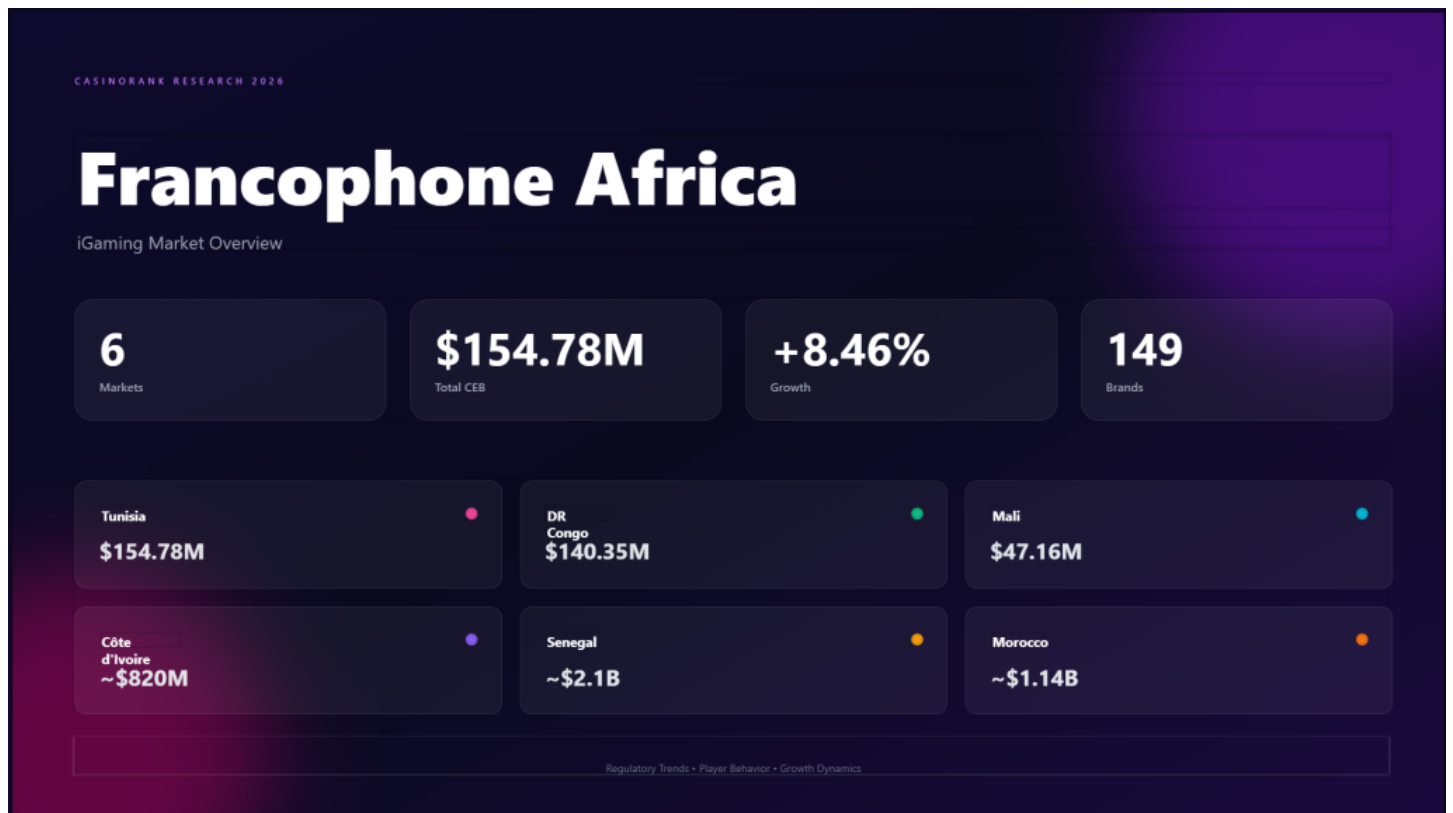


# CasinoRank Research 2026: Francophone Africa iGaming Market Overview



**Kempton Park, South Africa Jun 5, 2026 ([Issuewire.com](http://Issuewire.com))** - A new multi-market analysis published by CasinoRank identifies significant divergence in iGaming activity, player behavior, and regulatory trajectory across six Francophone African countries, based on market intelligence data collected through April 2026 and supplemented by regulatory research. The report covers Tunisia, the Democratic Republic of Congo, Mali, Côte d'Ivoire, Senegal, and Morocco, providing deep-dive data for the first three and market-level analysis for the remaining four.

Across all six markets, the research identifies a consistent directional theme: regulatory frameworks are converging toward greater formal oversight, centralized payment monitoring, and higher taxation, even as player populations grow faster than harm prevention infrastructure. The window for easy market entry is narrowing as each country moves toward formalization at its own pace.

### Deep-Dive Markets

**Tunisia** is in a contraction phase. Monthly active sessions peaked at approximately 4.5 million in December 2025 before declining to 2.34 million APS by April 2026, with year-on-year growth of -5.11% and month-on-month growth of -15.67%. The market operates under a split regulatory regime in which betting is regulated, and casinos are not, across 85 active brands. Bet365 leads the brand table with an all-time estimated customer budget (CEB) of \$21.05 million, followed by Forzza and Icombet. The April 2026 customer survey shows a relatively older and more educated player base than other markets in the region, with the 25–34 cohort leading at 35%, and financial motivation — earning money — ranking as a

primary driver at 55% of responses.

In [the Democratic Republic of Congo](#), the picture is sharply different. The country's market recorded +8.46% year-on-year growth and +1.01% month-on-month as of April 2026, with 8.6 million APS and \$140.35 million all-time CEB across 33 brands. Both casinos and betting are regulated. Online betting dominates, with an index of 5.15 million, up 241.1% year-on-year. betPawa leads with \$47.39 million CEB (+136.4% YoY), followed by NgeNge and Winner Bet. The responsible gambling data represents the most significant finding: only 20% of surveyed players identify as non-problem gamblers, with 35% low-risk, 30% moderate-risk, and 15% classified as problem gamblers. The DRC formally adopted a draft gambling regulatory bill in April 2025, but harm-prevention infrastructure remains critically underdeveloped relative to the pace of market growth.

In **Mali**, the market is smaller and highly concentrated. Two operators, bet223 and Premier Bet, account for over 92% of accumulated brand power across 31 active brands. Online betting grew +39.02% year-on-year. The customer survey reveals that only 20% of players are employed for wages, with 30% self-employed and 25% unemployed and seeking work, reflecting the informal economy's role in gambling participation. Income is heavily concentrated in the lowest annual bracket. Financial motivation leads at 50% of responses — the highest of the three deep-dive markets — and convenience-based motivation is notably lower than in other African iGaming markets.

### Broader Market Snapshot

- **Côte d'Ivoire** is the region's most commercially advanced market, with an estimated \$820 million iGaming market in 2026 and a new real-time transaction monitoring platform launched in October 2025 through the ARJH-LONACI-Afitech partnership.
- **Senegal** generated CFA 37.2 billion in LONASE revenue in the first half of 2025, with total gambling revenue projected to reach \$2.1 billion by 2026. However, the 20% player-winnings tax under Law 17/2025 has already prompted operators to exit.
- **Cameroon's** online gambling segment is estimated at \$134 million in 2025, with a January 2025 centralized payments directive through INTOUCH Cameroon creating a de facto compliance threshold for market participation.
- **Morocco's** total gambling market is projected at \$1.14 billion in 2025, with the 2025 Finance Bill introducing a 30% withholding tax on offshore platform winnings as a precursor to formal online licensing.

### What the Industry Should Take Away

Aiden Murphy, Reviewer at CasinoRank, said the data points to a region undergoing rapid but uneven formalization.

"Every market in this report is in motion — some contracting, some expanding explosively, some building regulatory architecture for the first time. What they share is a direction: more oversight, more payment-layer enforcement, higher taxation. The operators who treat Francophone Africa as a single growth story are missing the picture. The ones who map each country's regulatory moment and build compliance infrastructure ahead of the deadline will hold positions that are very difficult to dislodge later."

"DRC Congo's 80% at-risk rate in a regulated market is a signal the whole industry should be paying attention to. That number means regulation arrived faster than player protection, and it puts a responsibility on every operator active in that market to build harm prevention into their product — not as

a compliance checkbox, but as a market-health necessity."

The research also identifies social media as the dominant brand discovery channel across Francophone Africa, with financial motivation consistently ranking highest in player survey responses. This distinguishes the region from other emerging iGaming markets in sub-Saharan Africa, where convenience and entertainment tend to rank higher.

The full CasinoRank analysis is available [here](#).

### **About CasinoRank**

[CasinoRank](#) is a global iGaming affiliate brand focused on rating and ranking online gambling platforms. Launched in 2016, CasinoRank operates across multiple verticals, including OnlineCasinoRank, LiveCasinoRank, and BettingRanker.

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