



World Cup 2026

Report

Key trends, data and takeaways from
the world's biggest betting event

Kambi

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Welcome

The FIFA World Cup once again demonstrated why it is the defining event in the global sports betting calendar. Across five weeks of world-class football, millions of bettors on the Kambi network placed more than **100 million bets** through an extensive range of markets, live betting opportunities and personalised betting experiences, creating new benchmarks for sportsbook performance.

Powered by our AI-driven trading capabilities, Kambi delivered a seamless betting experience throughout the tournament, combining market-leading uptime and stability with high-performance pricing and risk management. The tournament also proved to be a powerful acquisition opportunity, with nearly **one in four bettors** placing their first-ever wager on the Kambi network during the World Cup, contributing to **13% of tournament turnover**.

Drawing on data from across Kambi's global network of more than 60 Turnkey Sportsbook partners, this report explores the trends that defined the tournament. From the continued growth of Bet Builder to the impact of in-play engagement and emerging player behaviours, these insights reveal what resonated with bettors throughout the competition, and how operators can use those insights to strengthen acquisition, engagement and long-term retention.

Whether you're preparing for the next major sporting event or looking to optimise your sportsbook year-round, the findings in this report provide practical insights to help drive long-term success.

Oliver Lamb
SVP Trading



Tournament summary

Top matches for players' first bet on the Kambi Network



Key World Cup 2026 betting trends (versus 2022):

Number of **Bet Builder** bets **doubled**

Average **pre-match Bet Builder** selection size was **3.5** compared to **2.9**

65% of Bet Builder bets included at least **one player prop**, up from **25%**

Share of **pre-match turnover** from bets other than match winner up from **57%** to **63%**

Number of **live Bet Builder** bets up **7x**

Player shots on target was the most popular of live player props, accounting for **42% of live bets**

Top teams by turnover

1.		Argentina
2.		France
3.		Spain
4.		England
5.		Colombia
6.		Brazil
7.		Belgium
8.		Germany
9.		Morocco
10.		USA

Top players by turnover

1.		Kylian Mbappé
2.		Lionel Messi
3.		Harry Kane
4.		Lamine Yamal
5.		Erling Haaland
6.		Luis Díaz
7.		Michael Olise
8.		Jude Bellingham
9.		Cristiano Ronaldo
10.		Ousmane Dembélé

Top matches by turnover

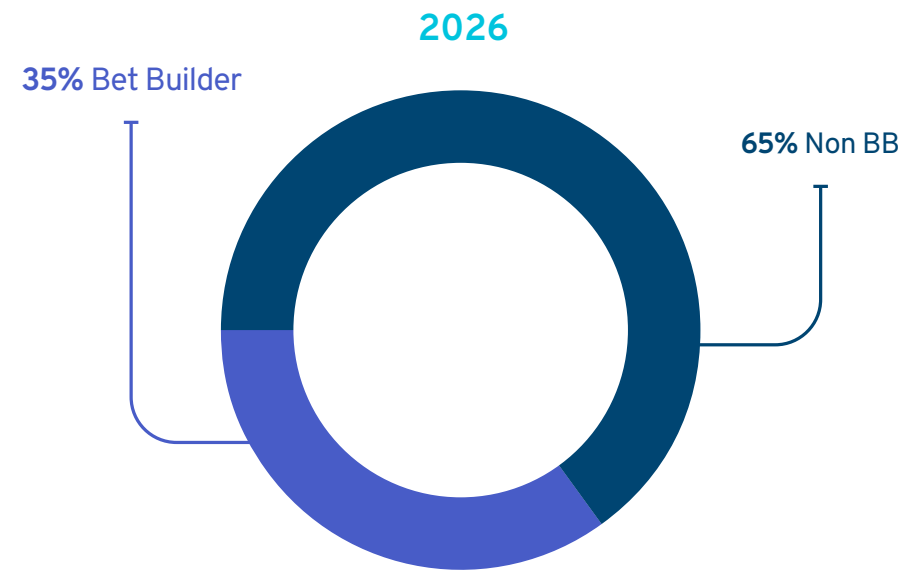
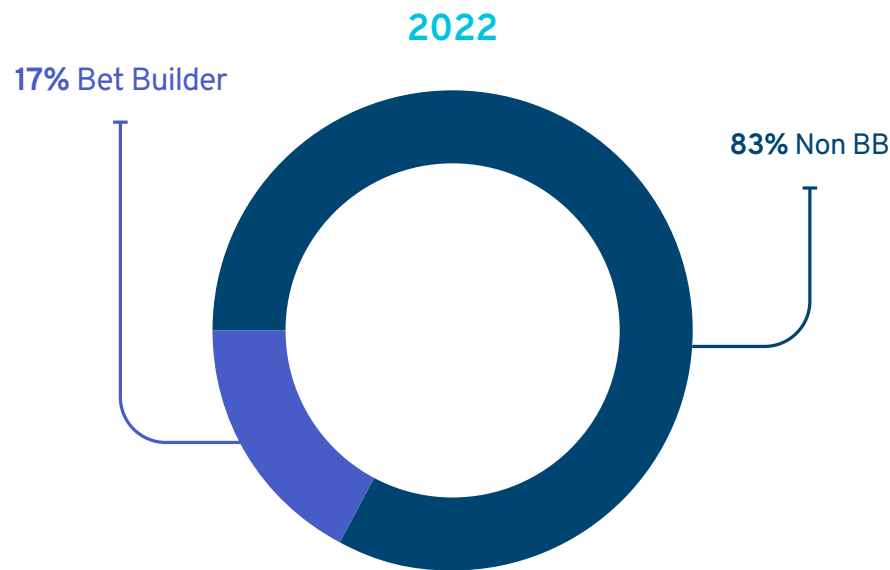
1.		Spain vs Argentina (Final)	
2.		England vs Argentina (Semi-final)	
3.		France vs Spain (Semi-final)	
4.		Switzerland vs Colombia (Round of 16)	
5.		Norway vs England (Quarter-final)	
6.		France vs Morocco (Quarter-final)	
7.		Spain vs Belgium (Quarter-final)	
8.		Argentina vs Switzerland (Quarter-final)	
9.		France vs England (3rd place match)	
10.		Mexico vs England (Round of 16)	

Bet Builder

Bet Builder continued to be one of the defining trends of the 2026 FIFA World Cup, with players increasingly combining multiple outcomes into a single wager. More importantly, those who engaged with Bet Builder proved to be significantly more valuable, placing **3.3x as many bets** as non-Bet Builder users across the tournament. Kambi network data reveals how demand for more engaging, personalised betting experiences continued to grow, offering valuable insights into evolving player behaviour.

Bet Builder vs non Bet Builder bets – World Cup 2022 compared to World Cup 2026

As seen across previous international tournaments, Bet Builder continued to grow in popularity during the 2026 FIFA World Cup. It accounted for 35% of all bets during the tournament, underlining how bettors are increasingly looking beyond single-outcome wagers and using combinable markets to create more personalised betting experiences.



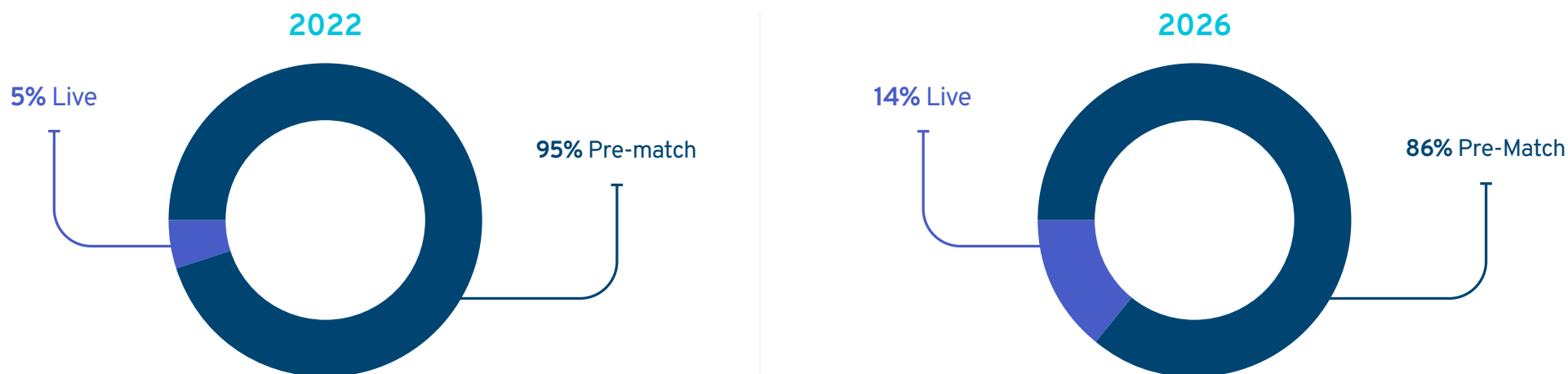
Top Bet Builder selections [compared to 2022]

In a significant shift from the 2022 tournament, 'player shots' and 'player shots on target' were some of the most popular Bet Builder selections during this year's World Cup. This underlines the importance of having a strong player props offering that is fully combinable, giving bettors more relevant ways to personalise their wagers around the players and moments they care about most.

1.	Player shots on target [6]	2	Full time [1]	3.	Total goals [2]	4.	Player to score [5]	5.	Both teams to score [3]
6.	Total corners [4]	7.	Player's shots [20]	8.	Player to score or assist [n/a]	9.	Total cards [9]	10.	Total corners by home team [8]

Bet Builder pre-match vs live splits

While pre-match continued to account for the majority of Bet Builder activity, live Bet Builder saw strong growth in 2026 as bettors increasingly built personalised wagers while matches unfolded. Live accounted for 14% of all Bet Builder bets during the tournament, with more detail on this trend covered in the live betting section of this report (see page 9).



Bet Builder combination sizes continue to increase

Bettors favoured more selections in their Bet Builder bets during this year's World Cup than they did in the 2022 tournament. Bets with three or more selections accounted for 72% of Bet Builder bets in 2026, up from 55% in 2022, highlighting the continued trend in sports betting towards higher-margin products.

Selection size	2022 World Cup	2026 World Cup
2	45%	28%
3	25%	24%
4	13%	19%
5	7%	11%
6+	10%	18%

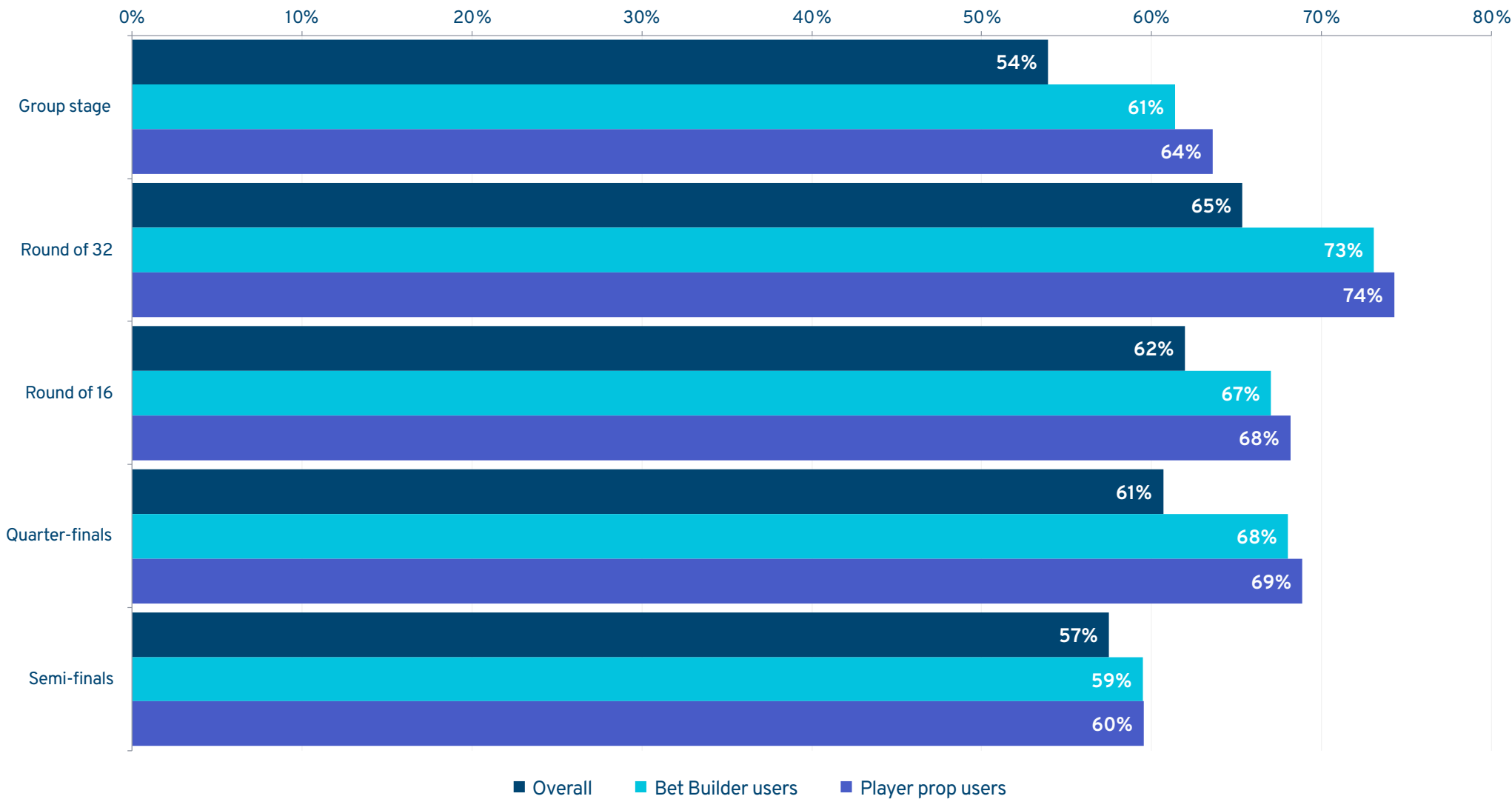
Bet Builders by tournament stage

As the tournament progressed, Bet Builder-only bettors grew slightly throughout, while there were fewer bettors placing straight bets.

Stage	% of bettors who placed Bet Builders	% of bettors who placed straight bets
Group	60%	90%
Round of 32	58%	86%
Round or 16	61%	80%
Quarter-finals	61%	72%
Semi-finals	66%	57%
Final	60%	60%

In every stage of the tournament, Bet Builder and player prop users were more likely to come back and place a wager on the next round.

Proportion of bettors retained into the next stage



Live betting

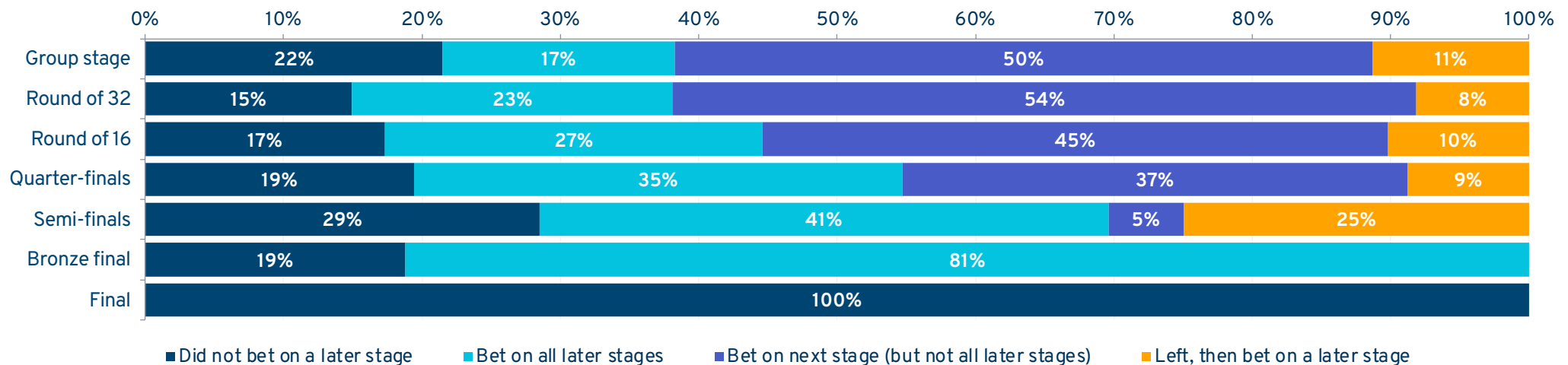
Live betting once again proved central to World Cup engagement. Kambi's improvements on the live side, particularly across UX and Bet Builder, helped make in-play wagering smoother and more intuitive, supporting deeper engagement throughout the tournament. Kambi network data from across the tournament highlights how in-play wagering evolved throughout the competition and the opportunities it created for operators to drive deeper engagement.

Bettor retention by stage – live betting

Kambi network data shows that players who placed at least one live bet continued to return throughout the competition, underlining the importance of sustained engagement strategies that keep bettors active from the group stage through to the final.

Bettors at each tournament stage, split by next stage betting

Proportion of bettors



Matches with the most live betting share by number of bets

1



Spain vs Argentina



(Final)

Spain controlled most of the match against Lionel Messi and the defending World Cup champions. Argentina goalkeeper Emiliano Martínez had 11 saves before Spain's Ferran Torres scored the game winner in extra time.

2



Switzerland vs Colombia



(Round of 16)

The match ended in a 0-0 draw before Switzerland won it in penalty kicks by 4-3.

3



Germany vs Paraguay



(Round of 32)

Paraguay took the lead 1-0 just before half time. Germany's Kai Havertz levelled things just after half time to take it to extra time and penalty kicks, where Paraguay won 4-3.

4



England vs Argentina



(Semi-final)

Following an early goal by England at the start of the second half, they held a 1-0 lead before two late goals by Argentina in the 85th minute and 90+2 stoppage time to advance to the final.

5



Norway vs England

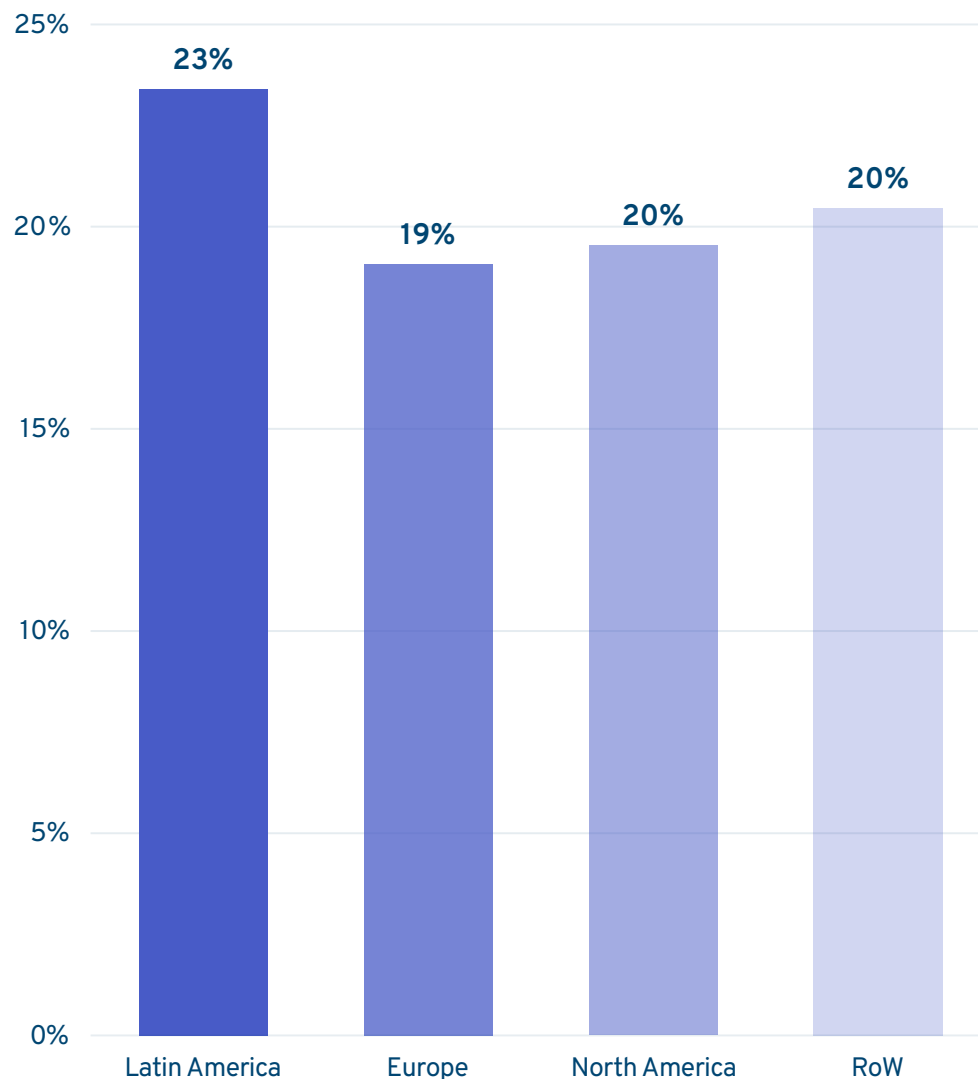


(Quarter-final)

Jude Bellingham scored an extra-time winner after the two sides were deadlocked 1-1 at full time.

Live betting share by number of bets

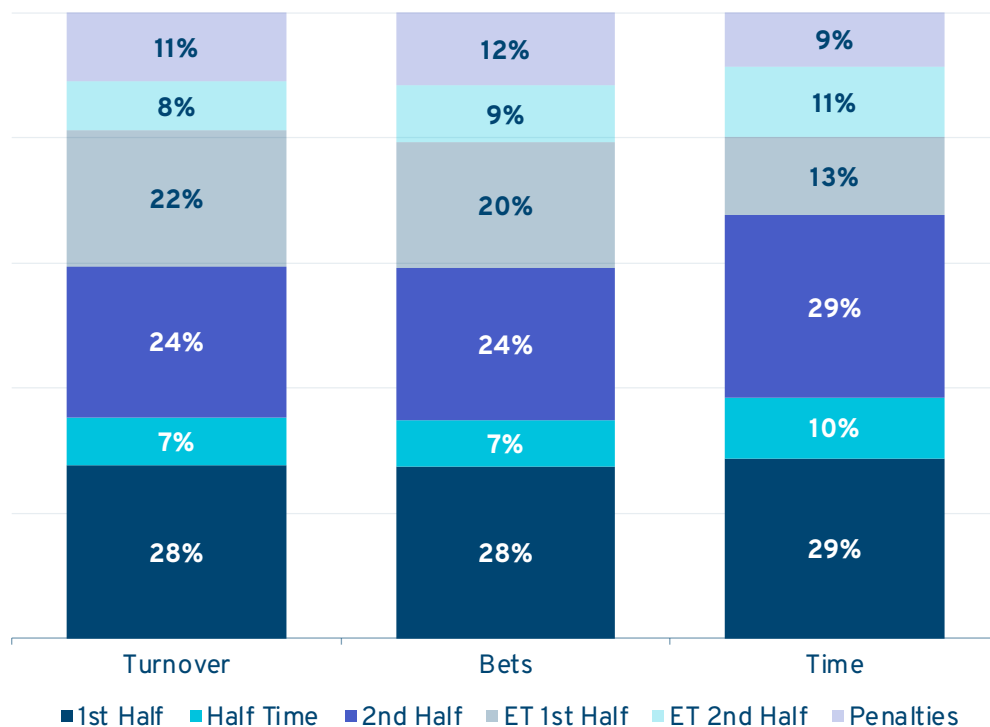
Bettors in Latin America favoured live betting more than any other region.



Live splits – matches that went to penalty kicks

During the tournament, four matches went all the way to penalties. While the first and second halves naturally accounted for most live betting activity, engagement outpaced time during the first extra time and penalties on average in all four matches. The trend highlights how bettors increasingly engage during the most pivotal moments of a match, underlining the importance of resilient, low-latency live trading throughout every phase of play.

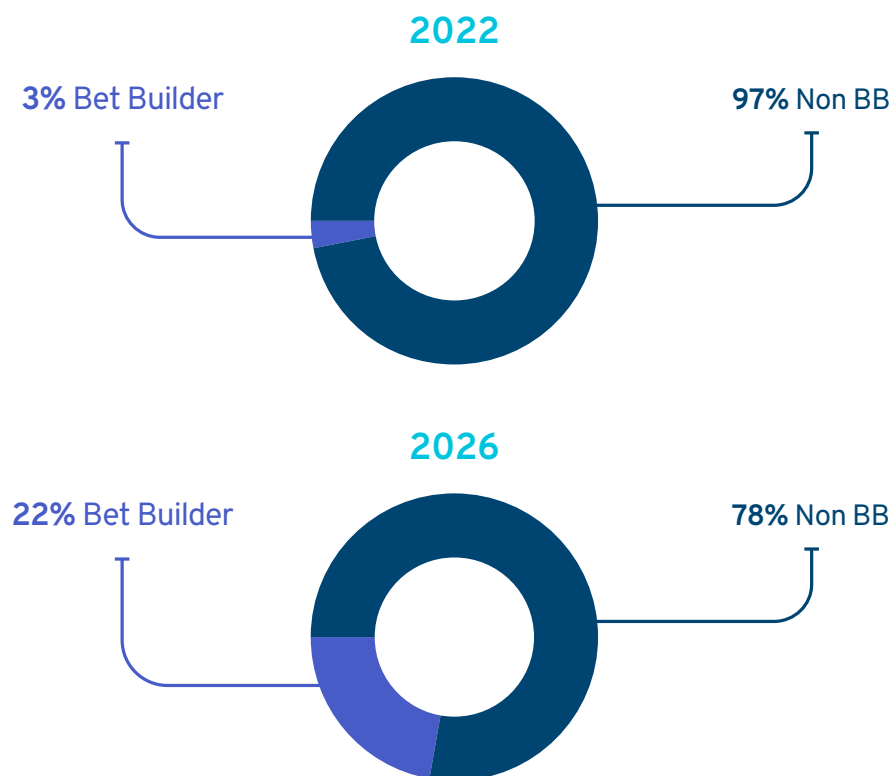
Split of live turnover / bets / time by match period



Live Bet Builder

Live Bet Builder continued to gain momentum throughout the 2026 FIFA World Cup, with Kambi's advances in AI-powered trading enabling a broader and more combinable in-play betting experience. With operators able to offer a growing range of live markets, including an expanded selection of player props, bettors increasingly embraced the flexibility to build personalised wagers as matches unfolded.

Live Bet Builder bets compared to 2022 World Cup



Live Bet Builder users...

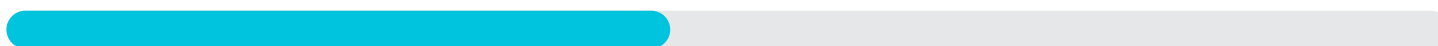
...averaged **3** selections
in their **live Bet Builder**

...placed **2.4x** as
many **live bets**

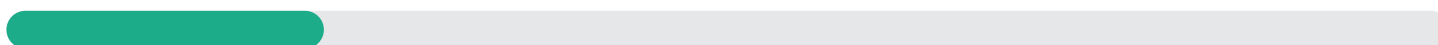
...wagered on **2.2x** as
many **live games**

Live Bet Builder users accounted for...

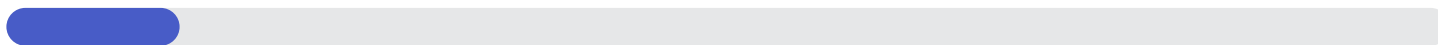
46% of bettors



22% of bets



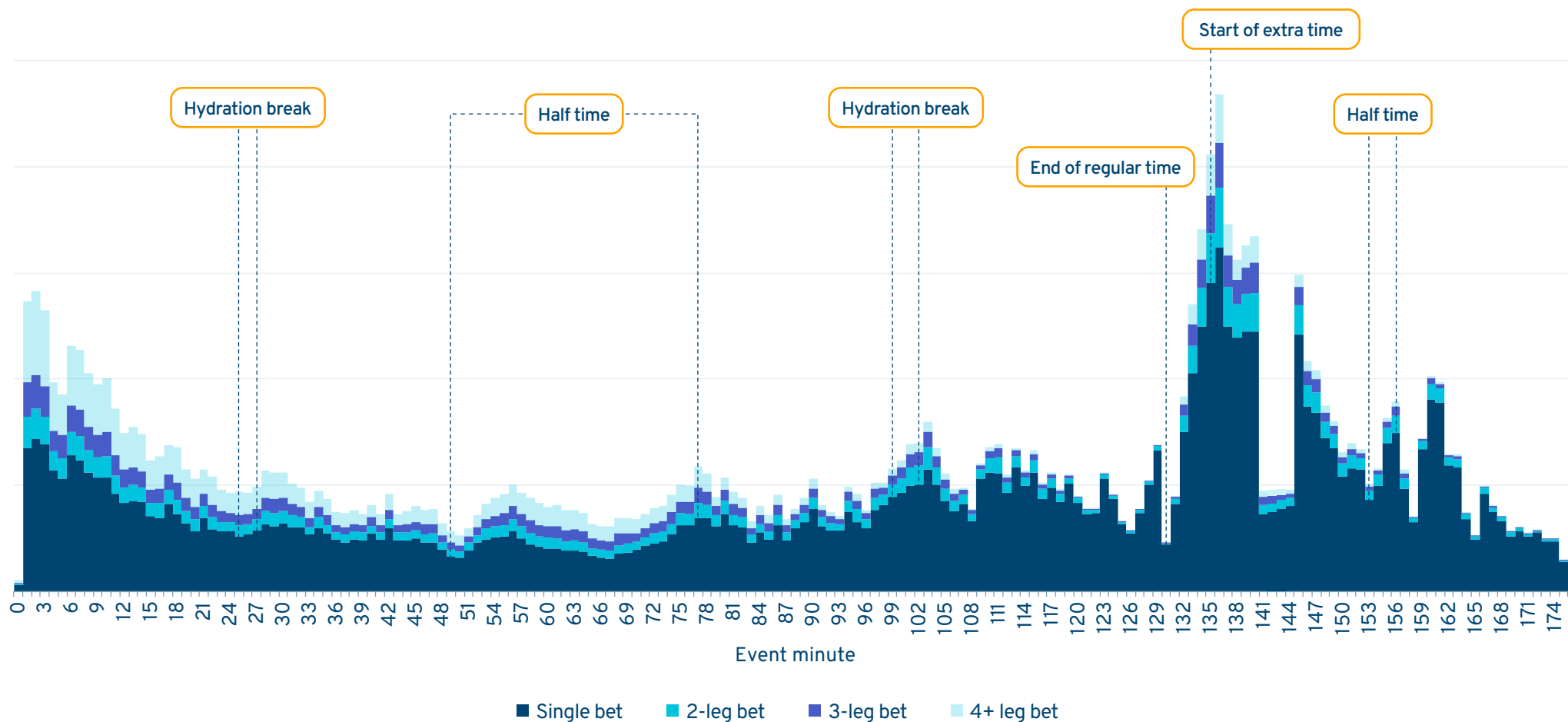
12% of turnover



2026 World Cup Final - Spain vs Argentina live betting activity

The graphs below show live betting activity, minute-by-minute, on the World Cup final between Spain and Argentina. Betting during the extended half time break remained steady, while it spiked during the hydration breaks, before extra time, and during the extra time half.

Bets per minute split by relevant legs: Spain vs Argentina, 19 July 2026

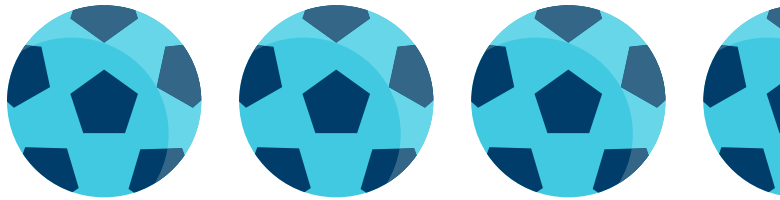


Player props

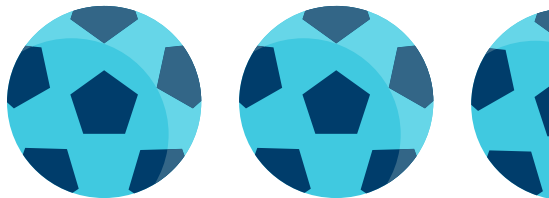
Player props continued to gain momentum throughout the 2026 FIFA World Cup, reflecting growing demand for more personalised and player-focused betting markets. With global attention fixed on headline stars such as Kylian Mbappé, Lionel Messi, Erling Haaland, and other global superstars, bettors increasingly engaged with individual player performances. Kambi network data reveals the role these markets played in enhancing the overall betting experience.

Player prop users...

...placed **3.4x** more **bets**



...wagered on **2.4x** more **matches**



Top pre-match and live player props by % of number of bets

Pre-match

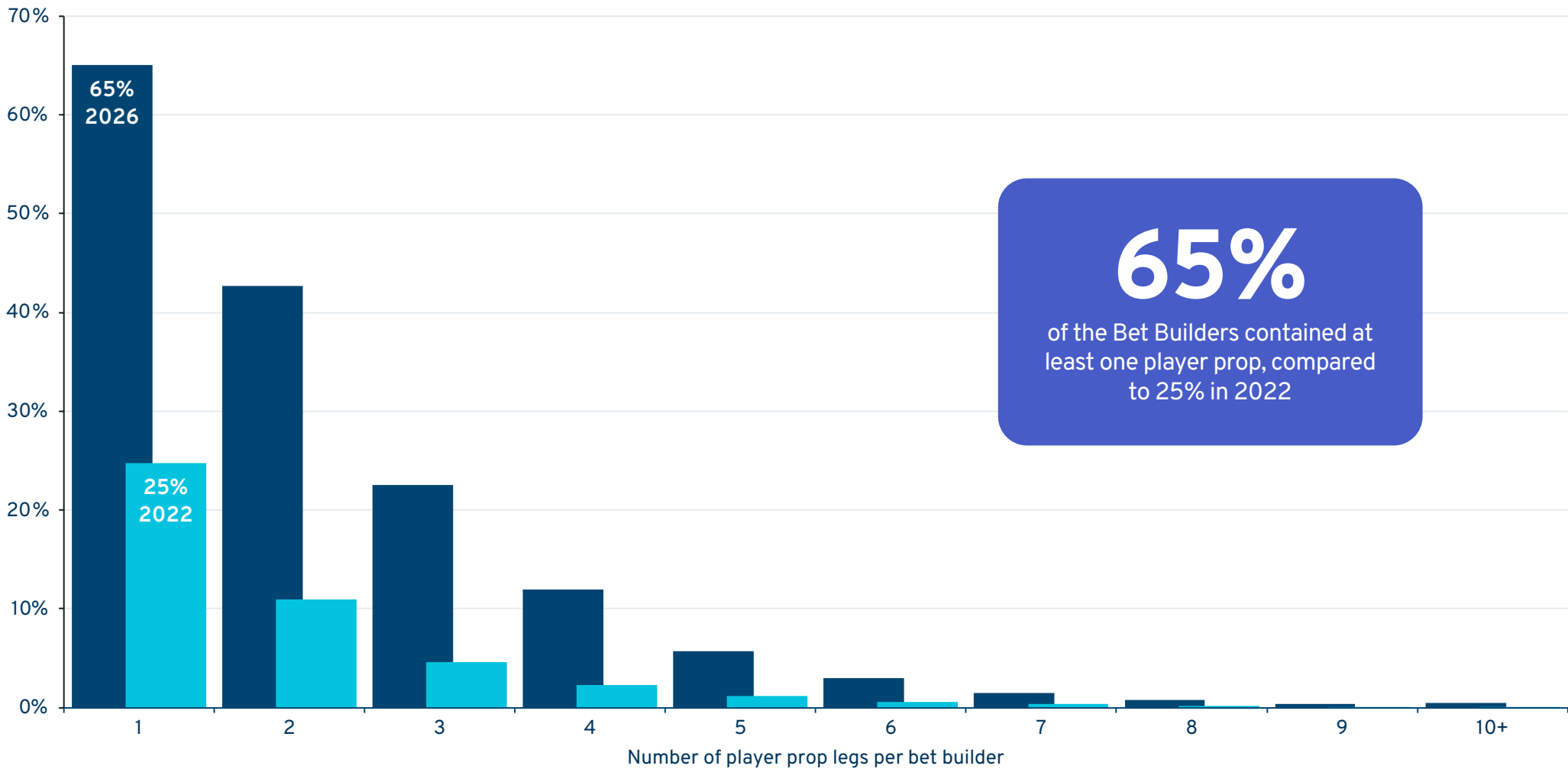
- 1 Player shots on target – 48%
- 2 Player to score – 18%
- 3 Player to score or assist – 8%
- 4 Player shots – 7%
- 5 Player to score at least X goals – 5%

Live

- 1 Player shots on target – 42%
- 2 Player to score – 19%
- 3 Player shots on target in first two minutes of match – 7%
- 4 Player shots – 6%
- 5 Scorer of goal – full time – 6%

65% of Bet Builder bets featured at least one player prop, up from 25% during FIFA World Cup 2022

Bet Builder - number of player prop legs, decumulative
2026 v 2022



Promotions

Promotions and rewards continued to play a key role in driving engagement throughout the 2026 FIFA World Cup, helping operators attract new players, retain existing ones, and encourage activity around the tournament's biggest moments. Kambi network data highlights which players generated the greatest promotional interest, while also revealing the rates at which new bettors adopted specific promotions, versus the previous World Cup. In addition to the below, Kambi also offers Auto Sub and Early Settlement rewards, which are integrated into the product, rather than classified as a bonus.

New bettors used bonuses at a higher rate than the 2022 World Cup, except for Odds Boost which saw a slight drop-off

Bonus used	2022	2026
Any	21%	27%
Free Bet	12%	16%
Profit Boost	2%	6%
Odds Boost	7%	3%
Second Chance (New since 2022)	N/A	2%

Top players used for free bets and boosts

Rank	Free Bets	Boosts
1	Luis Díaz	Kylian Mbappé
2	Harry Kane	Harry Kane
3	Cristiano Ronaldo	Vinicius Junior
4	Vinicius Junior	Lionel Messi
5	Kylian Mbappé	Cristiano Ronaldo

27%

of World Cup newcomers used a bonus on their first bet, up from 21% in 2022

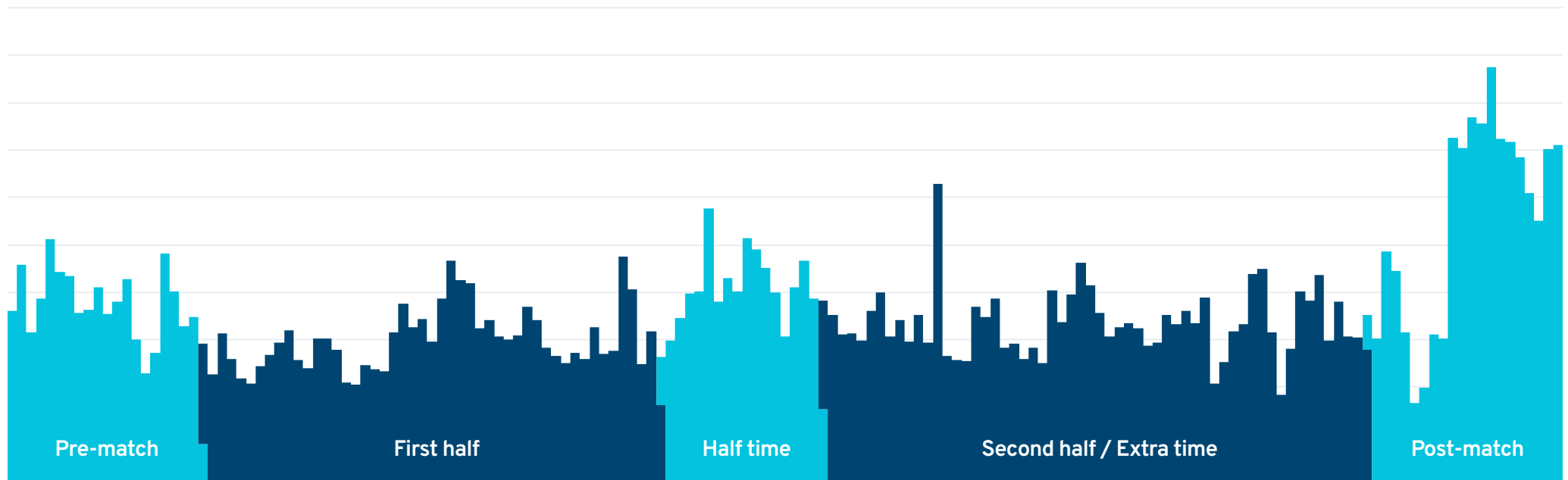
Esoccer

Since Kambi's esoccer offering was revamped in 2023, there has been explosive growth in the esoccer vertical and it has become a top-five sport on the Kambi network by number of bets behind football, horse racing and basketball.

Activity during the semi-final and World Cup Final

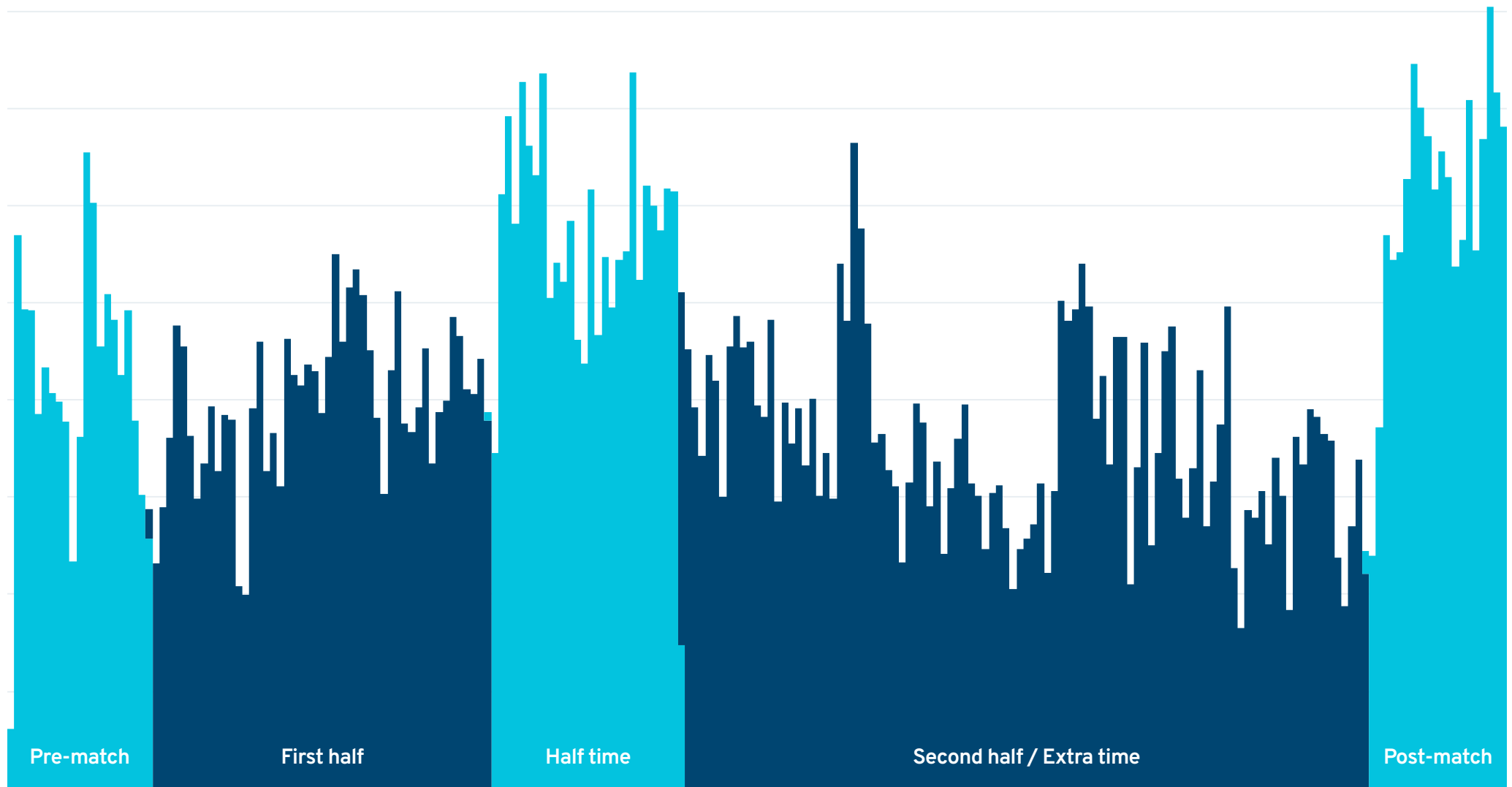
Esoccer saw spikes in betting activity in the lead-up to matches, during half time, and just after the final whistle. Rather than competing with live football, it complements it by keeping bettors engaged by extending betting sessions during periods of downtime.

Esoccer only betting activity during England vs Argentina, semi-final



Esoccer only betting activity during Spain vs Argentina, World Cup Final

During an extended half time, esoccer played an even larger role in filling the gap from action

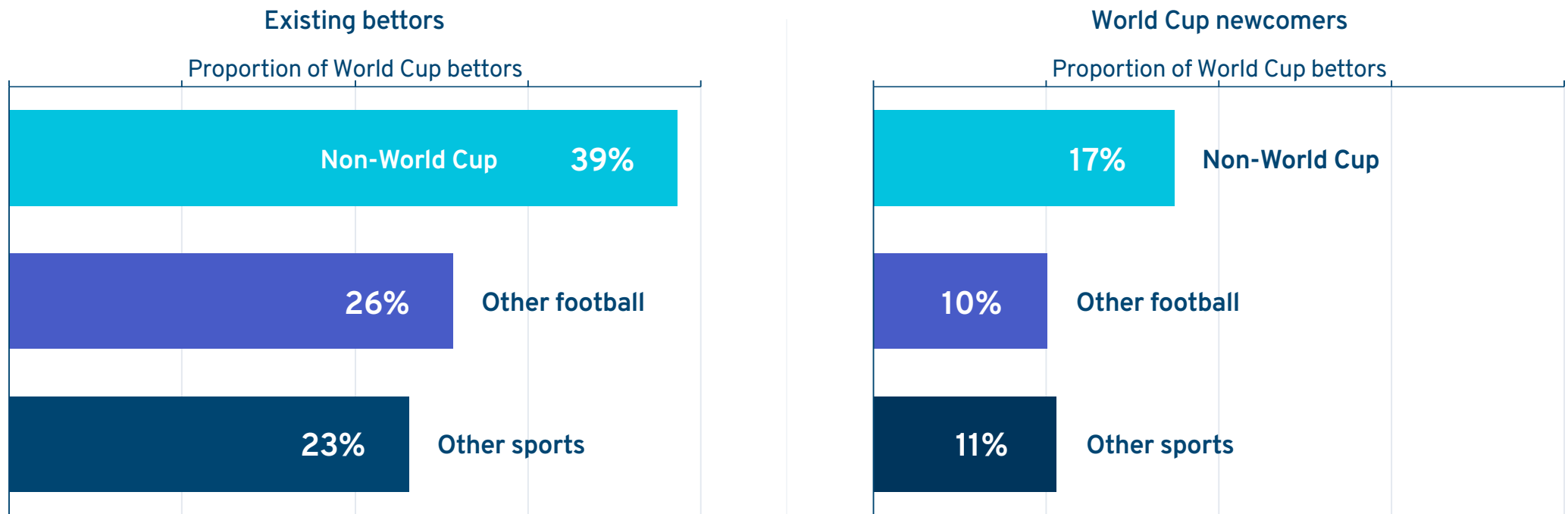


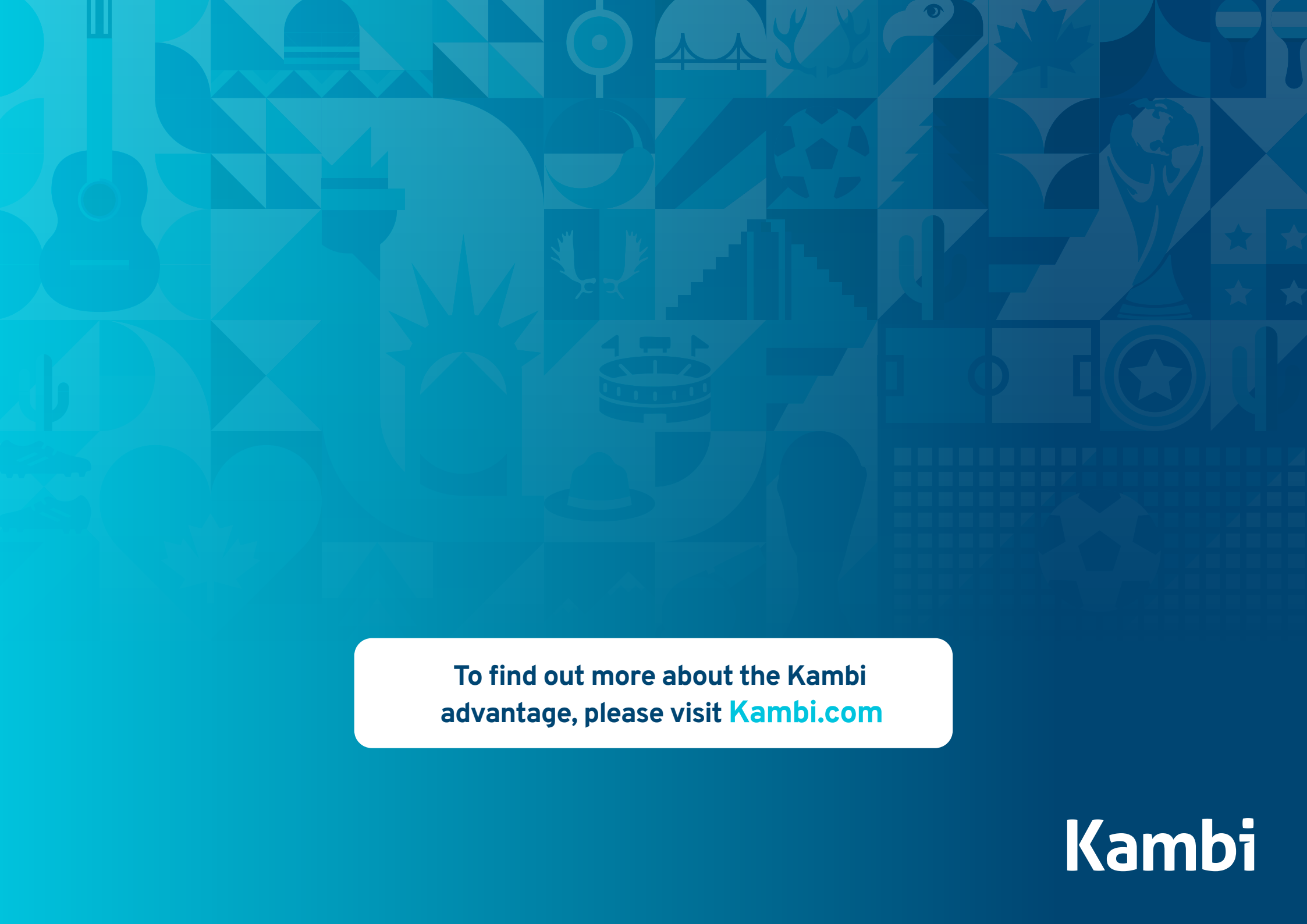
Elsewhere on the network

Where else did World Cup bettors go?

Existing bettors, already familiar with the wider sportsbook offering, were naturally more likely to engage with events beyond the tournament, with 39% placing at least one non-World Cup wager during the competition. Meanwhile, 17% of World Cup newcomers had already expanded their betting beyond the tournament before it concluded, with events such as Wimbledon, the NBA Finals and MLB attracting betting activity. By keeping customers engaged across multiple sports and competitions, operators are better positioned to retain the influx of new players acquired during major sporting events.

Activity of World Cup bettors during the tournament





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