



iGaming Market in the Philippines Overview by EVADAV Traffic Group

The sector of iGaming in the Philippines is experiencing explosive growth with industry revenue growing by 165% over 2024, the sector is poised to hit the PHP 171 billion (\$3 billion) mark in 2025.

Thanks to a unique regulatory landscape, a tech-savvy population, and a deep-rooted gambling culture, the Philippines offers a lucrative opportunity for performance marketing. Explore this untapped market with EVADAV – we provide all the essential statistics for you to launch successful campaigns.

Philippines Demographics

Total area – 300,000 km
Capital city – Manila
Currency – Philippine peso
Population – 118 mln



Average age – 26.1 years
Average monthly income – PHP 44,800 (~ \$780)
Official language – Filipino
English fluency – ~92% in urban areas

Internet & Mobile Network Overview



Internet Penetration – 83.8% of the population (~97.5 million users)



Fixed Broadband Speed – 93.68 Mbps median download speed



Mobile Connections – 142 mln (122% of the population)



Mobile Internet Speed – 35.56 Mbps average

Preferences in Gaming

Filipinos regularly participate in **government-run lotteries**.

Cockfighting (Sabong) – a favourite traditional sport, both offline and online.

Top mobile games are **Casual** ones (e.g., Candy Crush and Flappy Bird) and **MOBAs** (e.g., Mobile Legends and League of Legends).

In the eSports niche, the most popular game genres are **FPS** and **MOBAs**.

Top Sports for Betting Campaigns



Basketball



Boxing & MMA



Football



Tennis

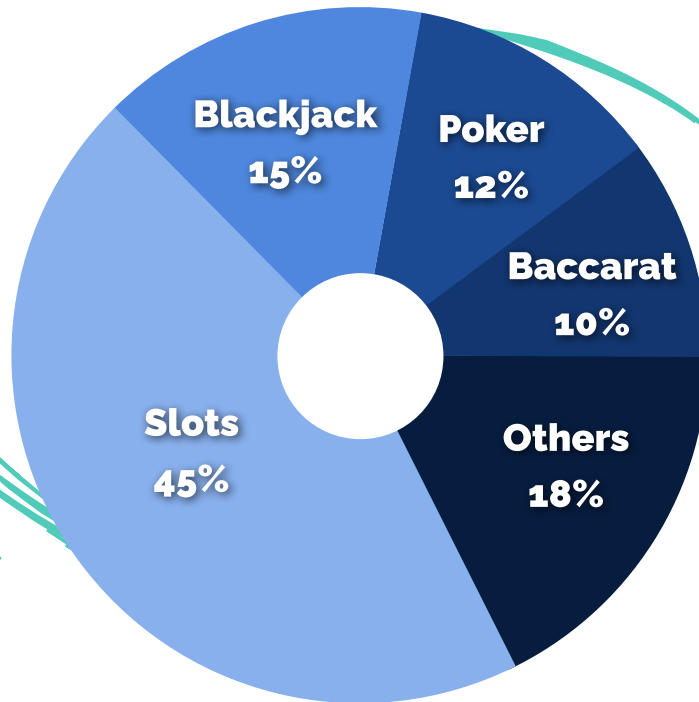


Horse racing



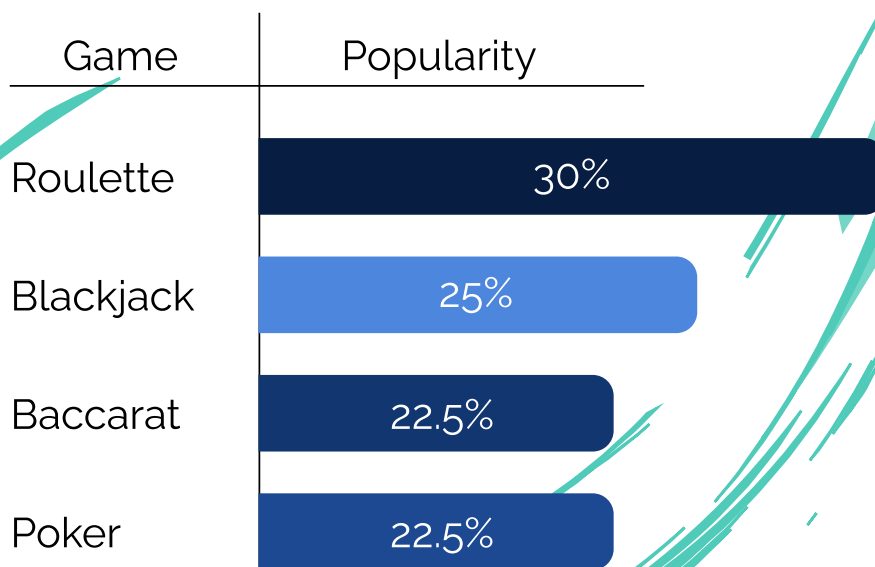
eSports

Favorite Casino Games



Top Live Dealer Games

Live dealer games have captivated 60% of the online gambling population in the Philippines.



Peak Traffic Times

Mobile Traffic

Evenings
8:00 PM – 11:00 PM
Local Time Philippines

Desktop Traffic

Workdays
9:00 AM – 12:00 PM
Local Time Philippines

National Holidays

Christmas, New Year, Maundy Thursday, Independence Day

Sports Events

FIBA Asia Cup, FIVB, FIFA

iGaming Market Projection



Total Gambling Revenue: Expected to reach between PHP 450 billion and PHP 480 billion (**\$7.8 billion to \$8.3 billion**) in 2025, a 17% increase from 2024.



Online Casino Revenue: Projected at \$288.20 million in 2025, with a projected CAGR of **4.39%** until 2029.



User Penetration In Casino Games: Will be 22.0% in 2025 and is expected to hit **22.9% by 2029.**



Average Revenue Per User (ARPU): Estimated at **\$76.07 in 2025.**



Investments in the Casino Sector: Anticipated to be **up to \$6 billion** over the next five years, with new casino-resorts opening in areas like Clark and Cebu.

Legal specifics of iGaming in the Philippines

PAGCOR

Philippine Amusement and Gaming Corporation oversees and licenses iGaming operations.

21 years

The minimum allowed age for casino players.

Land-based casinos

Cannot offer their online services to residents.

Strict ad control

Ads must not present gambling as a source of income or profit.

Payment Options



General recommendations for advertisers

Study the guidelines of PAGCOR and ASC to make sure your advertising campaigns comply with the local laws.

While locals speak English well, you can also **launch ads in the official Filipino language** – that will make your offers feel more personalized.

Don't hesitate **to use local symbols** (sampaguita flowers, pearl, eagle), and mascots (tiger, panda).

Put **emphasis on mobile traffic**, especially Android devices. Apps offering seamless live betting and instant-play slots cater perfectly to this on-the-go audience.

Examples of Creatives



GPWIN Dito na sa GPWIN 🎉

Mag register, Maglaro at Manalo!



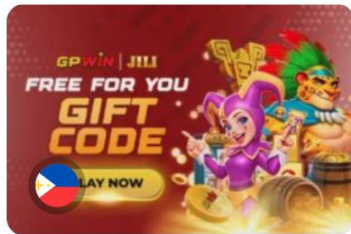
Explore New Games Daily 📱

Hundreds of games await at LUCKY TRY 😊



Manalo ng 370M 🎰🎲

Mananalo ka, Kung mag register ka sa GPWIN!



GPWIN WIN ka dito sa GPWIN!

Swabe sa promo, solid ang panalo 🎉



Play Top Quality Games 📱

Discover dozens of high-quality games now



GPWIN WIN FREE SPIN with GPWIN 💰

Signup, Deposit and claim your FREE Spin

Conquer the Philippines iGaming market with EVADAV!

- 👉 Get access to the best ad publishers
- 👉 Launch proven ad formats
- 👉 Enjoy dedicated VIP manager support

LAUNCH YOUR AD CAMPAIGN