

# Average US Sweepstakes Player Spends \$48 Per Month, New SweepsPulse Report Finds

Report highlights resilient user spending and rising adoption across key states



**Chicago, Illinois Feb 25, 2026** ([Issuewire.com](http://Issuewire.com)) - SweepsPulse.com is an independent platform that decodes the US sweepstakes casino market via in-depth data tracking and real-time monitoring. We provide detailed state-level information and predict industry trends to enable players and operators to make informed decisions in the high growing sweeps industry.

A recent [market analysis on US sweepstakes casinos](#) found that the average player spends around \$48 per month. This, along with the expanding player base, suggests that this "conversion" gaming sub-sector performs well relative to the broader industry. Better still, the majority of this spending seems to be discretionary – people generally have a history of some gambling or gaming activity prior to playing, but don't tend to curtail other entertainment expenses to play more.

Most of United States players reside outside of California, Texas, and Florida. Each spends about 19 US dollars a month, versus only 9 dollars for players in these top 3 spending states. Most of the other states are quickly increasing their spend through effective social and digital marketing tactics. Three states; New York, Georgia, and Ohio, are particularly active on Facebook.

The player base continues to expand as well, with increased female and older adult adoption supporting

new game trends, such as logic puzzles, trivia, and word games. An aging population in the United States will likely also provide a long-term demand driver.

The online browser-based model used by sweepstakes platforms provides more efficient and timely updates to content and payout structures than traditional land-based casinos.

Researchers propose that \$48 monthly average spend indicates a stable and sustainable spend vis-a-vis higher fluctuation observed in legacy wagering markets. With ongoing regulatory conversations, and increased consumer online entertainment appetite, sweepstakes casinos are anticipated to witness more user adoption and changing player expenditure trends up to 2026.

Industry analysts further point out there's fluctuation in average spending according to age group and consumer engagement. Average spending tends to be above the national mean for players aged 25 to 44 and below the \$30 per month average for casual players. Continued enhancement of loyalty build, promotional, and mobile components, should lead to a slight increase in player value with no material increase in per user spending.

The stable average monthly spend is indicative of a trend where consumers are increasingly engaging with digital gaming as a form of entertainment, rather than gambling. This puts the industry in a strong position for long-term, sustainable growth within the US online gaming landscape.

Visit [sweepspulse.com](https://www.sweepspulse.com) for detailed insights and state by state analysis report.

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