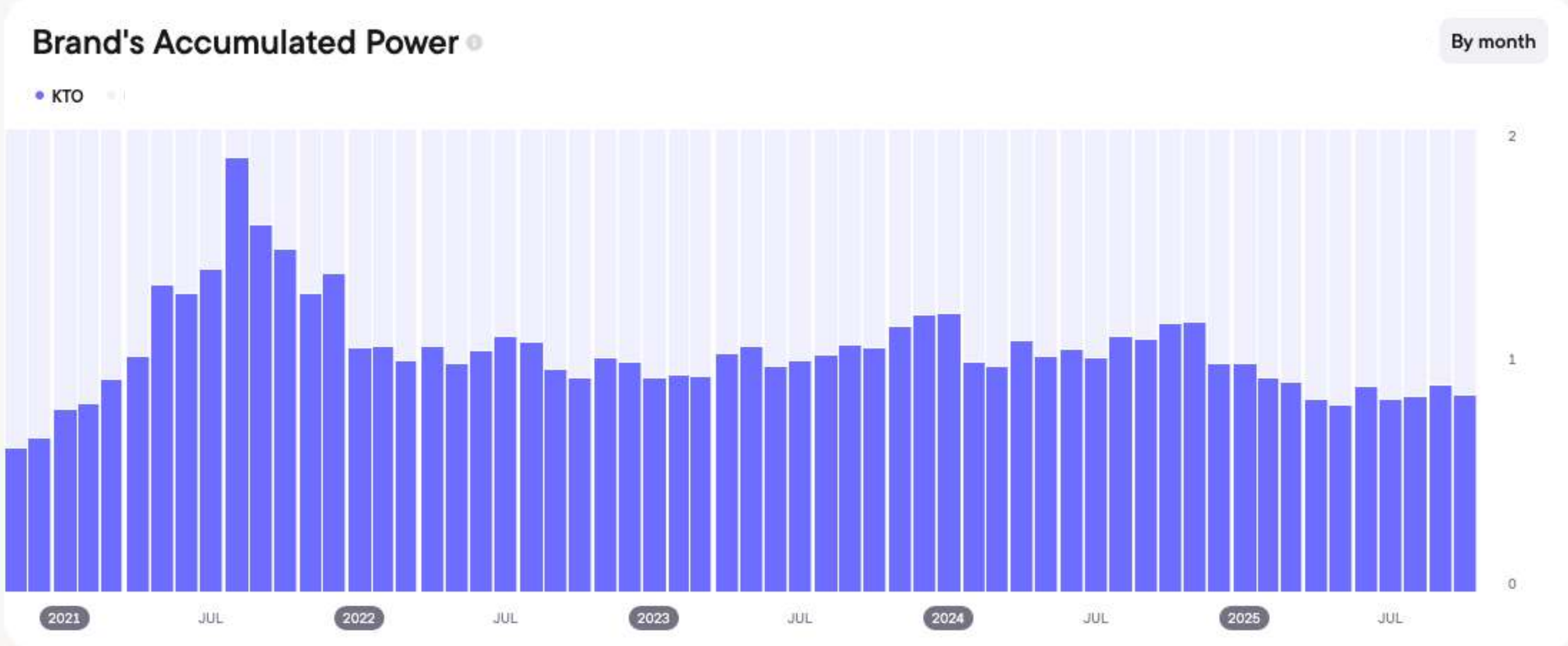
KTO LOC

Brazil

Position **20°**

BAP Oct25 **0.76%**

MoM Growth **↓ 0.69%**



Market Perception

- KTO is one of the few operators in Brazil perceived as genuinely rooted in local culture rather than adapted for it. From its early activity in the South to its expansion into major markets like São Paulo, the brand has built recognition by operating close to regional dynamics and speaking in a tone that feels native rather than imported.
- Users often describe KTO as straightforward, fast and aligned with how Brazilians expect betting platforms to behave. The brand's early federal authorization strengthened this perception, reinforcing KTO as a structured, legitimate and intentionally Brazilian-first operator. Its regional origins, instead of limiting the brand, have become part of its differentiation: bettors feel they are interacting with a platform that understands their rhythm and preferences.

Marketing Strategy

- **Sportsbook + Casino + Live Casino:** KTO offers a full stack: sports betting with a wide variety of markets (football, basketball, tennis, etc.), a casino section, live-dealer games, bingo, and more.
- **Odds and Brazilian Events Priority:** The platform claims to deliver very competitive odds, especially for Brazilian football, and promotes special features like "Oddão" (boosted odds) for some matches, which caters to local preferences.
- **Simplicity and Accessibility:** KTO emphasizes a clean, intuitive interface. Their signup and account verification process has been described as simple and user-friendly, making the platform accessible even to beginners.
- **Credibility and Security:** The platform advertises itself as licensed, operates under CNPJ local entity, and markets itself as "safe and reliable" for Brazilian players.
- **Our Comment:** The mix of broad offering, localized adjustments and simple UX gives KTO strong product-market fit. It doesn't overpromise glamour; it delivers usability, regulatory legitimacy and relevance to how Brazilians bet, which is crucial in a newly regulated market.

Strategy Insight

KTO is entering a strategic phase where its identity as a "Brazil-first" operator can be transformed from a differentiating attribute into a long-term competitive moat. In a market full of international brands adapting to Brazil, KTO has the advantage of emerging from within it. This gives the brand a unique opportunity to build durable loyalty anchored in proximity, simplicity and cultural intuition.

Next steps

- The next step is scaling with consistency. As KTO expands beyond its regional base, it must preserve the qualities that drove its success: speed, clarity and familiarity. Growth should not dilute the distinctive personality that made the brand recognizable.
- Retention represents significant upside. With its clean UX and strong product-market fit, KTO can deepen engagement through personalized paths, community touchpoints and better integration between sports, casino and live products. These enhancements can help transform habitual bettors into long-term users.
- KTO has the foundation, the authenticity and the timing. What comes next is refining how the brand communicates its purpose, ensuring that growth does not erase its roots but amplifies them. In a regulated era, the brands that feel genuinely local often become the ones that remain.

Five New Brands to Watch

apostou

Apostou stands out as one of the few brands blending digital betting with a licensed VLT retail network in Paraná. This hybrid model builds trust and gives players something most operators lack, a physical touchpoint that makes the experience feel real. As the network expands, Apostou gains both visibility and local credibility, creating a strong pathway for cross-channel growth. The brand is well-positioned to own the “physical proximity” narrative in a market where convenience, familiarity and trust drive adoption.

BANDBET

BandBet brings a genuinely first mover strategy to the regulated market by licensing one of Brazil’s most influential broadcasters. The Band ecosystem, deeply rooted in sports culture, gives the brand instant reach, repetition and legitimacy. This media advantage doesn’t just drive awareness, it shortens consideration time and lowers acquisition costs. With national distribution across TV, radio and digital, BandBet has the rare ability to scale fast while shaping mainstream perception of regulated betting in Brazil.

BETMGM

BetMGM arrives in Brazil carrying the weight of a flagship Las Vegas brand and the marketing power of a partnership with Globo. This combination gives the operator instant national visibility and a premium perception uncommon for newcomers. The MGM legacy brings authenticity to the casino vertical, while Globo provides scale, storytelling and cultural penetration. If BetMGM executes well, it can quickly position itself as the benchmark for international operators entering Brazil’s regulated environment.

BET DO MILHÃO

SBT leverages one of its strongest assets, iconic IP with deep emotional resonance. Bet do Milhão taps into decades of familiarity with prize-based entertainment, a space where SBT has long dominated. This gives the brand a warm entry point to audiences already conditioned to play, participate and engage with game formats. With smart cross-promotion and digital conversion, the operator can transform an existing capitalisation-oriented audience into bettors, turning nostalgia and trust into scalable acquisition.

Loterias CAIXA

Caixa enters the regulated betting landscape with an asset no competitor can replicate, decades of nationwide trust and one of the largest physical footprints in Brazil. Millions already interact with the brand weekly, which gives Caixa a massive head start in credibility and distribution. If effectively integrated into the new betting framework, this network can accelerate onboarding and reduce educational friction. Caixa has the potential to redefine the market by merging institutional reliability with modern betting products.

Article

Who Will Emerge Victorious in Brazil's New Regulated Betting Market?

Ricardo Bianco Rosada

This article was published in [meio&mensagem](#)

Looking for the answer? Simple: strong brands. I could end the article here, but let's delve deeper into how a brand can thrive in a highly regulated and fiercely competitive market.

According to the latest Meio & Mensagem report on Agencies and Advertisers, five betting and iGaming brands ranked among Brazil's top 60 advertisers, including BetNacional, Betano, Betsul, SportingBet, and Esporte da Sorte.

Alongside Bet365 and Blaze, these brands currently lead in terms of awareness and traffic in Brazil.

The Current Landscape

Since Law No. 13.756/2018 legitimised fixed-odds sports betting as a lottery, sponsorships, stadium ads, and TV commercials have dominated marketing strategies.

The sector is also the largest investor in football, featuring prominently across Serie A and Brazil's national football league.

Surprisingly, the numbers tell a different story: 22% of bettors watch matches while placing bets, and approximately 65% of revenues come from online casinos (iGaming) rather than sports betting. Despite this, football has proven to be an effective promotional platform for betting operators.

In 2021, digital influencers entered the scene, significantly accelerating brand growth.

By October 2024, most operations focused on Brazil had relied heavily on aggressive bonuses and offers, creating a price war that "commoditised" the market and prioritised customer acquisition above all else.

Some users even opened accounts with up to seven different betting operators in search of better offers.

Yet, despite the chaos, the strategy worked, producing billion-dollar companies during this period.

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Regulation: A Game-Changer

Fast forward to 2025, and Law No. 14.790/2023, along with its regulatory guidelines, has formalised the market, enforcing strict compliance, governance, anti-money laundering (AML) policies, customer service standards, and advertising regulations.

In this newly regulated environment, adopting robust compliance and governance practices is not just a legal requirement but a vital foundation for survival and growth.

Companies that prioritise transparency, accountability, and adherence to regulations will not only earn trust from the public and authorities but also help improve the sector's reputation, eliminating negative perceptions and paving the way for sustainable growth.

While these rules provide structure, compliance alone won't guarantee success. Moving forward, strategy, branding, marketing, and creativity will be the key drivers of transformation in this market.

This shift will also attract institutional investors and strategic partners, strengthening the market as a professional and financially viable ecosystem.

What Separates Winners from Survivors?

In any regulated, highly competitive, and mature market, companies are expected to act responsibly, create jobs, operate with tight margins, and pay high taxes.

Operational efficiency and disciplined budget management are no longer optional, they're essential. Betting operators must now adapt and evolve.

Establishing and maintaining a strong brand in the regulated betting and iGaming market demands more than just mass advertising and event sponsorships.

Sustainable operators need to balance three key pillars: marketing, customer service, and payments, with marketing playing the central role in driving growth and differentiation.

Retention hinges on delivering exceptional products and understanding customer behaviour. However, simply replacing bonuses with aggressive cashback schemes will not suffice, a trend already evident among some operators.

Branding vs Performance Marketing

Long-term success demands vision, branding, clear positioning, a strong value proposition, and educational content promoting responsible gambling. These elements must work together with a unified voice. Who is doing this effectively today? Almost no one, and therein lies a massive opportunity. Remember, the market is expected to double in size over the next five years.

Building a brand is a slow and deliberate process. Companies fixated on CPA (Cost per Acquisition) often neglect retention and reputation-building, undermining their long-term potential.

Consider Airbnb's example. In 2020, Hiroki Asai, formerly of Apple, took over as Airbnb's Global Head of Marketing. He slashed performance marketing spend by 28%, shifting much of the budget to branding, content, and PR. According to CFO David Stephenson, this approach saved \$800 million and reduced dependence on paid search traffic to below 10%.

Similarly, SoftBank advised its portfolio companies to prioritise brand-building over performance marketing.

You might ask: what if I don't have Airbnb's budget or SoftBank's backing? What should I do?

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Great Brands Are Built Differently

Let's move beyond performance marketing and explore examples from other industries.

Zara never advertises collections but deeply understands consumer psychology. By launching new collections every 15 days, it creates a sense of scarcity and exclusivity that fuels demand. Today, it's one of the most valuable fashion brands globally.

RedBull never focused on selling energy drinks directly or competing on price. Instead, it invested in high-impact content and sponsored extreme sports events, associating the brand with adrenaline and performance. It built a powerful media platform and earned worldwide recognition.

NuBank disrupted traditional banking by focusing on technology, streamlined digital experiences, and personalised services. It created an integrated ecosystem of products, attracting customers looking for innovation and agility, becoming one of Brazil's largest banks.

GoPro prioritised community-building over traditional advertising, encouraging users to share videos and images captured with its cameras. It turned customers into brand ambassadors, promoting an authentic and viral narrative.

Insta360 avoided traditional advertising and focused on influencer partnerships, leveraging immersive videos to build a reputation for cutting-edge 360-degree technology.

DJI marketed itself not as a mass-market electronics company but as a brand for creatives and professionals. Its focus on quality and innovation established a loyal customer base, positioning it as a leader in drone technology.

Apple never relied heavily on online sales campaigns. Instead, it built an integrated product ecosystem, immersive retail experiences, and highly anticipated launch events, creating a cult-like following rooted in design, functionality, and exclusivity.

What do these brands have in common? A clear vision, well-defined strategies, and exceptional execution.

These examples prove that strategies focused on experience, innovation, and positioning can outperform traditional marketing campaigns.

Five Tips for Building Strong Brands

1. Clear Positioning

Define your purpose and differentiation. In betting, promoting responsible gaming and personalised experiences can set your brand apart. Focus on narratives that highlight safety and responsible fun, not just aggressive promotions.

2. Compelling Storytelling

Develop authentic and engaging stories. Memorable brands build emotional connections. Showcase real winners and exciting experiences to deepen emotional bonds.

3. Educational Content

Providing value before purchase builds credibility. Share guides, strategies, and insights on responsible gambling to enhance trust.

4. Memorable Experiences

Unique experiences create loyal fans. Offer exclusive events and gamified platforms. Launch weekly challenges and reward programs to boost engagement.

5. Innovation

Explore new approaches, such as AI personalisation and strategic partnerships, to drive growth and stand out.

Article | **Who Will Emerge Victorious in Brazil's New Regulated Betting Market?**

Building a strong brand isn't easy, but in Brazil's sports betting and iGaming market, it's the only way to ensure long-term relevance and sustainable growth.

Strategy, creativity, and well-executed branding will determine who leads and who merely survives.

The game has only just begun. With the right strategy, your market will never feel saturated. ■



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Ricardo is the founder of brmkt.co, a strategy driven marketing and business advisory firm built to unlock high impact growth. With over 20 years of experience in betting, iGaming, technology, payments, banking, and e-commerce, he has advised global brands and led growth and innovation in highly regulated and competitive markets.

Link for the original article:

<https://www.meioemensagem.com.br/opiniao/quem-serao-os-vencedores-no-mercado-regulado-das-bets>

Final Words

Brazil Betting Playbook for 2026

Key Insights, Strategic Priorities, and Opportunities for Growth

Max Tesla, Blask and Ricardo Bianco Rosada, brmkt

1. Brand Legitimacy Still Wins Attention

What works: Brands like Betano and Bet365 continue to dominate awareness through legitimacy signals: early licensing, mainstream sponsorships, and high media visibility.

2026 Priority: New entrants must anchor legitimacy through clear regulatory posture, football presence, and strong public-facing partnerships.

2. Digital Natives Are Redefining Profitability

What works: 7Games, Betão, and BullsBet show that fully digital operations with low overhead can scale fast and efficiently. These brands master acquisition via influencer marketing, affiliate networks, and performance-first strategy.

2026 Priority: Optimize cost structure, avoid expensive traditional media unless strategically justified, and dominate digital acquisition with modular campaigns and data-led iteration.

3. Regional Positioning Drives Retention

What works: KTO is the best example of hyper-local brand building. Their stronghold in southern Brazil and expansion into São Paulo proves that emotional resonance at a regional level builds trust and retention.

2026 Priority: Build for local relevance. Use regional idioms, football heroes, influencers, and cultural touchpoints to create "belonging" beyond bonuses.

4. Casino Is the Untapped Growth Engine

What works: Brands with strong casino focus like Blaze, Cassino.bet, and Pixbet show superior monetization per user. Loyalty programs, proprietary games, and aggressive offers build higher ARPU than sportsbook alone.

2026 Priority: Treat casino as a core vertical. Build out proprietary game IP, double down on casino CRM, and drive product-led growth via mobile UX.

5. Sponsorship Must Evolve Beyond Jerseys

What works: EstrelaBet and Vai de Bet were first to explore alternative media, from podcasts to reality shows. Traditional sponsorship still matters, but non-obvious placements are outperforming in engagement.

2026 Priority: Build media presence in culturally relevant formats: podcasts, short video content, creator collabs, and real-time activations.

6. Retention is the New Battlefield

What works: Few brands have truly cracked player retention. Most players churn post-bonus. Brands with layered loyalty (like Blaze or Betano) perform better.

2026 Priority: Build structured lifecycle marketing, from onboarding flows to long-term rewards, emotional gamification, and cross-sell strategies.

7. Trust Will Define Winners

What works: Players are becoming more sensitive to payout speed, transparency, and regulation. Trust drives lifetime value and is more defensible than promo-led acquisition.

2026 Priority: Make compliance and fair play part of the brand story. Show proof of payout, embed COAF principles visibly, and use influencers who resonate with player ethics.

Final Note

2026 will not reward those who just spend more. It will reward those who spend smarter, localize deeper, and retain longer. Brands must move from just being seen to being loved, trusted, and recommended.

This playbook is not hypothetical. It is based on what Brazil's leading operators are already proving, and what the next wave must master. ■



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