

Euros & Copa América Report

2024

Every few years the sports betting industry is presented with events that capture the attention of a global audience such as the UEFA European Championship and the Copa América. In 2024, these two prestigious tournaments delivered a spectacle of national pride, drawing in millions of fans and bettors from every corner of the world.

Kambi has always been at the forefront of the sports betting industry, leveraging cutting-edge technology and data in order to provide unparalleled products and insights during these events. Throughout this report you will find key metrics which include betting volumes, market preferences, and customer engagement pertaining to both pre-match and live betting activity. We'll also explore the massively popular Bet Builder trends which have become among the most important aspects of a sport betting offering, especially when it comes to events of this scale. Additionally, we'll examine the growing soccer trend and the betting activity that took place throughout the tournament and during the gaps in between matches.

Join us as we unpack the numbers and narratives that defined the 2024 Euros and Copa América and discover the trends and insights that will shape the future of betting on major tournaments.



Top markets Euros by turnover

Most bet on teams

1. Spain

2. France

3. Portugal

4. Belgium

5. Italy

6. England

7. Netherlands

8. Germany

9. Switzerland

10. Turkey

Most bet on players

1. Cody Gakpo

2. Kylian Mbappé

3. Harry Kane

4. Cristiano Ronaldo

5. Memphis Depay

6. Jude Bellingham

7. Romelu Lukaku

8. Lamine Yamal

9. Alvaro Morata

10. Phil Foden

Top markets - pre-match

1. Full time

2. Total goals

3. Player's shots on target

4. Both teams to score

5. Double chance

6. Player's shots

7. Team to go through

8. Total corners

9. To score

10. Correct score

Bettor behaviour continues to evolve, as indicated by the growing popularity of player prop markets in this list. Bettors not only back their teams but are also backing their favourite players and players with international recognition.

Top markets - live

1. Full time

2. Total goals

3. Total corners

4. Team to go through

5. Total goals - 1st half

6. Next goal

7. Goal in the next 2 mins

8. Half time

9. Double chance

10. Correct score

Top matches

1. Spain vs England

2. Netherlands vs England

3. Spain vs France

4. Portugal vs France

5. Austria vs France

6. Portugal vs Slovenia

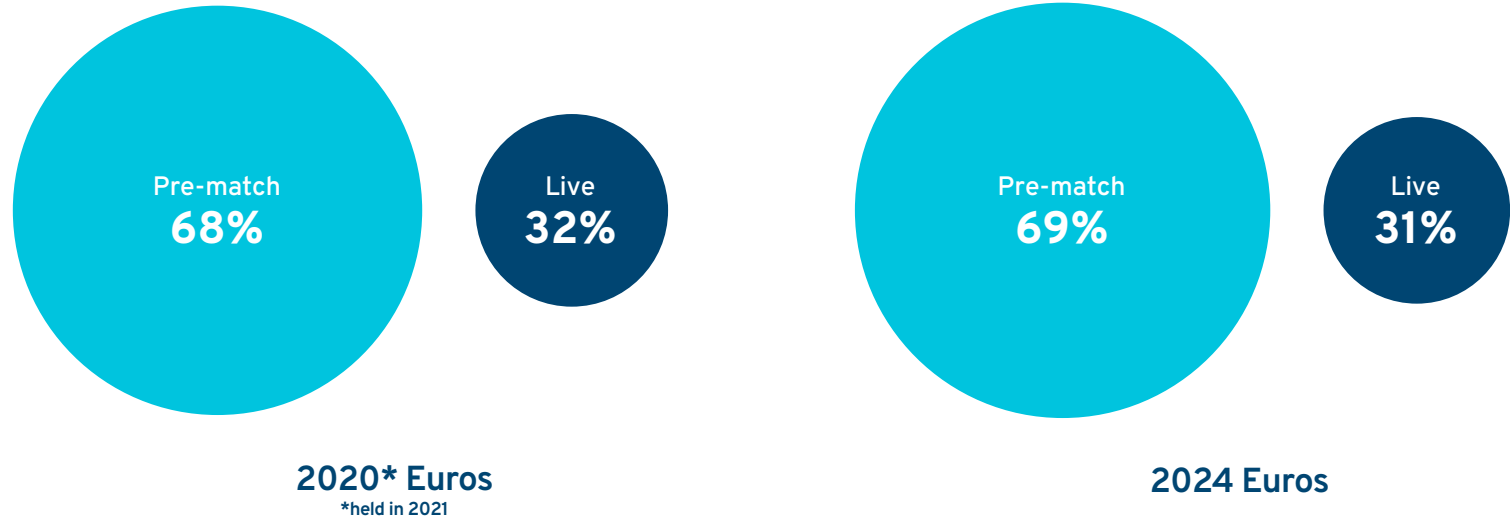
7. Portugal vs Czech Republic

8. Spain vs Germany

9. Netherlands vs Turkey

10. Serbia vs England

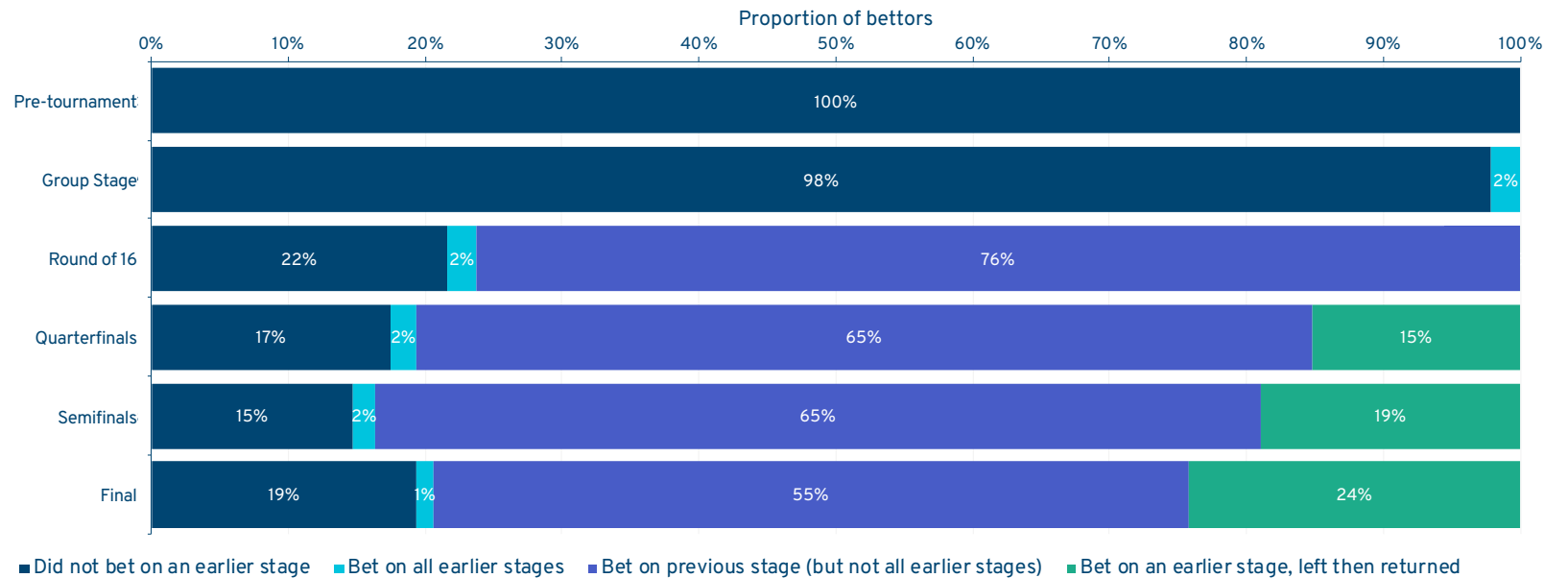
Pre-match and live betting splits



England vs Spain bettors - activity on earlier stages

Almost 1 in 5 bettors on the final had not previously bet on the tournament

Bettors at each tournament stage, split by previous stage betting



Top markets Copa América by turnover

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Most bet on teams

1. Colombia
2. Argentina
3. Uruguay
4. Brazil
5. Venezuela
6. Ecuador
7. Canada
8. USA
9. Mexico
10. Panama

Most bet on players

1. Luis Diaz
2. James Rodriguez
3. Lionel Messi
4. Darwin Nunez
5. Vinicius Jr.
6. Jhon Cordoba
7. Lautaro Martinez
8. Julian Alvarez
9. Rodrygo
10. Richard Rios

Top markets - pre-match

1. Full time
2. Total goals
3. Double Chance
4. Player's shots on target
5. Team to go through
6. Both teams to score
7. Total corners
8. To win the trophy
9. Player's shots
10. Total goals by away team

Similar to the top pre-match markets offered for the Euros, bettors are increasingly interested in player prop markets.

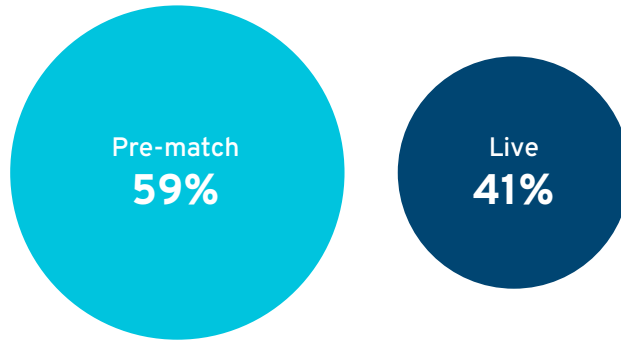
Top markets - live

1. Full time
2. Total goals
3. Total corners
4. Team to go through
5. Total goals - 1st half
6. Goal in the next 2 mins
7. To win the trophy
8. Half time
9. Double chance
10. Next goal

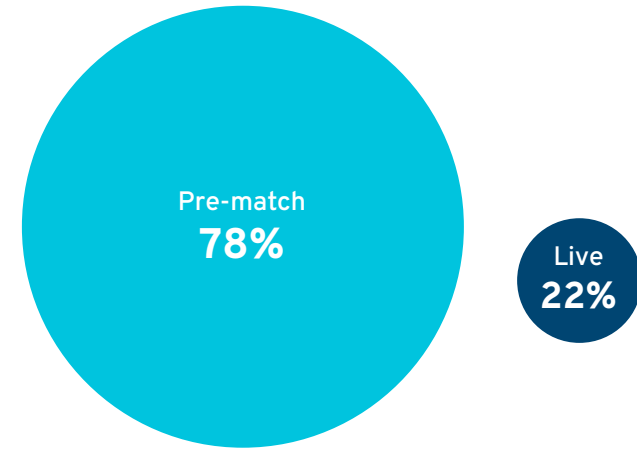
Top matches

1. Argentina vs Colombia
2. Uruguay vs Colombia
3. Brazil vs Colombia
4. Argentina vs Ecuador
5. Colombia vs Panama
6. Argentina vs Canada
7. Uruguay vs Brazil
8. Canada vs Uruguay
9. Colombia vs Paraguay
10. Venezuela vs Canada

Pre-match and live betting splits



2020* Copa América
*held in 2021

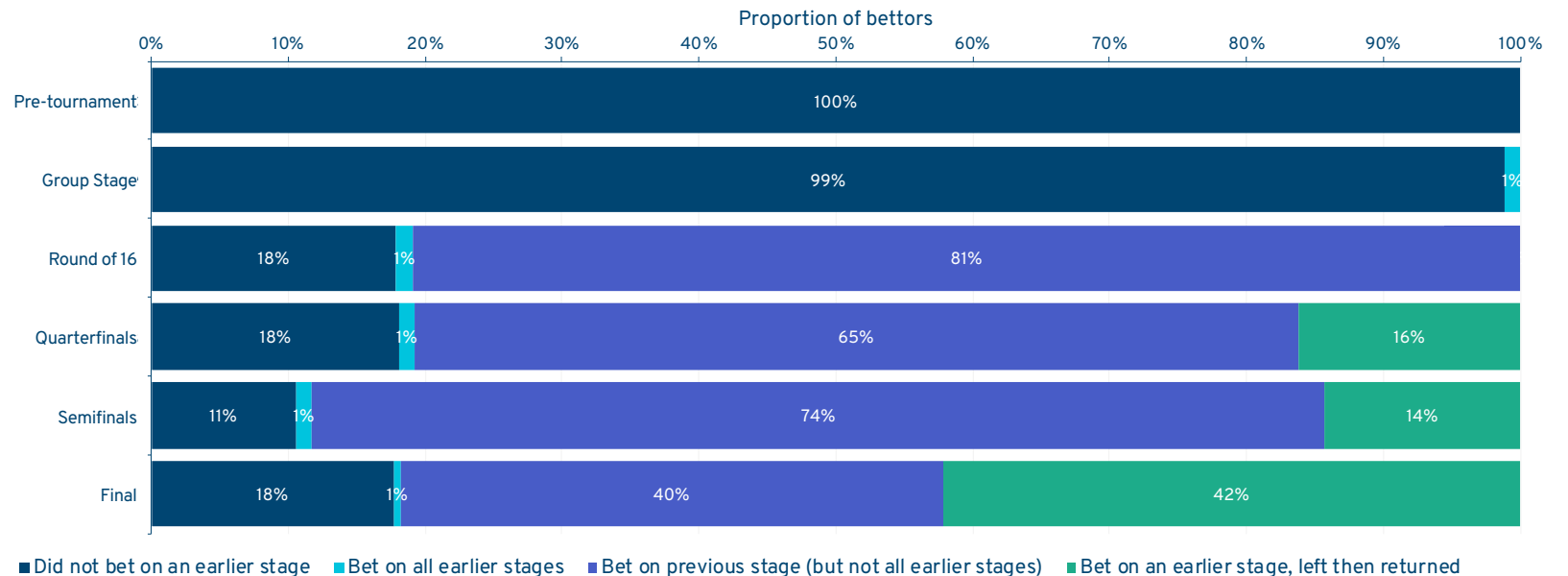


2024 Copa América

Argentina vs Colombia bettors - activity on earlier stages

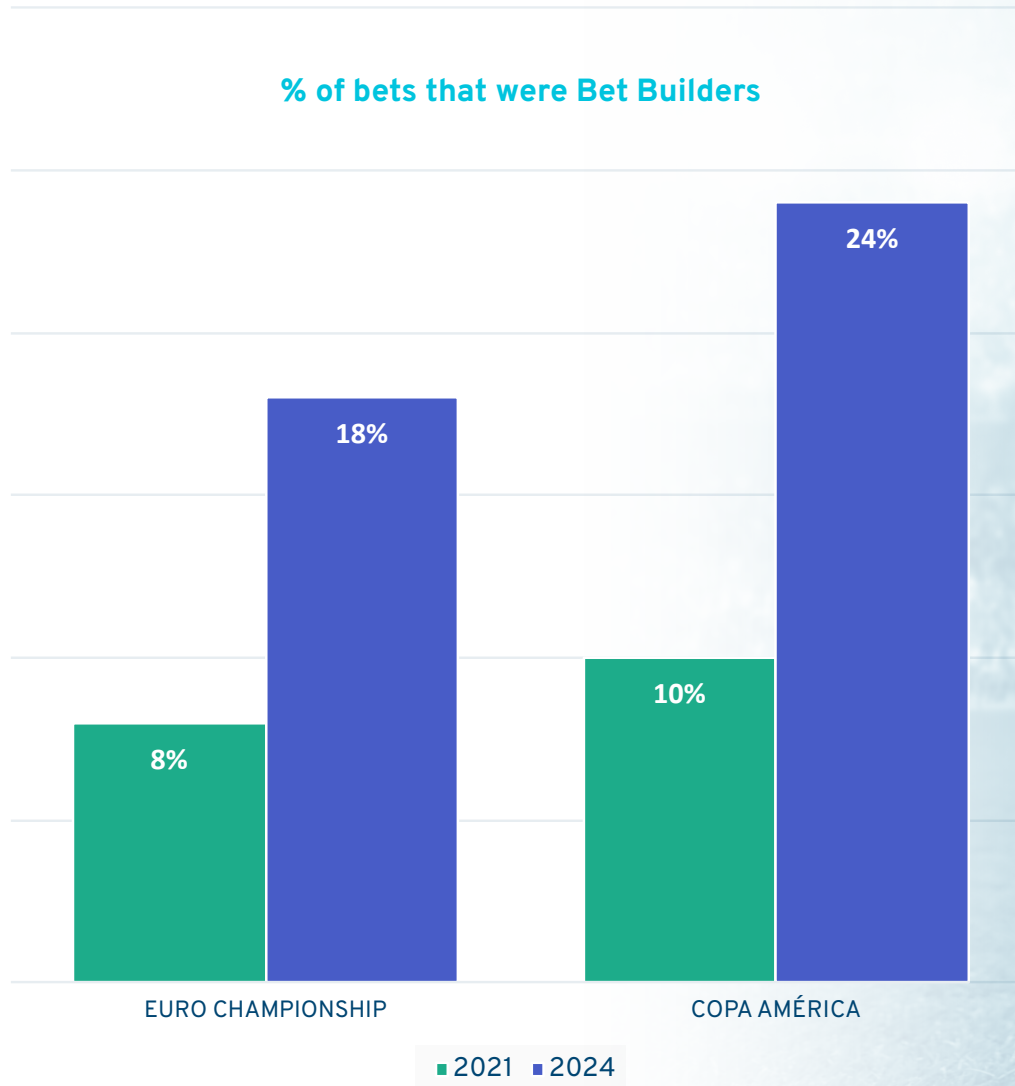
Similar to the Euros, nearly 1 in 5 bettors on the final hadn't bet on the tournament. However, more bettors who placed wagers on an earlier stage of Copa left then returned to wager on the final between Argentina and Colombia.

Bettors at each tournament stage, split by previous stage betting



Bet Builder Euros & Copa América

More than **17 million** unique Bet Builder bets placed during the 2024 Euros and Copa América

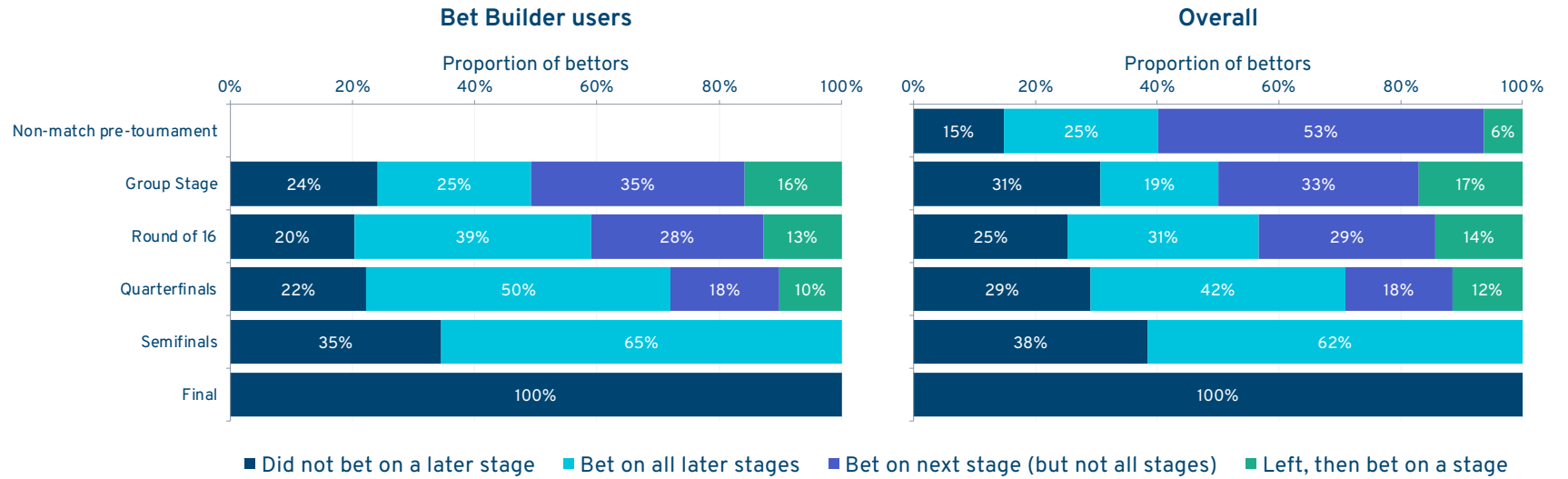


The percentage of bets which were Bet Builders grew by more than double between the 2021 tournaments and 2024 tournaments.



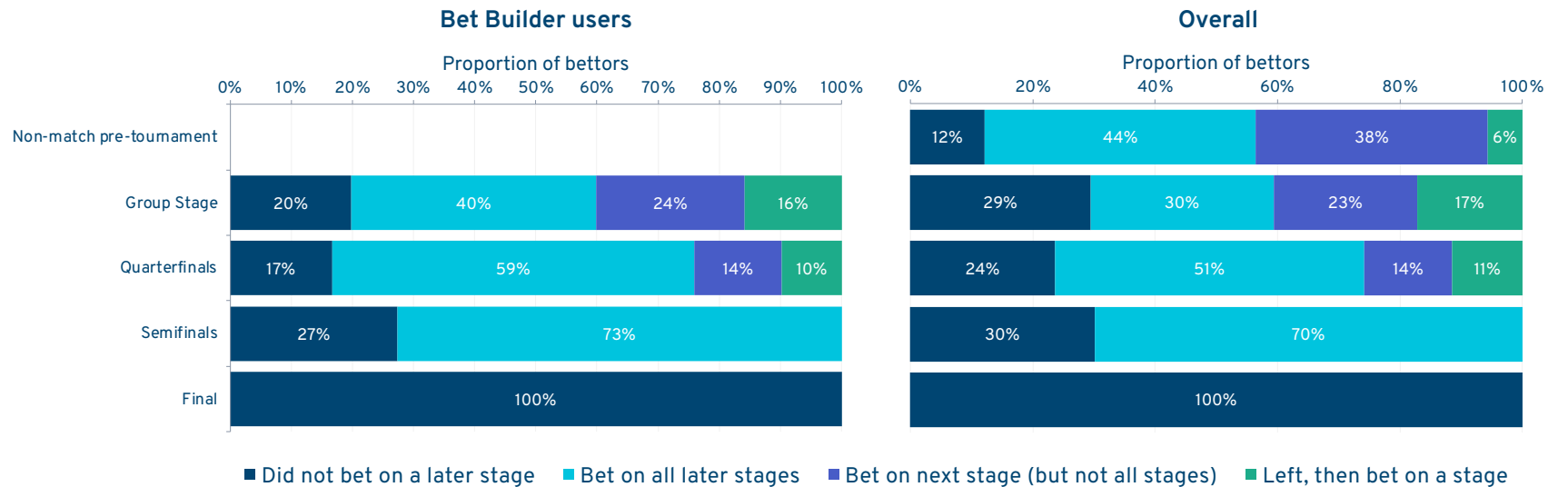
Euros Bet Builder users were more likely to be retained in later rounds of the tournament

Bettors at each tournament stage, split by previous stage betting



Similarly, Copa América Bet Builder users were also more likely to wager again on later stages, but with a higher percentage of bettors placing a wager on all later stages compared to the Euros

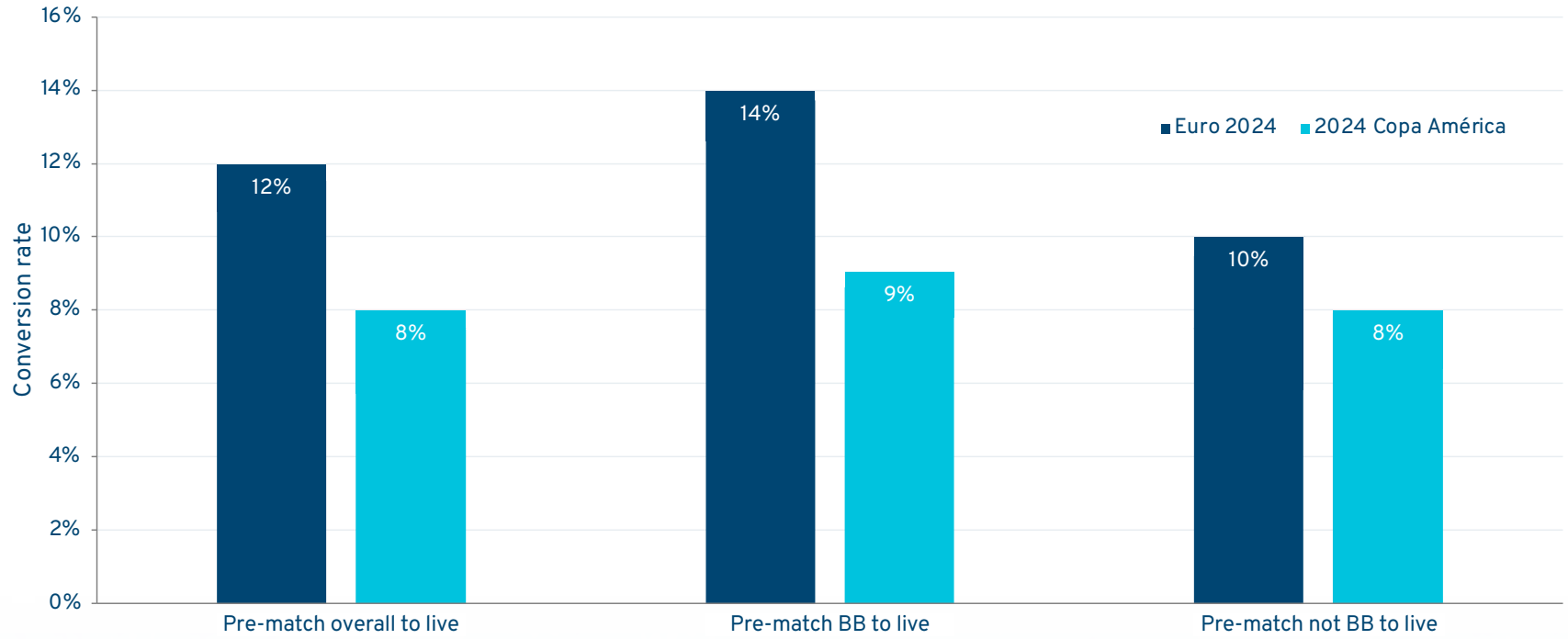
Bettors at each tournament stage, split by previous stage betting



Bet Builder Euros & Copa América

Bet Builder users also showed a greater propensity to bet live on the same event

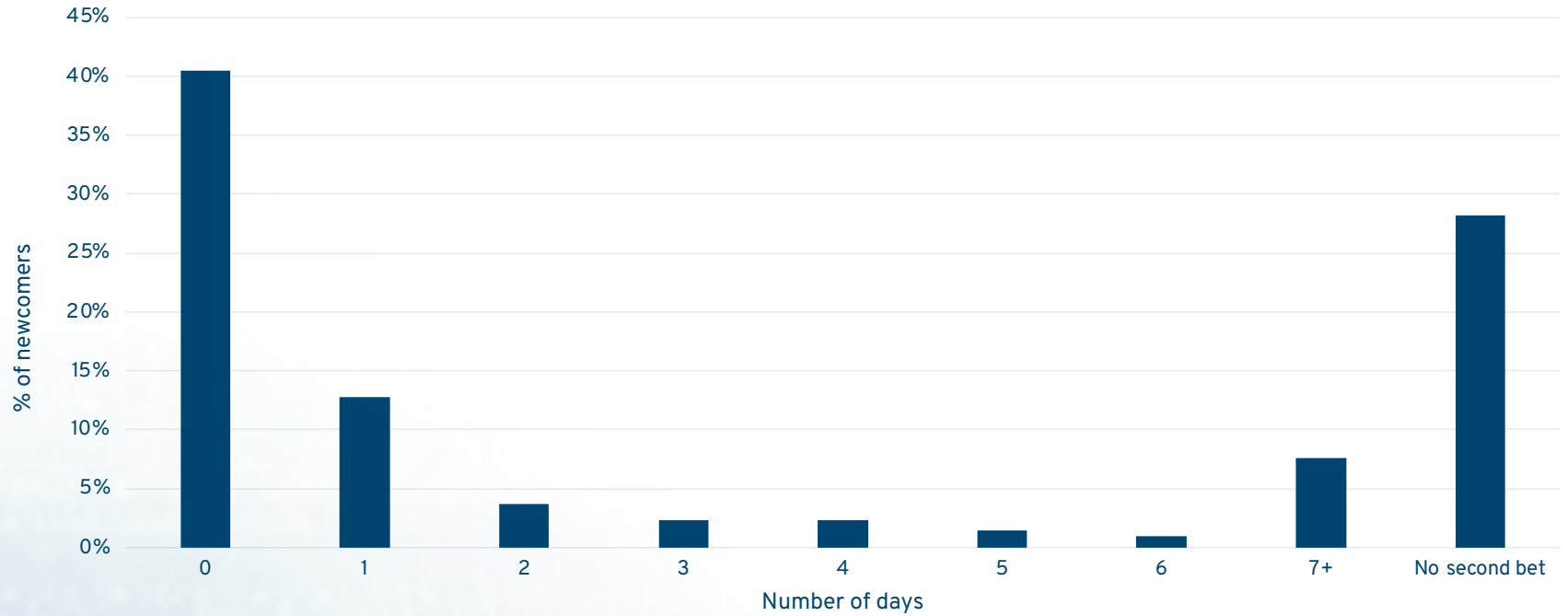
Pre-match to live conversion, Euro 2024 and Copa América



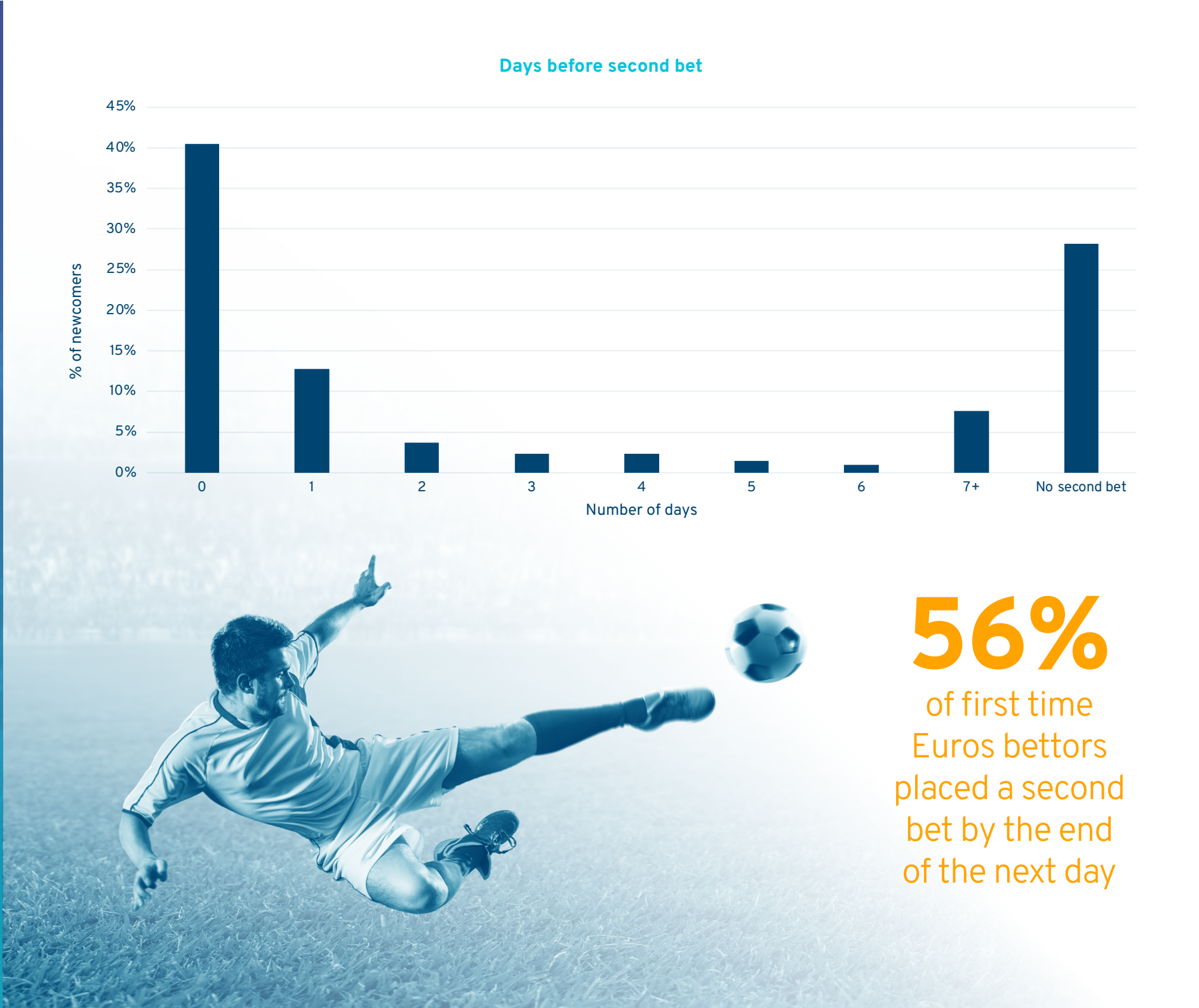
Days before second wager

10

Days before second bet



56%
of first time
Euros bettors
placed a second
bet by the end
of the next day

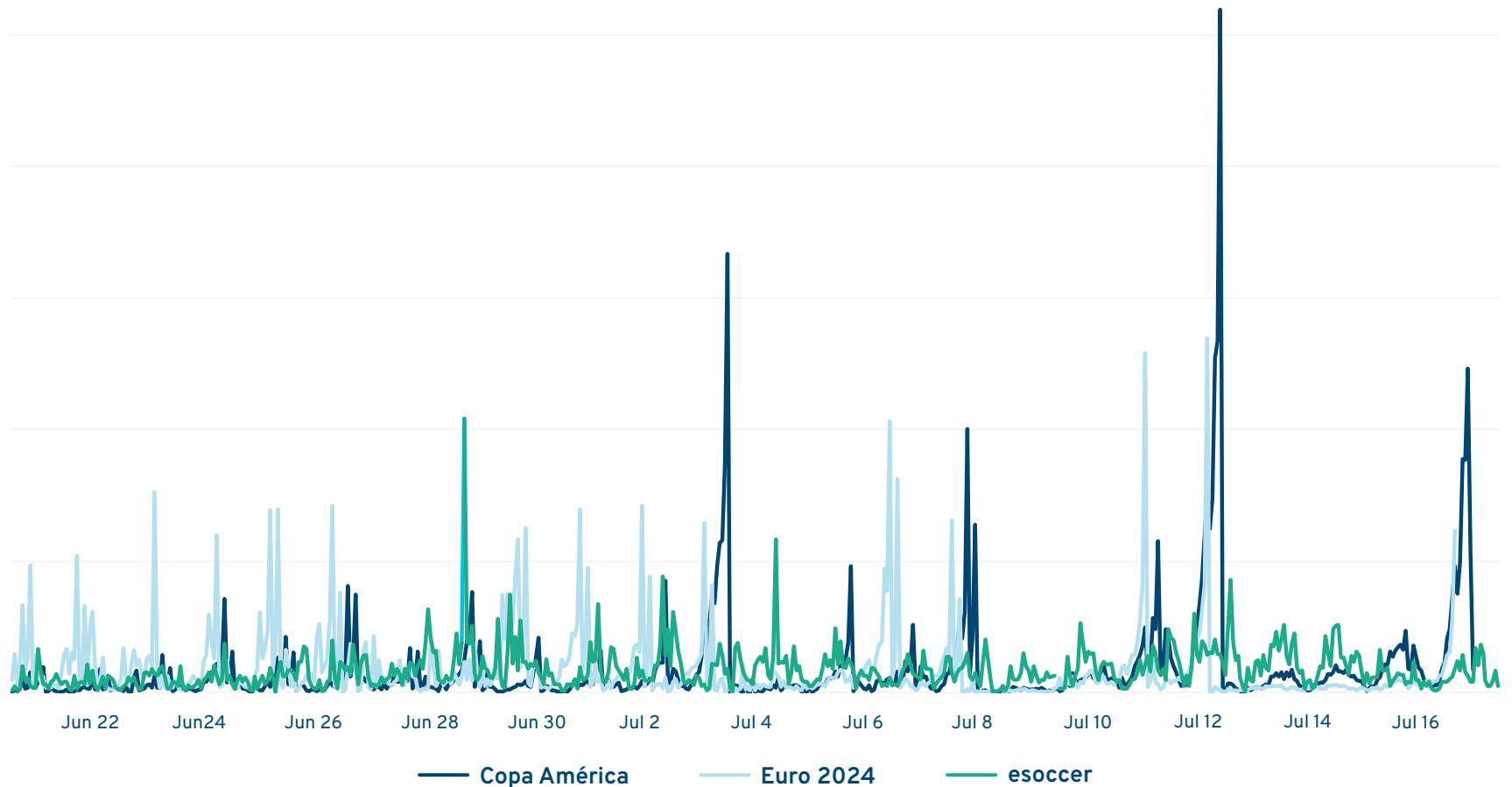


As esports' popularity continues to rise worldwide, so too does the popularity of betting on such events. For the most die-hard soccer fans, esoccer offers an opportunity to continue wagering on the sport they love in a virtual way during breaks between football seasons, and even in between the matches themselves when seasons are ongoing.

Below is an overview of betting activity observed by Kambi on esoccer throughout the Euros and Copa América.

Esoccer betting activity throughout the entirety of the Euros and Copa tournaments

In the graph below, you will see spikes in betting activity on esoccer in between spikes in betting activity surrounding both the Euros and Copa América tournament matches. Esoccer betting activity continued, even after the completion of both finals on 14 July.



On the virtual pitch

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The Euros saw four separate matches played on 25 June. When the final match of the day came to the final whistle, betting activity on esoccer continued to rise.

