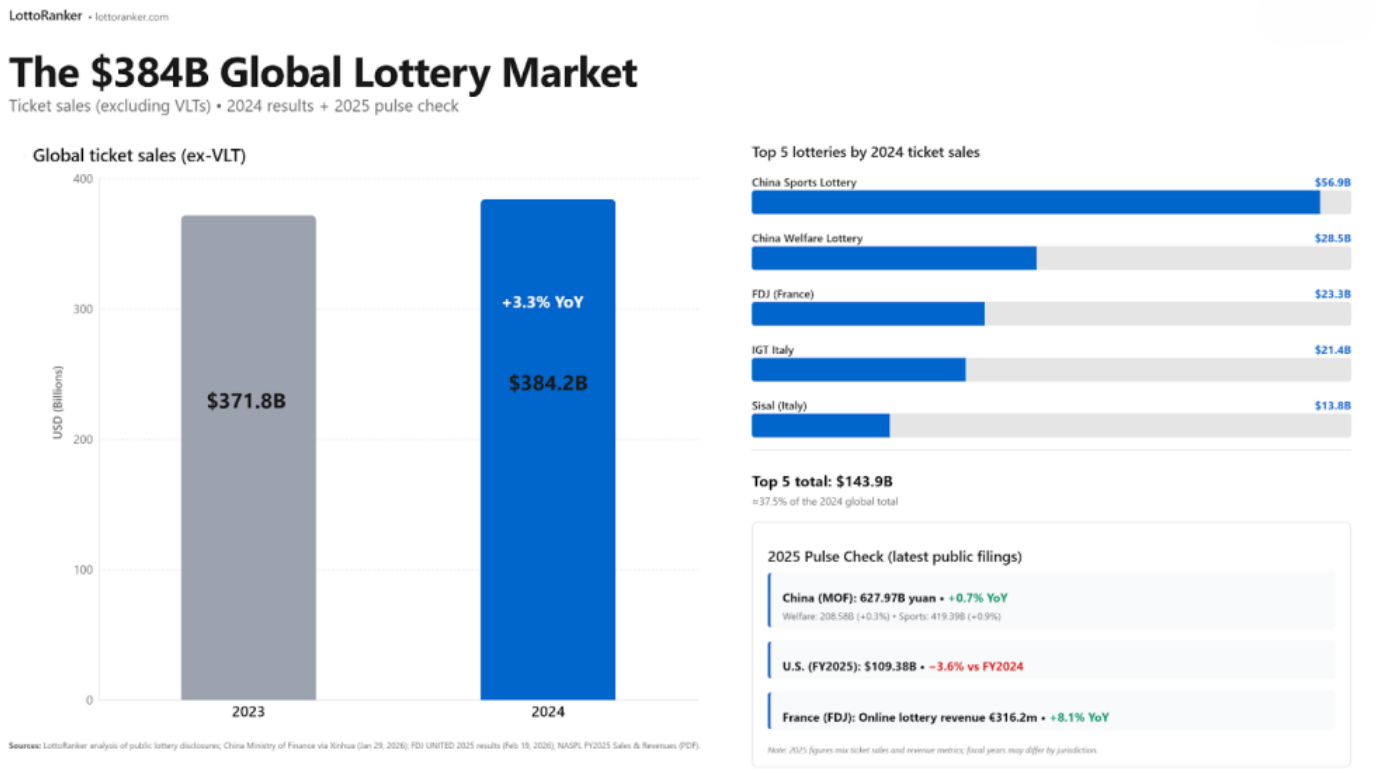
LottoRanker Analysis: How the Global Lottery Ticket Market Is Evolving



New York City, New York Mar 12, 2026 (Issuewire.com) - LottoRanker analyzed publicly available lottery disclosures and official market data to better understand the scale of the global lottery industry. The review found that global lottery ticket sales (excluding VLTs) reached $384.2 billion in 2024, up 3.3% from $371.8 billion in 2023. The analysis also shows strong market concentration, with the five largest lotteries generating $143.9 billion, or about 37.5% of total sales.

Top 5 Lotteries by Ticket Sales

- China Sports Lottery — $56.9B
- China Welfare Lottery — $28.5B
- FDJ (France) — $23.3B *(estimated in the underlying dataset)*
- IGT Italy S.p.A. — $21.4B
- Sisal S.p.A. — $13.8B

Within the same dataset, 2024 analysis highlights a clear shift in growth drivers: sports-betting lottery sales climbed to $69.90 billion (up 20.3% year-on-year), while instant games declined to $111.62 billion (down 10.0%) and lotto dropped to $91.09 billion (down 5.3%).

“The story here isn’t just about the size of the market—it’s about how concentrated it is, and how quickly the category mix can shift,” said Emily Thompson, head of the content at LottoRanker. “When the top five operators account for more than a third of global ticket sales, even moderate changes in a few major

programs can sway the worldwide totals."

As we reach the midpoint of the year, we're beginning to see 2025 results from major jurisdictions, offering early insight into momentum beyond 2024's global total. In China, the Ministry of Finance reported lottery ticket sales of 627.97 billion yuan (around $90 billion) for 2025—a 0.7% increase year-on-year. This includes 419.39 billion yuan in sports-lottery sales and 208.58 billion yuan in welfare-lottery sales. For comparison, China's 2024 ticket sales reached 623.49 billion yuan, up 7.6%.

In France, FDJ UNITED reported that its lottery and retail sports betting operations saw lottery GGR rise by 3.4% and lottery revenue increase by 2.2% to €2,095.9 million in 2025. Online lottery revenue reached €316.2 million, up 8.1%, now making up more than 15% of the total lottery business.

In the United States, preliminary NASPL figures show total lottery sales of $109.38 billion for FY2025, a 3.6% decrease from $113.47 billion in FY2024. (Fiscal-year reporting and product categories can vary by jurisdiction.)

These early 2025 results suggest the market has stayed large and resilient since the 2024 global total. However, year-over-year trends vary by jurisdiction, and comparisons are challenging because reporting standards differ—some operators focus on ticket sales, while others report GGR or NGR revenue.

For a deeper look at the lottery analysis, readers can check out the full report here.

About LottoRanker
LottoRanker helps users find trusted online lottery sites by reviewing and ranking lottery platforms and international lottery betting services. LottoRanker is part of the CasinoRank network of iGaming comparison and analysis websites.

Media Contact

Emily Thompson

*********@casinorank.com

Source : CasinoRank

See on IssueWire