

# BettingRanker Reveals Where World Cup 2026 Betting Is Hottest Right Now



**New York City, New York Jun 22, 2026 (Issuewire.com)** - As the FIFA World Cup 2026 unfolds across North America, fan attention is surging worldwide. New analysis from BettingRanker, built on data from Blask, shows the United States generating more World Cup-related search interest than any other country by a wide margin, while several smaller markets are moving faster, day to day, than any of the tournament's traditional powers.

Using Blask's World Cup Index, which tracks World Cup-related search activity and engagement signals across 43 national teams, BettingRanker analyzed which countries are generating the most attention during the tournament and which are gaining or losing momentum fastest as the group stage progresses.

The United States sits well clear at the top of the index with 34.60 million interest points — more than three times that of Brazil, the next-closest country, at 10.84 million. Egypt (7.81 million), Germany (6.87 million), and England (5.77 million) round out a top five that spans co-host nations, traditional football powers, and emerging markets alike. Australia, Mexico, Canada, and France cluster closely together between 4.0 and 4.5 million points, while Saudi Arabia closes out the top 10 at 2.76 million — notable given that betting remains illegal domestically.

## Key findings:

- The United States leads global World Cup interest with 34.60 million Blask World Cup Index

points as of June 22 — more than 3x Brazil, the next-highest country

- Japan is the fastest-moving market in the data, up 28.36% day-over-day — the only country in the top 14 posting a double-digit gain.
- Brazil is the only other major market still climbing, up 8.40% day-over-day, while every other top-14 nation, including the U.S. (-18.05%), England (-30.11%), and Egypt (-30.06%), has cooled off from its recent peak.
- Saudi Arabia ranks in the global top 10 for total World Cup interest despite gambling remaining illegal domestically.
- Argentina, a tournament favorite, sits outside the top 10 in total interest and is essentially flat day-over-day (-0.86%), underscoring that squad quality doesn't automatically translate into the highest search demand.

Not every country's interest level is moving in the same direction. Some nations are still building momentum as the group stage progresses, while others that spiked hard around their opening matches are already seeing that initial surge cool off. Japan's 28.36% single-day jump is the clearest example of a market still accelerating; by contrast, England and Egypt — both inside the global top five for total interest- each posted single-day declines of more than 30%, suggesting their sharpest opening-week spikes have already passed.

The data points to several factors shaping engagement beyond football pedigree alone. National team performance can drive real spikes in attention, as with Japan. Markets with deep-rooted football traditions — Brazil, England, Germany, Argentina — continue to generate high absolute levels of engagement regardless of the direction their daily numbers move. And host nations benefit from sustained media coverage: the United States, Mexico, and Canada all rank among the global top 10 for total interest, even as each cools off slightly day over day from earlier peaks.

“What stands out in this data isn't just who's on top — it's how differently countries are moving once you look past the headline ranking,” said Ethan Moore, Sports Analytics Specialist at BettingRanker. “The U.S. is the clear leader in total interest, but it's actually cooling off day-over-day right now, while Japan is the fastest-rising market in our entire dataset. Saudi Arabia's ranking in the global top 10, despite an outright ban on betting, tells you real demand exists in places the legal market can't reach. Operators and brands need to be looking at both pictures — total interest and momentum — not just one.”

BettingRanker expects the geography of World Cup interest to keep shifting as the tournament moves into the knockout stages, with the quarterfinals on July 9 and the final on July 19 likely to reset which markets are rising and which are cooling. The full analysis, including the complete country-by-country breakdown, is available now [here](#).

### **About BettingRanker**

BettingRanker is part of the [CasinoRank](#) network, specializing in sports betting analysis and platform comparisons, delivering expert insights and data-driven research to help users navigate the evolving wagering landscape.



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