



PRESS RELEASE

European lotteries deliver a record €29.4 billion to society

Brussels, 25 March 2026 – The European Lotteries (EL) today publishes the 19th edition of its Report on the Lottery Sector in Europe, revealing a record €29.4 billion contributed to society in 2024 – the highest level ever achieved by the sector.

At a time of economic uncertainty and growing pressure on public budgets, European lotteries operate with a clear mission: to generate funding for society while upholding the highest sector standards of consumer protection and responsible gaming. Together, these principles form the foundation of the positive societal impact created by European lotteries.

Based on consolidated data from 67 EL Lottery Members across 37 countries, the report shows that European lotteries generated €109.9 billion in sales and €46.1 billion in gross gaming revenue (GGR) in 2024. Yet, the true impact of the lottery sector extends beyond financial performance. In 2024 more than 62 percent of all GGR was returned to society – supporting state budgets and social programmes, as well as sports, culture, health and education. On average, this translates to a per capita contribution of approximately €47, making the lottery not just a game of chance, but a powerful contributor for public good in Europe.

The report also highlights key trends in the sector. Instant Games remained a key driver of growth, while Sports Games recorded the strongest increase. Retail continues to play a central role across Europe, supported by nearly 300,000 points of sale. Yet, the most striking development comes from the digital pillar: with online GGR rising by 19 percent to €6.2 billion, reflecting evolving consumer behaviour.

Beyond financial contributions, European lotteries sustain more than 55,000 full-time jobs and maintain high standards in responsible gaming, integrity, and sustainability. At a time when illegal and irresponsible gambling continues to threaten consumers and public revenues, the report underlines the essential role of regulated lotteries in delivering safe play, protecting players, and safeguarding long-term public value – key priorities of EL’s strategy for the years ahead.

*“The sector’s societal contribution demonstrates the strength and responsibility of European lotteries.” says **Romana Girandon, EL President**. “Even in a complex gambling landscape, national lotteries remain committed to serving the public interest. To continue fulfilling this role and supporting the European social fabric, the unique contribution of national lotteries to society must be recognised in public policy discussions.”*

[ENDS]

Notes

[1] EL Report public version available here https://www.european-lotteries.org/sites/default/files/2026-03/EL%20Report%202024%20-%20Aggregated%20version_Final.pdf

[2] The EL Data & Research Working Group (D&R WG) is responsible for collecting and sharing data among the EL membership. The data is collected online and aggregated by an independent third party.



**THE EUROPEAN
LOTTERIES**
FOR THE BENEFIT OF SOCIETY

Contact: Lucy Lenders–Mathieson, EL Communications Officer, E–mail: lucy.mathieson@european-lotteries.eu

About The European Lotteries (EL)

The European Lotteries Association (EL) is the European umbrella organisation of entities operating national lotteries and other games of chance, including sports betting. The members of EL are operating their services for the public benefit. EL is the largest and most representative lottery and gambling sector's organisation in Europe, present in 41 European countries with a total of 71 members, including all EU member states (50 members are in the EU and 21 non-EU member states). EL stands for the sound and sustainable activity model for the benefit of society, based on the values of forward-thinking, sustainability and integrity. EL members only operate in those jurisdictions in which they are licensed by the state and where they comply with the legal requirements (e. g. anti-money laundering, responsible gaming policies, etc), and act as the most responsible operators in each jurisdiction. Website: www.european-lotteries.org