

Understanding the success: online casinos report for Q1 2024

Kenya, South Africa, Nigeria

We present to you a report on the online visibility of key players in three pivotal markets in Africa—one of the most rapidly evolving regions in the iGaming sector.

The platforms operating in Kenya, Nigeria, and South Africa were subjected to analysis. This report is the result of scrutinizing available data gathered using official commercial analytical tools

and market statistics. Additionally, the report provides actionable insights to enhance the efficiency of online casinos, drawing from what has proven successful among the market leaders.

The report is divided into three main sections—Kenya, Nigeria, and South Africa.

Each section includes consistent thematic segments.

Overview & perspective – we ground our data in the present, illustrating the direction in which the market is heading.

Good to note – expert advice elucidating various aspects of online visibility and player behaviors.

Key highlights – crucial points to remember for any online casino operator aiming to enter a specific market.



What you're seeing is the first visibility report of its kind. We analyzed the online casino leaders' visibility in three selected regions in Africa.

Kenya, Nigeria, and South Africa - in each of them, the top 5 online casinos, with the highest market penetration in the first quarter of 2024.

Using independent tools, we examined what the best in the industry are doing to stay on top. We pointed out aspects that every operator should consider in their visibility strategy. We highlighted those elements whose optimization will quickly increase the retention of your casinos.

My name is Bartek Borkowski, and for 15 years, along with the entire team, we have been creating a global brand, createIT, and with a dedicated iGaming division by createIT, we are developing the best tools for operators. Thanks to our knowledge and experience, we were able to turn statistical data into business insights and simple implementation steps.

I invite you to read!

I am confident that with our guidance, we will positively impact the performance of casino operators in Africa.

Bartek
Co-Founder & CSO



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Research tools

In our analysis, we've used the most well-known and reputable tools along with credible sources of data.

ahrefs

Ahrefs

is a website monitoring tool offering a suite of features related to internet link analysis. Primarily used for tracking backlinks to a specific site, evaluating their quality, analyzing web traffic and search engine positioning, as well as conducting competitive research and keyword analysis. Ahrefs also offers other tools like Explorer, Site Audit, Content Explorer, and Keyword Explorer for deeper website analysis and SEO optimization.

SimilarWeb

SimilarWeb

is an analytical platform providing data on internet traffic and user behavior on websites. It enables traffic analysis, competitor research, identification of industry trends, and optimization of online marketing activities. SimilarWeb provides information on visit counts, time spent on site, traffic sources, website popularity, and visitor demographics. It's a tool used by companies to monitor their online performance, analyze competition, and make data-driven business decisions.

PageSpeed Insights

PageSpeed Insights

is a web tool developed by Google for assessing the performance of websites on mobile and desktop devices. It analyzes the website for loading speed and mobile optimization, crucial for user experience and site positioning in Google search results. PageSpeed Insights offers optimization suggestions such as reducing CSS and JavaScript file sizes, optimizing images, and removing render-blocking scripts. With this information, website owners can improve their site performance and increase visibility in search engines.

statista

Statista

is a statistical platform and information portal providing statistical data, market analysis, and forecasts across various fields including business, technology, health, society, media, and consumption. It's one of the world's largest online statistical data providers, offering access to millions of datasets, reports, and charts. Statista gathers information from various sources including market research, industry reports, demographic data, and public records to deliver comprehensive and reliable statistical data for its users. The platform is commonly used by companies, research institutions, media, and individuals for analyzing market trends, making business decisions, and conducting research and analysis.

Glossary

Organic traffic

Organic traffic refers to visits to a website originating from organic search engine results, such as Google, Bing, or Yahoo. This means that users arrive at the site organically, directly from search results, rather than through paid advertisements. For the purposes of this report, organic traffic has been limited to local organic traffic.

User engagement

User engagement is a measure of users' activity and interaction with a specific website, application, or online platform. It encompasses various indicators such as time spent on the site, number of visits, number of pages viewed, conversion rates, and social interactions.

Backlinks

Backlinks are links from other websites leading to a particular website. They are a crucial element of SEO strategy. Search engines consider backlinks as indicators of a site's quality and popularity. The more high-quality backlinks leading to a website, the higher the likelihood that the site will rank higher in search results and be perceived as more credible.

@createlT

We don't derive our knowledge from books,
but from real-life experience

35

iGaming native speakers

31 mln EUR

in revenues generated by casinos

1 mln

active players supported without
a decrease in casino performance

Check the status of your platform.

Pick the low-hanging fruit and immediately improve
your casino's perception.

WIN NOW!

Report's authors

The report was created by specialists for brand visibility in the **iGaming** network from createIT.



Bartek
Co-Founder & CSO



Monika
Head of Marketing



Kasia
Marketing Specialist



Krzysiek
SEO Manager



createIT is a company that has been operating in the iGaming market provider for more than 15 years.

We support our clients by creating mobile online gambling platforms tailored to local market needs, licensing restrictions and supporting conscious gambling without addiction.

[MORE ABOUT US](#)

37+

systems running on our code

10

casino brands in portfolio

6 mln

we are capable of managing and building platforms with such traffic

Kenya

The Kenyan market is undeniably an attractive market for online casino owners. In addition to local players, international brands such as 888casino and casinos belonging to the William Hill group are also emerging in the market. However, the "big five" casinos, which have been identified based on organic traffic originating from the Kenyan region, are those that strongly embrace regionalism and operate on local domains.

The Big Five at a glance

MOZZART

Mozzartbet.co.ke – a prominent online gambling platform in the Kenyan market. It has quickly garnered a reputation for its diverse range of offerings, blending both traditional casino games and sports betting. As a local favorite, Mozzartbet.co.ke provides casino classics such as slots, blackjack, roulette, and poker, alongside a sportsbook covering various sporting events.

BONGOBONGO

BongoBongo – an online gambling platform catering to both global and local players. Offers a comprehensive array of casino games and sports betting options, making it a one-stop destination for entertainment and excitement. BonnoBongo casino provides a variety of games including slots, table games, live dealer games, and more.



GameMania.co.ke - founded in 2018, is a premier online casino specifically tailored to the Kenyan market. Renowned for its wide range of offerings, it has swiftly gained popularity among local gambling enthusiasts. Providing a comprehensive gambling experience, GameMania features an extensive selection of classic casino games like slots, roulette, blackjack, and poker, alongside exciting sports betting options covering both local and international events.

BANG BET

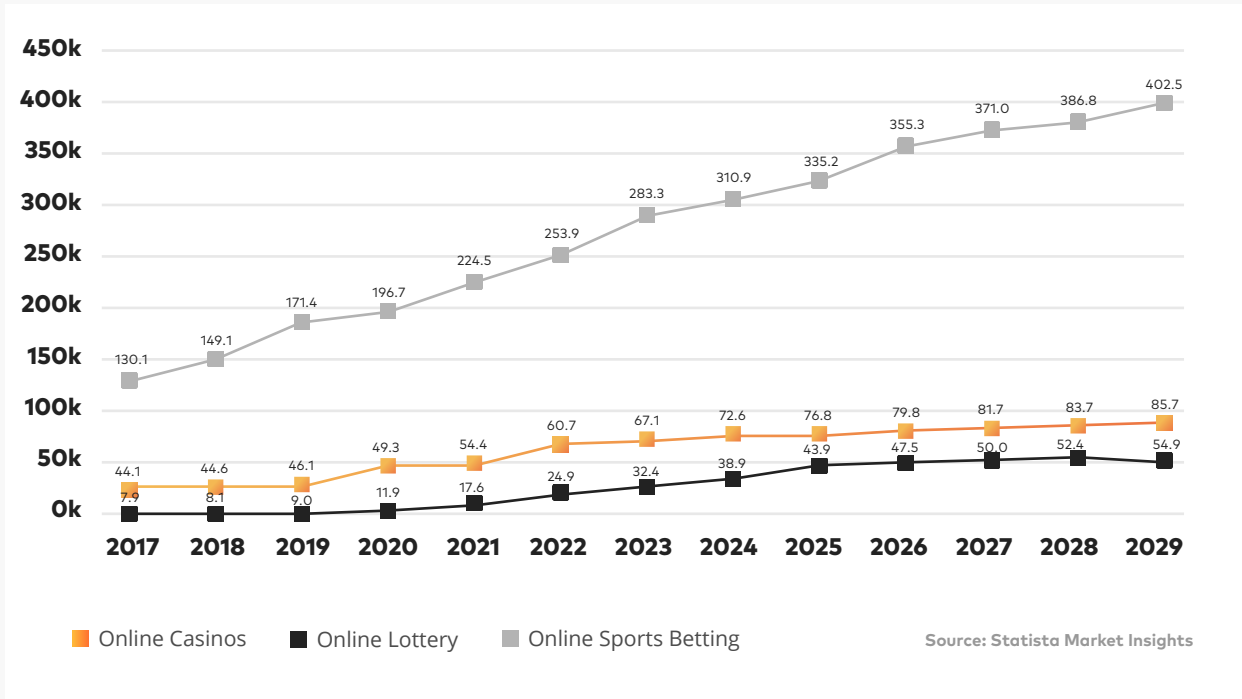
bangbet.com – a dynamic online gambling platform for both global and local players. It offers a comprehensive range of casino games and sports betting options, making it a one-stop destination for entertainment and excitement. Bangbet provides easy access to a wide variety of games including slots, table games, live dealer games, and more.

PALMS BET

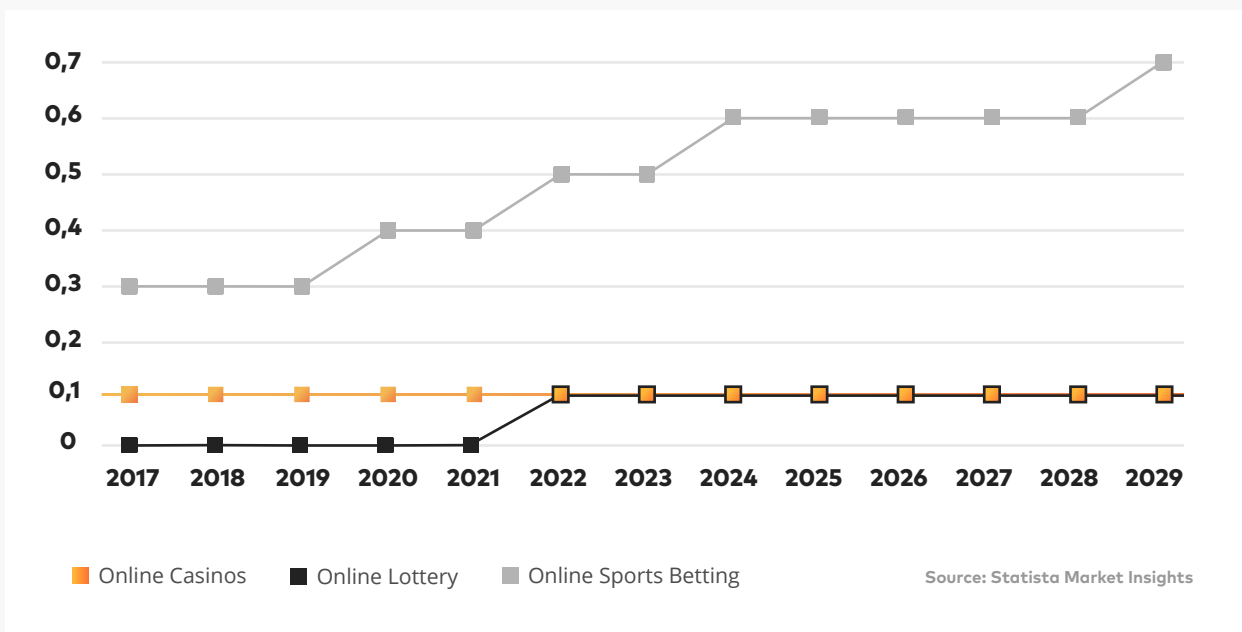
Palmsbet - is a leading online betting and gaming platform, that is enjoyed by the community of sports fans in Kenya. Providing a safe, secure and fun platform for it's members to engage and enjoy our world of online sport and gaming entertainment.

Overview & perspectives

The number of active participants in the iGaming market in Kenya continues to grow (it is forecasted that there will be approximately 434.5 thousand players in the market by 2029).

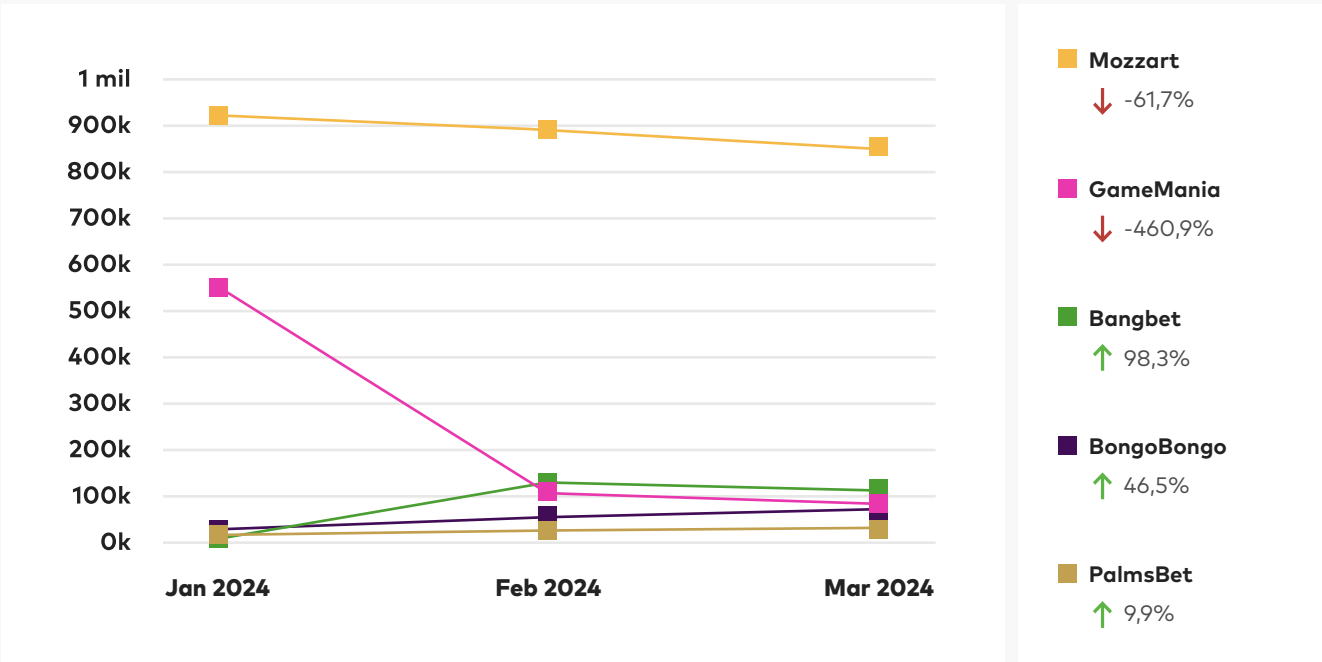


Looking at a closer perspective, the user penetration in the online gambling market in Kenya in 2024 will be 0.6%.



Local brand strength and penetration

In the Kenyan market, two brands, Mozzartbet and GameMania, have strongly marked their presence in Q1. Interestingly, these are also the two brands that experienced a decrease in traffic in the previous quarter of 2023.



The biggest "loser" of the first quarter is the GameMania brand, which started this year as the second largest in terms of organic traffic casino in Kenya (the difference between GameMania and the next casino in January was over 500,000 monthly traffic in favor of GameMania). In March, GameMania casino ended up in third place in terms of monthly organic traffic, but the difference between second and third place was only a few tens of thousands, losing more than 80% of its traffic.

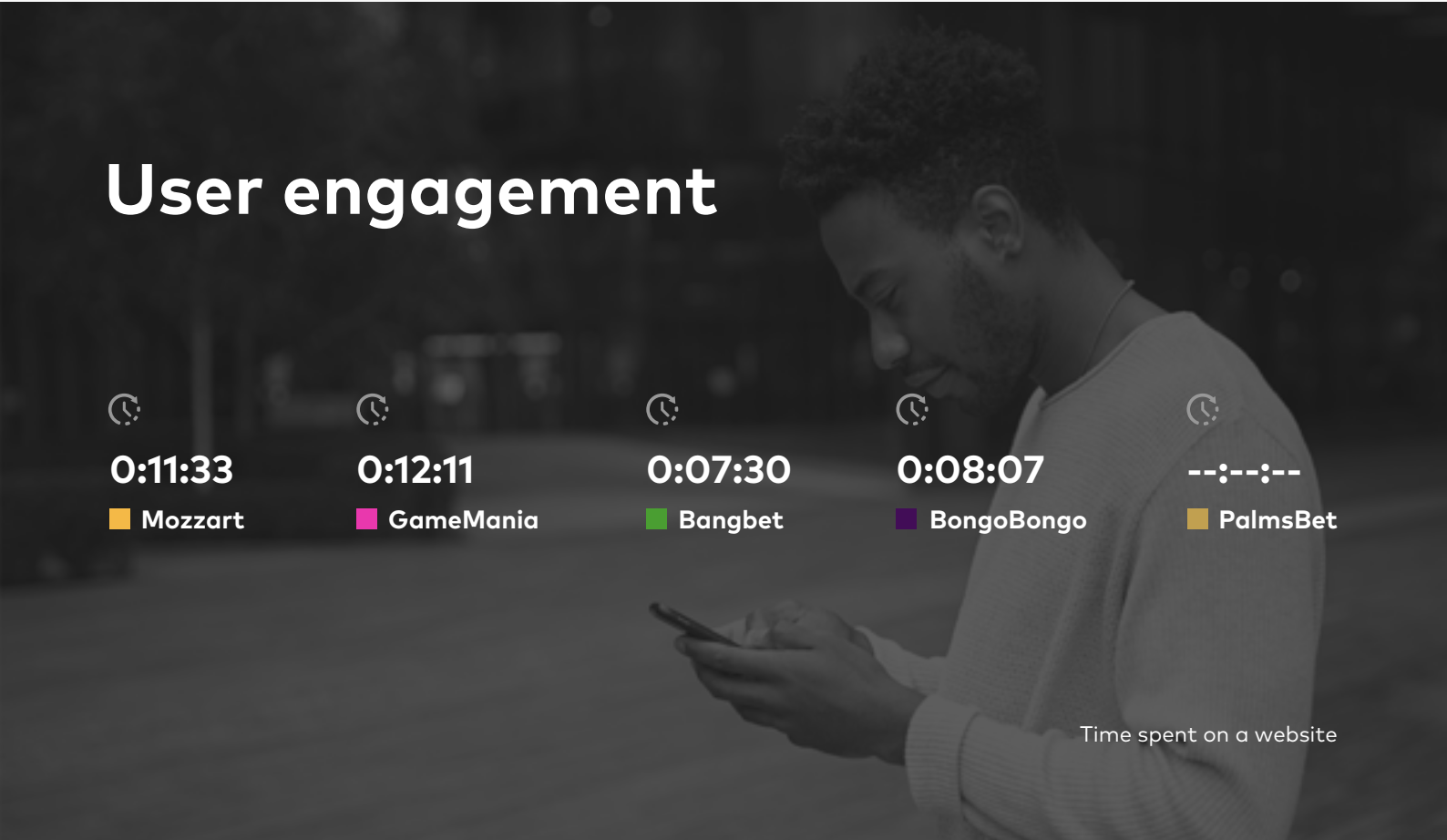
BangBet and BongoBongo casino have done a colossal job in gaining awareness among players in the Kenyan market. Despite still having less traffic than Mozzartbet, their growth is impressive. One of the key trends in Kenya is the increasing popularity of mobile gambling. Mobile devices are the primary means of accessing the internet for many Kenyans. Those online gambling operators who have properly utilized this trend and adapted their platforms to mobile devices can expect an increase in traffic and thus develop the entire market.

User's engagement

We know that organic traffic volume should never be the only metric for evaluating success. Like any measurement, this one is also prone to errors and false data, because they might be generated by bots or users who have never interacted with the platform. To fully analyze the stability and position of a casino on the market, it is also worth considering the time a user spent on the casino's website.

Our analysis, through independent third-party analytical tools, shows that an important yet under-appreciated aspect in the world of iGaming may be the adaptation of design for the culture of the region to which the casino is dedicated.

We see that users of regional casinos, on average, stay nearly twice as long on the platform as users of international casinos.



Time spent on a website

Good to note!

Among the **seven key factors** positively influencing players, leading them to stay longer and even return willingly, we must include:

- ✦ **Bonuses and offers**
- ✦ **Thematic interests** (online casinos offer a variety of game themes that can attract and retain players interested in specific motifs)
- ✦ **Player experience satisfaction** (remember - behavioral patterns vary across different parts of the world, cultures, economies; what works well in Africa may not work at all in Europe. Similarly, European behavioral patterns may not align with those on other continents)
- ✦ **Safety**
- ✦ **Interactivity**
- ✦ **Fun and entertainment** (casinos must follow trends - providing players with suitable game formats)
- ✦ **Reward systems**

/// The significant drops in Mozart and GameMania casinos, along with the longest player stay times on the site, raise questions and prompt conclusions that need to be confirmed through in-depth analysis of player traffic on the website. Players may have difficulty navigating the sites of these two operators. The registration process or game selection may make it difficult for them to find what they are looking for, and through negative experiences, they do not return to the casino, let alone become micro-influencers who drive local power. ///



Monika
Head of Marketing

 **mirraculus**



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Backlinks

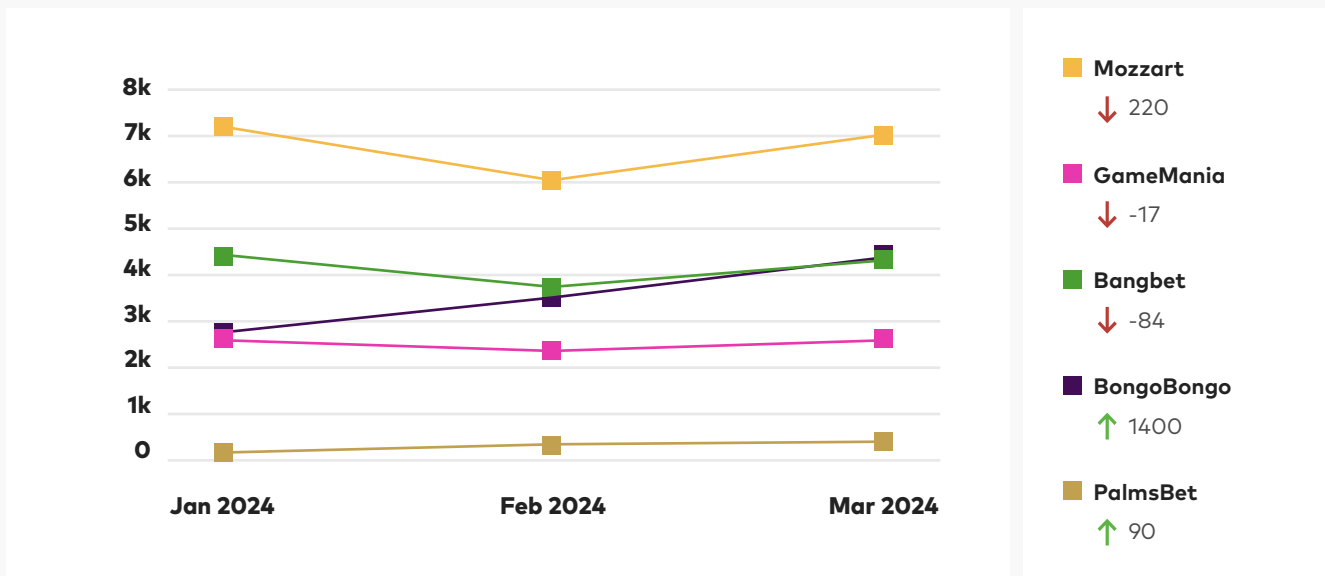
Based on Ahrefs data, we can see that the link building efforts of global casinos are many times greater than those of local Kenyan brands. There is also a scale factor here, which favors the acquisition of natural links (users themselves leave links to casinos on various sites, e.g. social media) by global brands, thus also increasing their position in the local market.

Platform	Backlinks	Domains					Monthly new domains in Q1 2024
		All	DR >50	DR 10-50	DR 1-9	DR <1	
bongobongo.ke	100	32	22%	31%	34%	13%	2
mozzartbet.co.ke	13516	396	11%	38%	35%	16%	10
bangbet.com	3938	609	34%	39%	11%	16%	35
gamemania.co.ke	594	126	9%	56%	32%	3%	3
palmsbet.co.ke	368	56	14%	27%	38%	21%	1

Comparing the two casinos from the local market, we see that Mozzartbet has about 3 times more links from unique domains than GameMania, also their growth a Q1 is 3 times higher. This translates into organic traffic and visibility.

Keyword analysis

Analyzing the keyword visibility of individual casinos and their commitment to external linking, it is apparent that the companies have already understood the importance of SEO efforts, smart, thoughtful content marketing and affiliate marketing and cooperation with micro-influencers.



Analyzing in detail the visibility on specific phrases, we can see that one direction of visibility strategy is visibility on brand phrases of competitors or brand phrases of specific games that are currently generating the most interest.

Analyzing in detail the visibility on specific phrases, we can see that one direction of visibility strategy is visibility on brand phrases or brand phrases of specific games that are currently generating the most interest. The second group of key phrases that generate the highest volume of traffic are phrases related to betting types. Where do bettas come from in the casino world? As we wrote earlier, the Kenyan market is largely Sports Betting. Online casinos are only a growing market. Many locally operating casinos have their roots in betting and this is their first touch point with players.

Analyzing the top 10 keywords with the highest volume for our five casinos, we see that keyword phrases linked to specific gaming brands and casinos combined generate more than 60% searches per month.



branded key words **60%**
other **40%**

Building a trusted iGaming platform brand in Kenya relies on supporting your own brand, by promoting only responsible gambling, collaborating solely with official and vetted game providers, ensuring the highest quality of player support, but above all, ensuring platform accessibility on mobile devices even in less stable internet access conditions. One of the most popular tools for measuring site speed is PageSpeed Insights by Google, which reports on the user experience of a site on both mobile devices and computers and suggests how it can be improved.

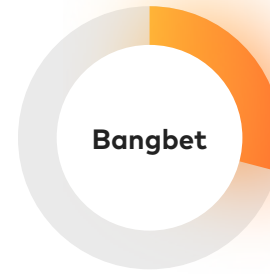
According to this tool, each of the examined casinos achieved very good ratings for the modules responsible for SEO (here the results oscillated between 77-95 points on a 100-point PGI scale). The overall impression index was much weaker, here not a single page exceeded the level of 55 points out of 100. What this means for the casinos themselves is that while it is easy to search for any casino on the web, the sheer speed of loading of individual scripts and operation provides an average experience for players. Thus, casinos are robbing themselves of the opportunity to increase player retention rates and additional revenue.



Speed **no info**



Speed **54**



Speed **33**



Speed **43**



Speed **39**

Such low performance of casinos is a worrying occurrence. The time it takes to "load" the most important content (hero section and below) is so long that only in individual cases will they fulfill their role and contribute to player retention.

Highlights



iGaming platforms are delivering a full suite of experiences
(combining betting with online casinos)



Kenyan players like to take advantage of mobile gaming opportunities



Branding power is the power that matters most to players



Brand movement is a major trend in the market



Bad player experience reduces unofficial micro-influencers and lowers organic search volume



Online casinos need to be resilient to low local internet performance



Casinos are using platforms that aggregate bonus information

RSA

The online casino is one of the three fastest-growing branches of iGaming in South Africa.

With the declining popularity of lotteries, online casinos are now positioned second only to betting (in terms of revenue). Online casino operators closely monitor the market and increasingly combine everything that players love about lotteries on their platforms, thereby winning their favor. But that's not the end of the tricks from our Big five that have contributed to the growth of their casinos. Another is the promotion of a relatively new game format - crush games - which perform very well on mobile devices with limited internet connectivity. It is precisely the users of mobile devices who are one of the groups that have generated the highest increases in organic traffic on iGaming platforms in recent months.

The Big Five at a glance



Springbok casino – founded in 2012, catering primarily to the South African market. Specializing in casino games, it offers a diverse array of options including slots, table games like blackjack and roulette, video poker, and specialty games. While focused on casino gaming, it does not offer sports betting.



SilverSandsCasino - prominent online gambling platform founded in 1999, catering primarily to the South African market while also welcoming players from around the globe. Specializing in casino games, Silver Sands offers a diverse array of options including slots, table games like blackjack and roulette, video poker, and specialty games. With its sleek interface and user-friendly design, players can easily navigate through a wide selection of entertaining titles. While focusing on casino games, Silver Sands does not offer sports betting, making it an ideal destination for those seeking a comprehensive casino experience.



EuropaCasino - a globally renowned online casino that first opened its virtual doors in 2003. Offering an extensive array of casino games, it caters to players from around the world with its diverse selection and sleek interface. While primarily focused on casino games, EuropaCasino also provides opportunities for sports betting, appealing to a wide range of gambling enthusiasts.



ZarCasino - established in 2019, is a vibrant online gambling platform catering primarily to the South African market. While it boasts a global reach, its focus remains on providing top-notch entertainment and services to local players. Unlike some competitors, Zar Casino specializes in casino games, offering a diverse range of options from classic table games like blackjack and roulette to a vast selection of slots, including video slots and progressive jackpots. While sports betting is not a feature on this platform, the extensive variety of casino games ensures there's something for every player's preference and skill level.



Play - online casino catering primarily to the South African market, offering a diverse range of casino games and sports betting options. While its roots are local, its virtual doors are open globally, welcoming players from around the world to experience its thrilling array of games. From classic table games like blackjack and roulette to a vast selection of slots and video poker. Additionally, sports enthusiasts can indulge in sports betting, adding an extra layer of excitement to the gaming experience.

Overview & perspectives

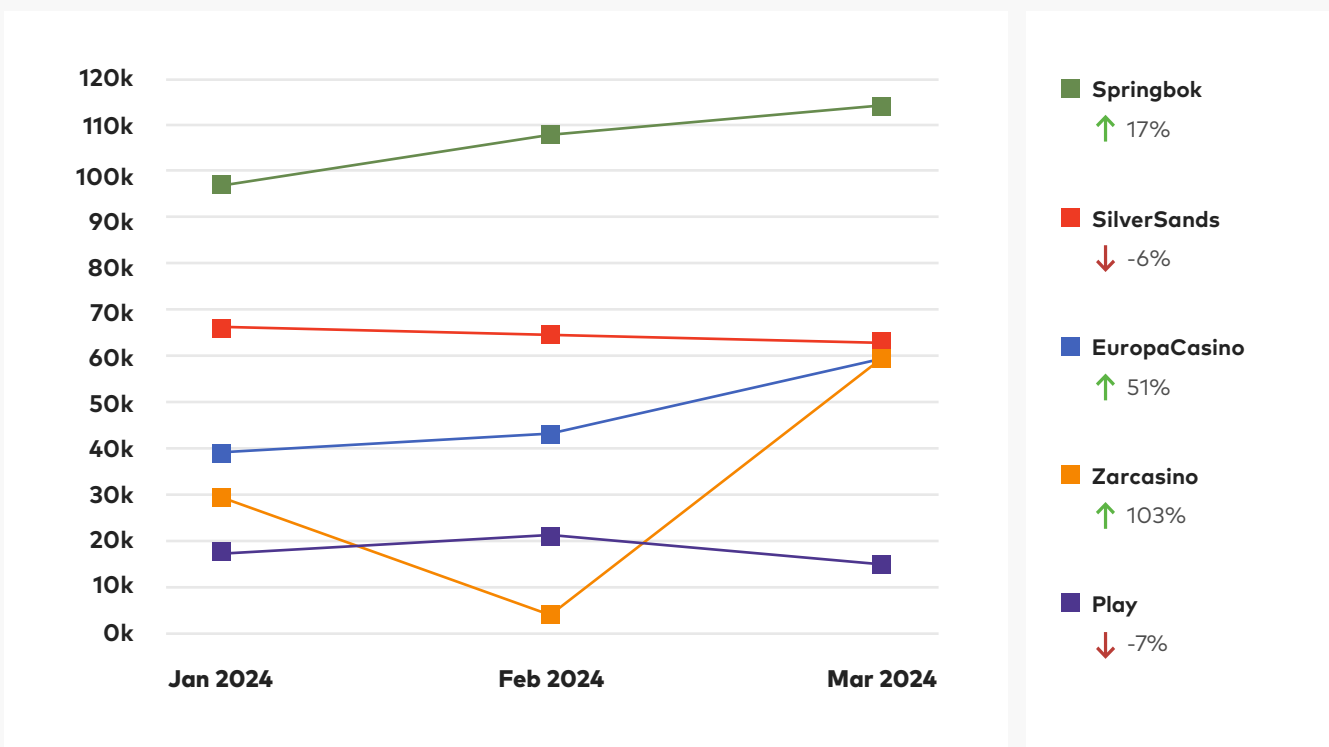
The iGaming sector in South Africa continues to thrive. It is estimated that by 2029, there will be 2.7 million players engaged in iGaming.

In 2024, market penetration is estimated to be at 4%, with a projected increase to 4.2% in the coming years.

What attracts players in South Africa to change their iGaming habits is the convenience of accessing online casinos on mobile devices coupled with a wide range of games and unique bonuses and promotions.

Above, we have presented a list of five casinos that know exactly how to capitalize on trends.

Local brand strength and penetration



Players from South Africa are not as strongly polarized as players in Kenya, where local casinos hold much more power. In South Africa, both local players and global leaders are adept at attracting and retaining players for longer periods.

The most significant growth in terms of local organic traffic was recorded by an international casino, which saw a 50% increase in local traffic compared to the beginning of the year. Importantly, EuropaCasino and Springbok Casino in South Africa showed steady growth throughout the quarter.

However, ZarCasino deserves the most attention, having experienced over a 100% increase in organic traffic in the first quarter. Analyzing our growth leader in South Africa, we can clearly identify how players navigate the platform and what they seek. For other operators, this serves as a clear signal of which aspects of the site should be strengthened to achieve similar successes to ZarCasino.

The following links illustrate the importance of adapting the content and design of online casinos for mobile devices, as well as ensuring an attractively presented game catalog and promotions, even in a smartphone layout.

It's worth noting that in organic search results, the Big Five competes for positions with other local brands such as Southafricanscasino.co.za and casinohex.co.za. This only reinforces the argument for the importance of a regional approach and understanding the local needs and habits of players. For major global casinos, it's also an indication that players, much like Google, value a regional approach, and it's the casinos with regional domains that have a chance at higher positions in the network without resorting to blackhat tactics.



Monetize players' experience.

We help new players gain momentum in the casino market and support the growth of major brands by providing the right development, software, and data security, as well as conducting effective digital marketing activities.



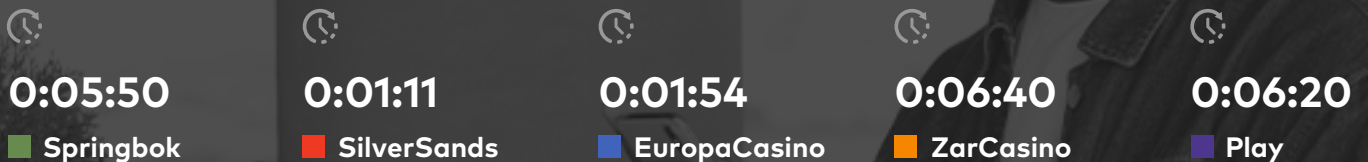
User's engagement

Relying solely on the metric of average player session duration can lead to several data misinterpretations. Simplifying the topic greatly might suggest that the longer a player stays on the casino site, the better. However, to confirm this assertion, one would need to examine how the user behaved during their visit.

Relying solely on the metric of average player session duration can lead to several data misinterpretations. Simplifying the topic greatly might suggest that the longer a player stays on the casino site, the better. However, to confirm this assertion, one would need to examine how the user behaved during their visit.

If indeed the player spent this time on gaming or reading reviews, the duration will play into the casino's favor. However, if upon analysis we observe that the player is wandering around the site, not understanding the processes, and ultimately leaves the casino after a long period without logging in or playing, it's a clear signal to the operator that they should work on clarifying processes and website navigation.

User engagement



Time spent on a website

Our experts say: it's facts

The online visibility of casinos on the web depends largely on factors such as external linking, quality content, proper UX, and technically efficient websites. One of the key elements that directly affects how Google, Bing, and other browsers take notice is the speed of loading the page and its individual sections.

In this area, online casinos have a lot to work on. //



Krzysiek
SEO Manager

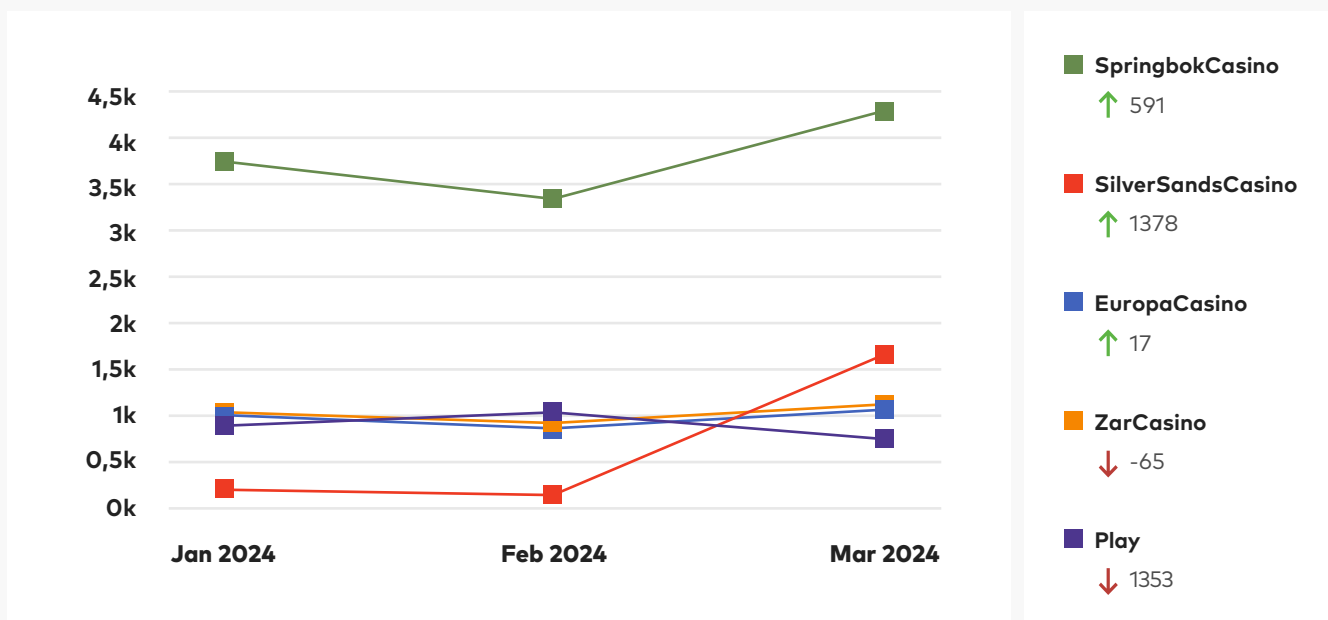
Backlinks

Among the top casinos in South Africa, Springbok Casino boasts the largest pool of referring domains. The variation from this angle is high, while it is noteworthy that the local competitors do not deviate strongly when it comes to the rate of gaining new links in Q1. The forces here are aligned, indicating a high awareness of SEO in this market.

Platform	Backlinks	Domains					Monthly new domains in Q1 2024
		All	DR >50	DR 10-50	DR 1-9	DR <1	
SpringbokCasino	59192	744	20%	41%	24%	14%	32
SilverSandsCasino	19671	314	17%	24%	26%	34%	7
EuropaCasino	45115	1876	12%	30%	22%	36%	44
ZarCasino	2606	599	12%	49%	22%	17%	18
Play	424	149	21%	61%	15%	3%	5

Keyword analysis

The visibility shift on key phrases shows us that not only quantity, but above all, quality and traffic on each of them matters. Despite ZarCasino experiencing a decrease in visibility on phrases throughout the quarter, it didn't stop them from the previously discussed increase in organic traffic. Despite Play Casino working on building its visibility on key words, it experienced a decrease in traffic in the first quarter, during which one of the most crucial branded key phrases dropped from 7k searches monthly to 1k searches monthly.



It's also worth noting that in February, which was very challenging for each of the casinos discussed, almost all of them experienced a greater or lesser decrease in visibility.

In the Republic of South Africa, branded phrases reign supreme, providing the highest organic traffic. Branded phrases here are divided into two types: casino branded phrases and game branded phrases. All casino operators from our top five derive the highest organic traffic to their websites from these two types of phrases.

The strength of the brand is perfectly exemplified by ZarCasino.

<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change
<input type="checkbox"/> + zar casino	1	38.0K	27	0.39	42,056	+8,102	0	1	

The awareness of casino operators regarding SEO is very high, and in each of the above cases, this parameter was rated by Google at a level above 90%. However, this just shows how much work there is to be done by casino operators in terms of the actual performance of the casinos, as globally, local casinos received a maximum of 43 performance points from Google on a scale of one hundred.

Casino operators should look for performance improvements in the following areas:

- Minimized main thread activity by, for example, providing smaller JS loads
- Reducing initial server response time
- Reducing unused CSS and JS code
- Resizing images and displaying images in next-generation formats

It is worth mentioning that in the case of the technical standard of the site's performance in the eyes of Google, the best result was achieved by a global player, operating locally - EuropaCasino.



Speed 45



Speed 35



Speed 69



Speed 31



Speed no info

Highlights



The popularity of mobile gambling



Integration of mobile payment solutions with iGaming platforms



Live gaming is one of the favorite new features of gamblers in South Africa



The growth of the market is influenced by emigration movements and directions



Platforms are using platforms to aggregate bonus information

Nigeria

One of the noticeable trends we're seeing among participants in the iGaming market in Nigeria is the increasing inclination towards the entertainment provided by online casinos. What attracts players is the rich array of casinos, their diversity, and accessibility on smartphones. Players also appreciate the portfolio of promotions and bonuses offered by online casinos. Often, it's this latter aspect that makes online casinos prevail over traditional ones.

In Nigeria, demographic and social conditions also favor online entertainment. A large number of young people, coupled with a high internet penetration rate, means that online casinos are becoming increasingly entrenched as a form of entertainment among the middle class, with disposable income, in Nigeria.

The Big Five at a glance

betway casino

Betway - a globally recognized online casino and sports betting platform that was founded in 2006. Offering a comprehensive range of gaming options, Betway caters to both casino enthusiasts and sports fans alike. With a sleek and user-friendly interface, players can indulge in a variety of classic and modern casino games, including slots, table games like blackjack and roulette, as well as live dealer offerings for an immersive experience. Additionally, Betway provides an extensive sportsbook, allowing users to bet on a wide array of sporting events from around the world.

1XBET

1xbet - a prominent player in the Nigerian gambling market, offering a diverse range of gaming options since its inception in 2007. As a part of the global 1xBet brand, it seamlessly blends international standards with localized offerings tailored to Nigerian players' preferences. Alongside a comprehensive sportsbook, 1xBet provides a plethora of casino games, including slots, table games like roulette and blackjack, as well as live dealer options for an immersive gaming experience.

22BET

22bet - a dynamic online gambling platform that has made a notable presence in the Nigerian market. Established in 2017, it caters to both global and local audiences, offering a comprehensive range of gaming options. Beyond traditional casino games, 22Bet provides an extensive sports betting platform, making it a one-stop destination for both casino enthusiasts and sports fans alike. Players can indulge in a diverse selection of games, including classic slots, table games like blackjack and roulette, live dealer options, as well as an array of sports betting opportunities covering various sporting events worldwide.

Stake

Stake - established in 2017, it has quickly become a global player in the online gambling industry. While primarily known for its extensive collection of casino games, Stake.com also provides an avenue for sports betting enthusiasts to indulge in their passion. In the Nigerian market, Stake.com stands out for its user-friendly interface, seamless gaming experience, and a wide variety of games to choose from. Players can enjoy classic casino favorites such as slots, blackjack, roulette, and poker, alongside modern variations and live dealer options for an immersive experience.

MOZZART

Mozzartbet.ng - a prominent online gambling platform catering to the Nigerian market. It has quickly garnered a reputation for its diverse range of offerings, blending both traditional casino games and sports betting. As a local favorite, Mozzartbet.co.ke provides casino classics such as slots, blackjack, roulette, and poker, alongside a sportsbook covering various sporting events.

Overview & perspectives

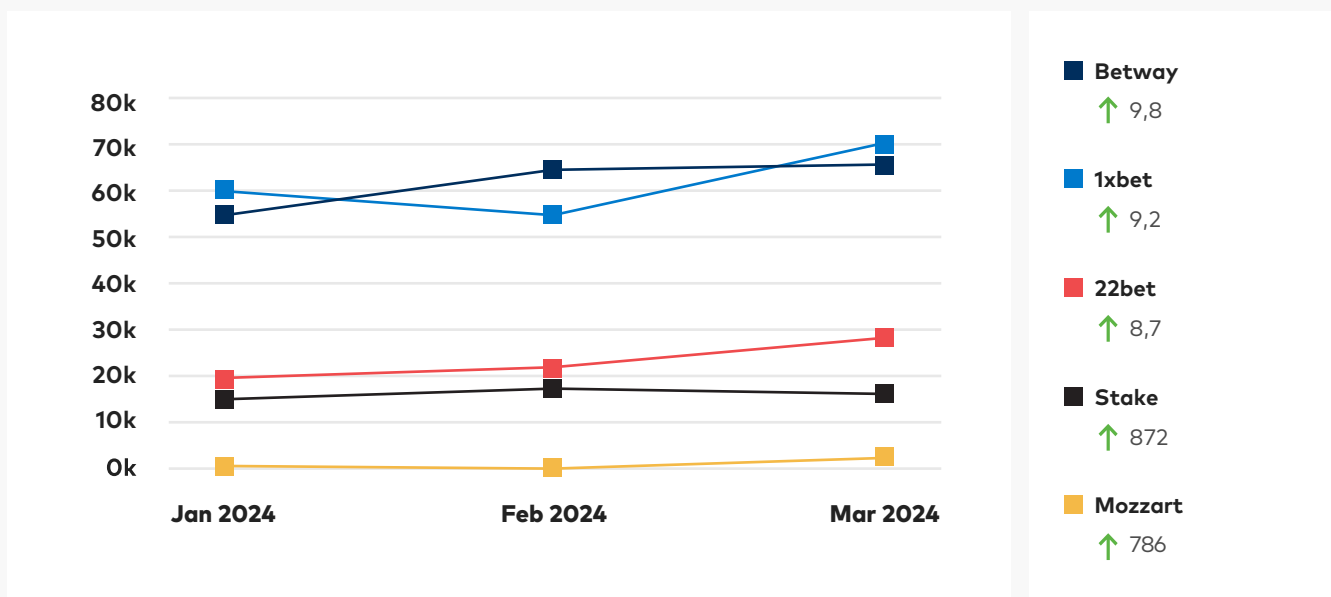
In 2024, the online casino market is estimated to be at \$254.50 million. With a market penetration of **0.5%** and a rising trend expected to reach **0.7%** by 2029.

According to forecasts, by 2029, the online casino market will have over 1.8 million users.

Let's see if the above predictions and trends reflected in the results of online casinos in Nigeria in the first quarter of 2024.

Local brand strength and penetration

Currently in the Nigerian market, alongside rapidly growing online casinos, sports betting holds a strong position.



It's the global betting brands like Betway that have had the highest organic traffic (important to note - traffic measured as local activity within Nigeria itself). Following closely in terms of traffic growth is another international player - 1xbet.

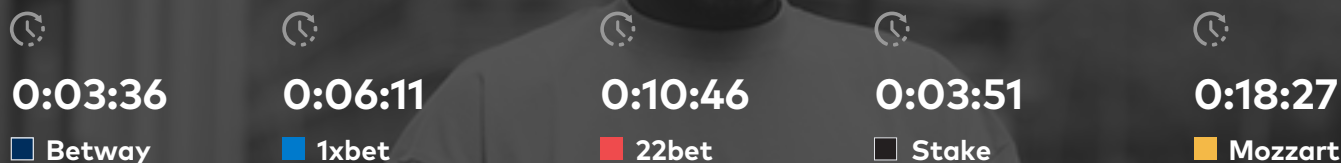
These two players are beating the other casinos. The organic traffic generated by each of them is 2-3 times more than the following operators.

User's engagement

At first glance, it may seem that the longer a player stays on the casino site, the better. However, to confirm this hypothesis, one must examine how the user utilizes this time. If the player indeed spends this time gaming or reading reviews, then the length of the visit can work in favor of the casino. However, if the analysis indicates that the player's presence does not result in the desired actions - playing, logging in - it means that the processes proposed to them are not intuitive. There is no one ideal number that defines the length of a player's visit to the casino.

Players from Nigeria spend an average of about 4-5 minutes on the portals of our top five. It's hard to pinpoint trends here, but it's worth noting Mozzratbet. Nearly 20-minute visits are a clear signal that the UX department should examine the processes along with the business outcomes of the casinos.

User engagement



Time spent on a website

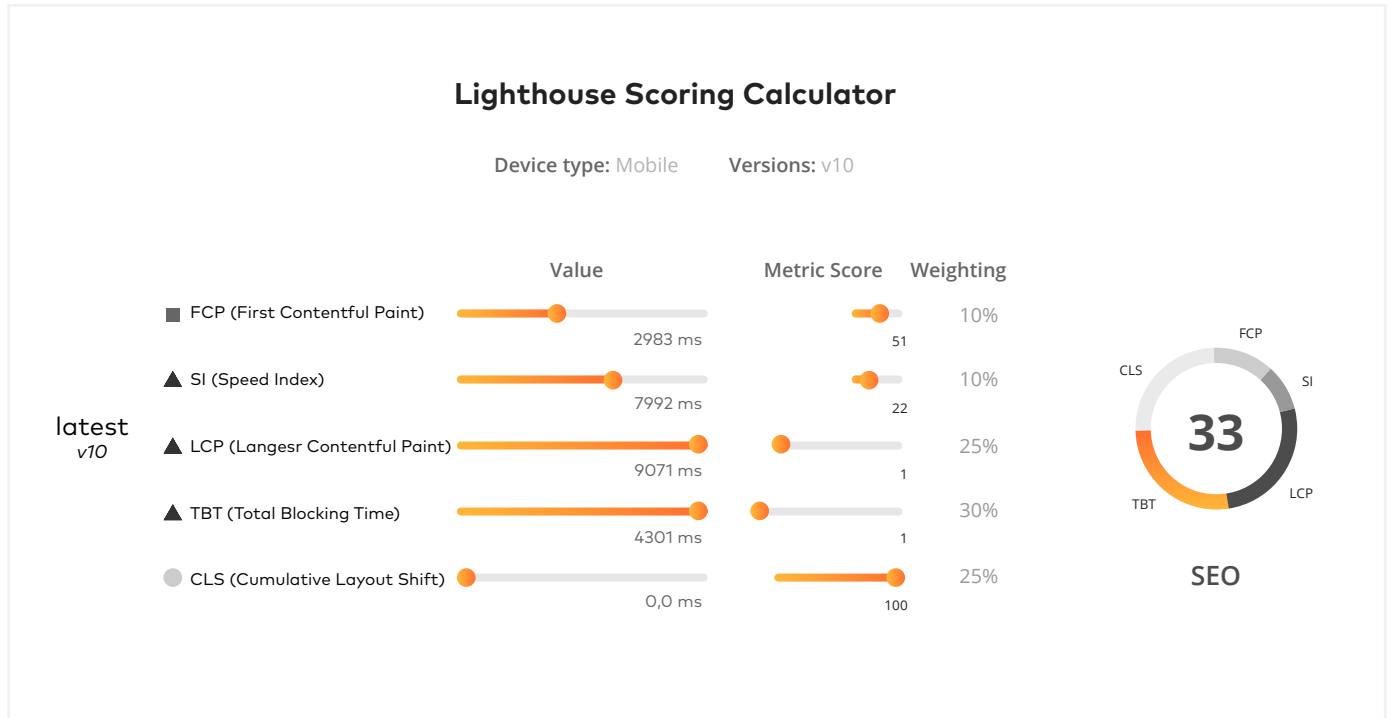
An important factor hindering the development of casinos in Nigeria is the player satisfaction rating from using the platform and their performance assessed through the official Google PageSpeed Insight tool.

Google PageSpeed Insight evaluates the performance of platforms based on several sets of parameters:



All casinos, in PageSpeed Insights' analysis, have a very high SEO visibility factor and an easy access factor. The performance factor is definitely worthy of attention.

The performance factor is always evaluated on the basis of a calculator, which is available for each site tested.



Only Betway passed this last site test. The other platforms, unfortunately, scored below the world average and in two cases it was rated at 1-2 points on a scale of 100.

Casino websites face a significant issue when it comes to swiftly displaying their content. To illustrate, here's how the successive screens appear for a player entering one of our casinos' websites. We observe that the initial view, meant to prompt further actions, only appears after 9 seconds. By optimizing image formats and the casino's code itself, they can swiftly improve their performance and deliver even better experiences to players.

Casino operators should seek improvement in performance in the following areas:

- Minimized activity of the main thread, for example, by delivering smaller JS payloads
- Reduced initial server response time
- Limitation of unused CSS and JS code
- Resizing images and displaying images in next-generation formats.

It is worth mentioning that in the case of the technical standard of the site's performance in the eyes of Google, the best result was achieved by a global player, operating locally - EuropaCasino.

Backlinks

For the top casinos operating in the Nigerian market, we see a significant difference in the pool of referring domains of casinos that offer betting and Mozzartbet.

Mozzartbet has far fewer links from unique domains, and also their Q1 increment is 10-20 times smaller.

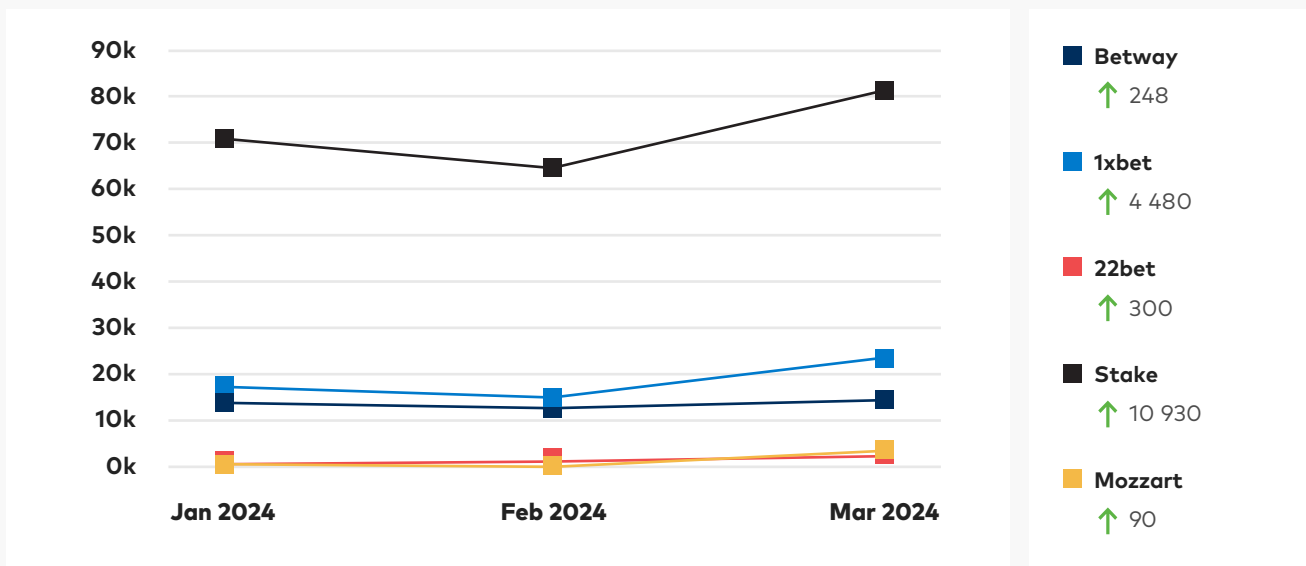
Among the other casinos, Stake and Betway stand out as the most effective in this field, with the highest number of backlinks. One of the additional advantages of rich external linking is the ability to track player behavior, create interest maps and thus build cross-partnerships and marketing campaigns.

Knowledge of players' interests also helps to target ads more accurately and optimize marketing budgets.

Keyword analysis

It is also noteworthy to compare the traffic growth of individual casinos with their visibility on key phrases.

As seen in the comparison below, the two titans don't actually hold a significant advantage when we examine the number of keywords they rank for online. Here, the brand Stake takes the lead. Just as in the case of Kenya and South Africa, it is the quality of the keywords and, more specifically, the power of the branding and its high ranking among players that contribute to the casino's popularity and growth.



In Nigeria, you can also see that betting is still the leading element. Our top five are competing with other operators who also provide sports betting in addition to casino games.

Domain	Keyword overlap	Common keywords
<input checked="" type="checkbox"/> bet9ja.com		288
<input checked="" type="checkbox"/> betway.com.ng ▾		275
<input checked="" type="checkbox"/> sportybet.com ▾		256
<input checked="" type="checkbox"/> mybettingsites.com ▾		228
<input checked="" type="checkbox"/> zebet.bg ▾		202

[View top 20](#)

Highlights



The popularity of mobile gambling



Betting continues to be a lever for online casinos



Live gambling is one of players' favorite new features in Nigeria



Casinos use platforms that aggregate bonus information

Summary

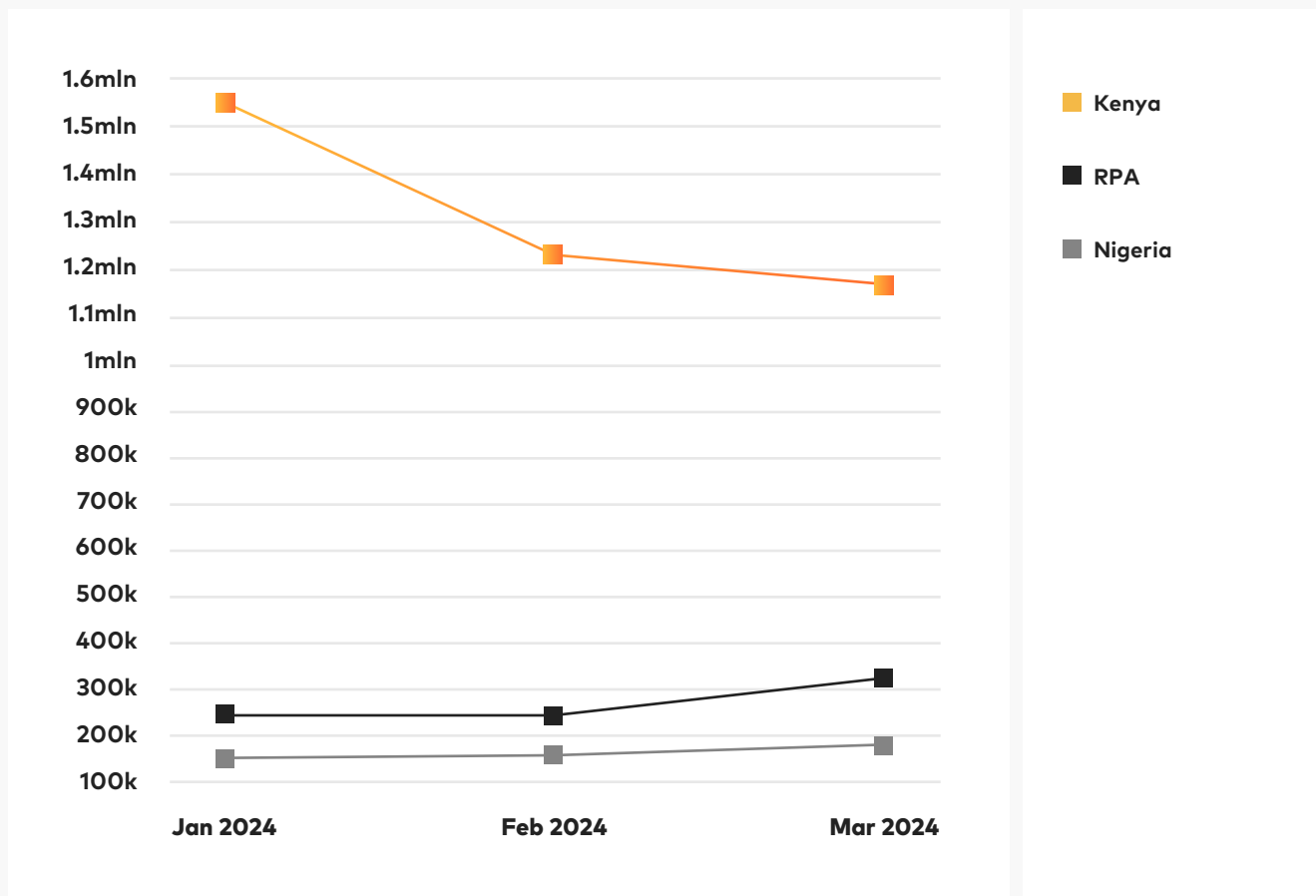
The growth of online gambling in Africa is a phenomenon that is gaining momentum, much like in other parts of the world. Several key factors contribute to this trend:

- The growth of online gambling in Africa is a phenomenon that is gaining momentum, much like in other parts of the world. Several key factors contribute to this trend:
- **Increased Internet accessibility:** A growing number of people in Africa have access to the Internet, thanks to the expanding reach of mobile networks and the development of telecommunication infrastructure. This allows more individuals to engage in online gambling services.
- **Advancement of mobile technologies:** Smartphones are becoming increasingly common in Africa, facilitating easier access to gambling platforms through mobile applications or web browsers.
- **Globalization of culture and entertainment:** African players are becoming more familiar with global entertainment trends, including online gambling, through social media, streaming platforms, and other communication channels.
- **Expansion of gambling operators:** Gambling companies see market potential in Africa and are investing in the development of their online services, offering a wide range of games, promotions, and platforms tailored to local preferences and needs.
- **Market regulations:** In some African countries, such as Nigeria or Kenya, online gambling is regulated by authorities that establish rules regarding licensing, taxation, and consumer protection. This can help build trust in online gambling services and mitigate the risk of illegal activities.

The development of online gambling in Africa is not without challenges. Issues related to gambling addiction, personal data security, fraud, and exploitation by illegal operations can pose a threat to players and the gambling industry as a whole. Therefore, it is important for authorities, operators, and civil society to collaborate in developing appropriate regulations and protection strategies that ensure fair and safe online gaming for all users.

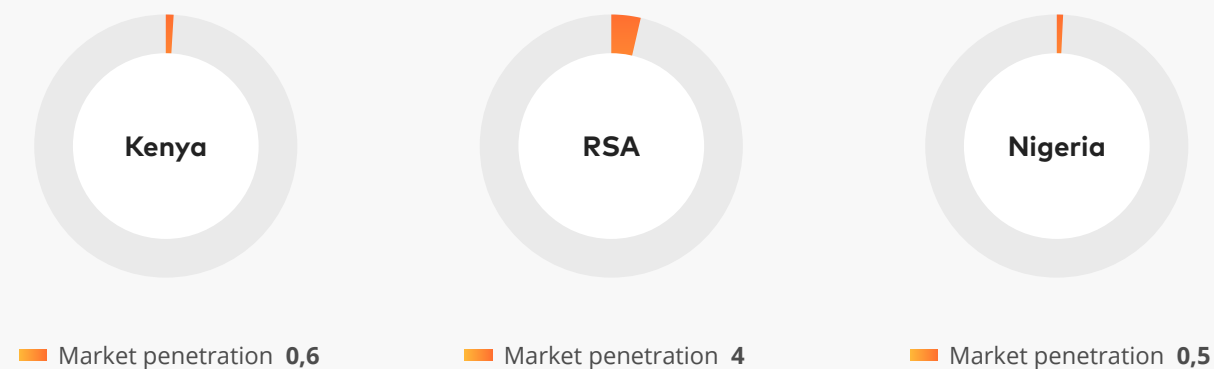
Summary statistics

Organic traffic for each country in Q1 2024



Market penetration

Percentage of the local residents using iGaming platforms





We simplify expansion

igaming.createit.com

