

H2 Gambling Capital Expects United States Regulated Betting Handle on Super Bowl LIX to Reach \$1.6bn

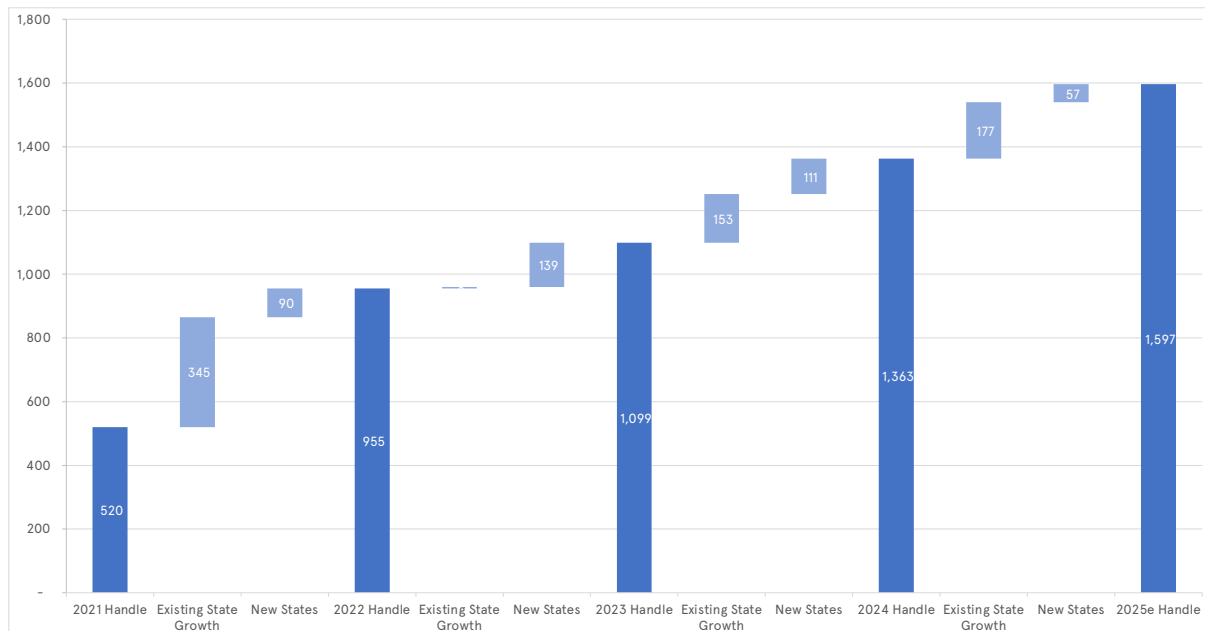
04 February 2025

Super Bowl LIX kicks off on Sunday 9th February, as the Philadelphia Eagles take on the Kansas City Chiefs in New Orleans. This will be the eleventh time that New Orleans has hosted the Super Bowl, becoming the joint-most popular host city for the Super Bowl along with Miami. H2 expect a record amount of wagers will be riding on the game, the highest wagering on a single game in the United States.

H2 expects the US as a whole to generate almost \$1.6bn through onshore licensed sportsbooks with New York narrowly overtaking Nevada as the state to generate the most handle for the Super Bowl, generating a record high \$181m through onshore licensed sportsbooks.

H2 estimates that \$1.36bn was wagered through legal onshore sportsbooks for the 2024 Super Bowl, up from \$1.10bn in the prior year. H2’s 2025 estimate suggests that the strong growth will continue, implying a 17% increase in Super Bowl wagers this year. This is predominantly driven by growth in existing states (i.e. states that were launched for Super Bowl 2024) – which account for c75% of the year-on-year growth, with new states accounting for c.\$57m of handle.

United States Sportsbetting Handle Growth by Sector (US\$m)

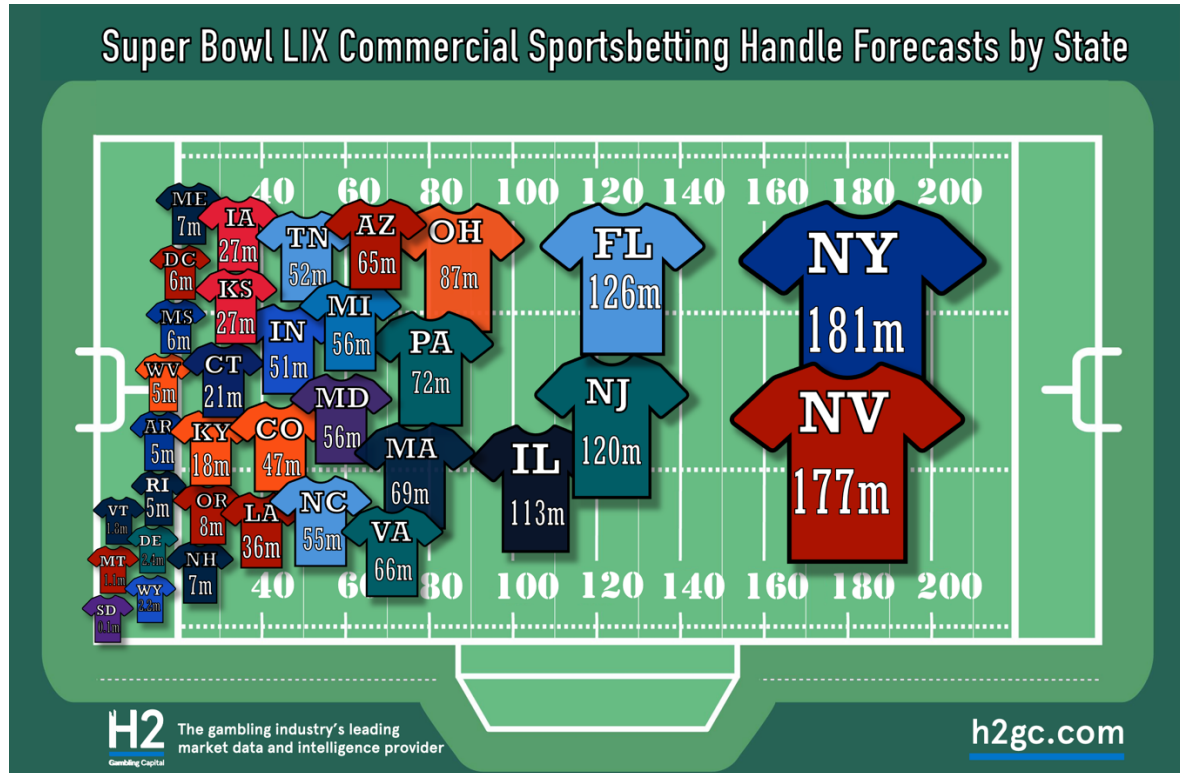


Source: State Gaming Boards, H2 Gambling Capital, February 2025

The States

H2 has forecast the expected handle in every state with legal sports wagering. Florida joins the states expected to generate over \$100m in Super Bowl handle, with New York and Nevada leading the way.

Super Bowl Legal Wagering by State 2025e (US\$m)



Source: H2 Gambling Capital, February 2025

Hold Rate

This regular season has been historically good for bettors, with a 72.4% favourite win rate, considerably above the previous 5-year average of 66.0%. This, coupled with the percentage of favourites covering the spread also beating the previous 5-year average at 77.2% for the season suggests that bettors are approaching the Super Bowl having enjoyed a successful season and perhaps, as a result of higher retained earnings, with more money in their accounts which could act as a tailwind for handle this Super Bowl.

However, as reiterated throughout the season and later in this report, the percent of favourites winning or covering the spread does not always have a direct correlation to hold rates. That said, many operators have called out extremely operator friendly results across Q4 with Flutter suggesting FanDuel FY revenue to be \$370m lower than the previously guided midpoint due to these results.

Based on our assessment of c\$1.60bn being legally bet on the games in the United States and hold rates across the year, H2 would expect the gross win generated from Sunday’s game to be in the range of c\$116m. As later discussed in the report, Nevada gives insight into how hold rates can differ on the outcome of the game. The worst-case scenario for operators would be the favourite equalling the spread which could see gross win drop as low as \$75m, whereas if the favourite were to beat the spread gross win could reach \$135m based off historic Super Bowl results.

The Teams

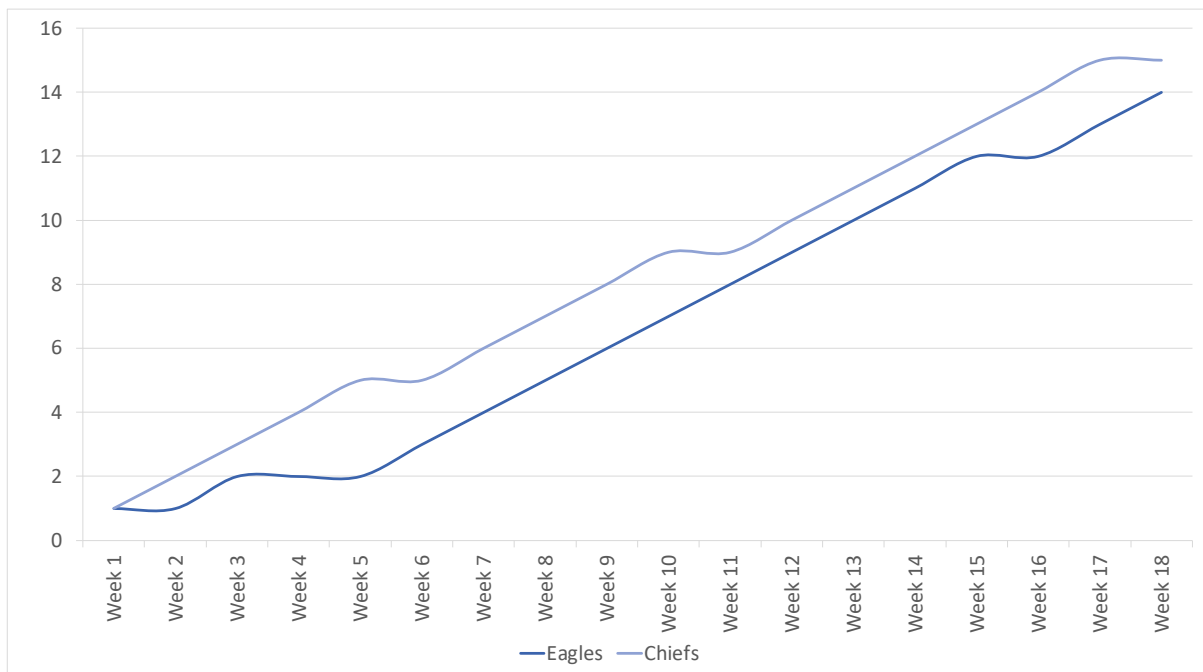
In a replay of Super Bowl LVII in 2023, the Philadelphia Eagles are set to face off against the favoured, Kansas City Chiefs. The Eagles are appearing in their fifth Super Bowl in their history, following a convincing, 55-24, win over the Washington Commanders in the NFC Championship Game. This game set a new record for the most amount of points scored in either an AFC or NFC Championship Game, with the Eagles also breaking the record for the most points scored by a team in a Championship Game. The Eagles will be looking to win their second Super Bowl and avenge their defeat to the Chiefs in the 2023 Super Bowl.

As for the Chiefs, this is their seventh Super Bowl, and an impressive fifth appearance in the last six years. Following victories in 2023 and 2024, the Chiefs have an opportunity to make history and become the first team to win the Super Bowl three years running. The Chiefs reach Super Bowl LIX after narrowly beating the Buffalo Bills 32-29. This was, in fact, the first time all season that the Chiefs managed to score more than 30 points in a game – something the Eagles have managed to do seven times this season.

Despite not scoring above 30 points through the regular season, the Chiefs ended with a 15-2 record, their best ever regular season record, which includes a 38-0 loss to the Denver Broncos in week 18 as the Chiefs rested starters having secured the number one seed in the AFC. The Eagles turned around a 2-2 start to finish with a 14-3 regular season record – matching their record from two years ago when they lost to the Chiefs in the Super Bowl.

In terms of points scored / conceded during the season, the Eagles are ahead, scoring 463 points vs only 385 for the Chiefs, the trend continues when considering points conceded (Eagles 285 vs Chiefs 326). This gives the Eagles a significant advantage in terms of a net positive 178 points over the regular season compared to just 59 for the Chiefs. The Chiefs are unlikely to be concerned with this stat, given their record in close games. In fact, they have won their last 17 one-score games, an NFL record.

Regular Season by Week Cumulative Wins



Source: NFL February 2025

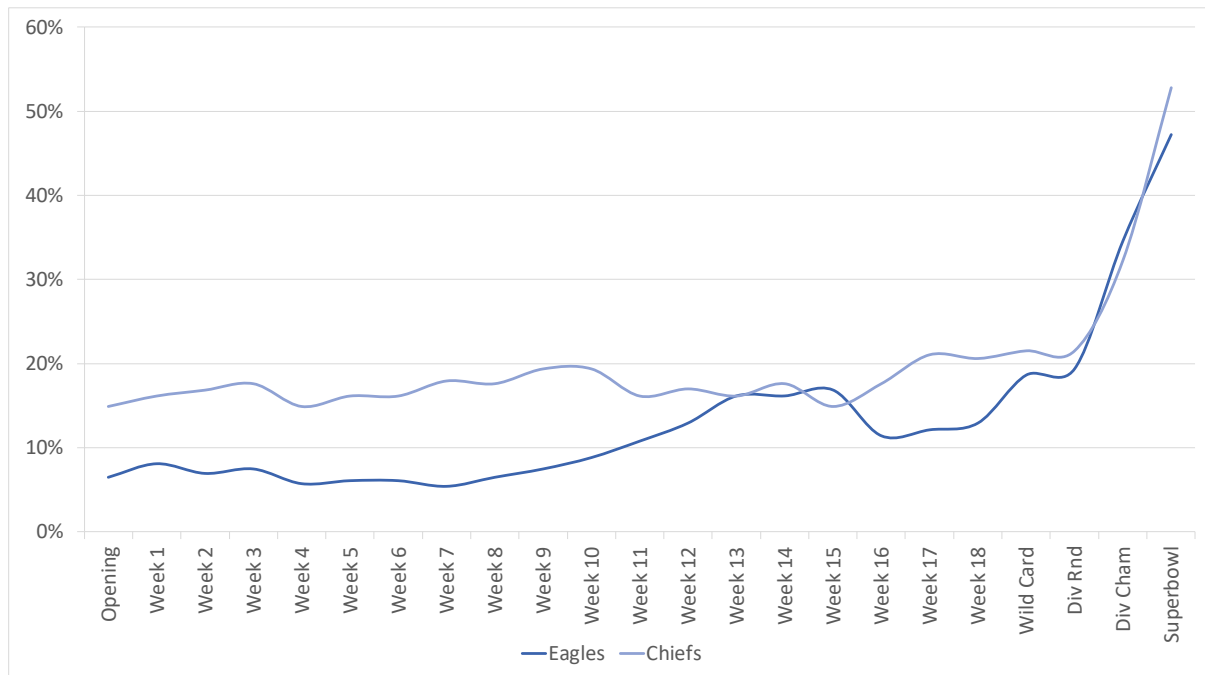
The Game

The average number of points scored in the last 34 Super Bowls has been 49.1, with the average winning margin coming in at 11.2. The Eagles have averaged 27.2 points per game in the regular season whereas the Chiefs have returned an average of 22.6 – and an average of 44.0 points have been scored in Eagles games compared to 41.8 in Chiefs’ games. This has led to the points over / under opening at 49.0 points. This level is significantly below the result of Super Bowl LXII where the two sides met in 2023, a match that had 73 points scored, the third highest in Super Bowl History (74 in Super Bowl VII & 75 in Super Bowl XXIX).

The average spread going into the past 34 Super Bowl games has been 6.22. At the time of writing, the Chiefs are slight favourites with a 1.5-point spread, considerably closer than average. In the previously mentioned Super Bowl LXII, the Eagles opened as 1.5-point favourites and will be hoping this match-up has the same outcome for the 1.5-point favourites.

The Eagles started off the season as with an implied chance of winning the Super Bowl of just 6.7%, compared to 15.4% for the Chiefs, these levels stayed relatively consistent through till Week 13, where Eagles managed to match the Chief’s chances of a Super Bowl. By the end of the regular season the Chiefs were back to being favoured over the Eagles however, by the Divisional Championship round, the Eagles were the favourites for the Vince Lombardi Trophy for the first time in the season, the odds have swung back in the Chiefs favour after they overcome the Bills and reached the Super Bowl.

Season Long Odds of Winning Super Bowl LIX



Source: Oddschecker February 2025

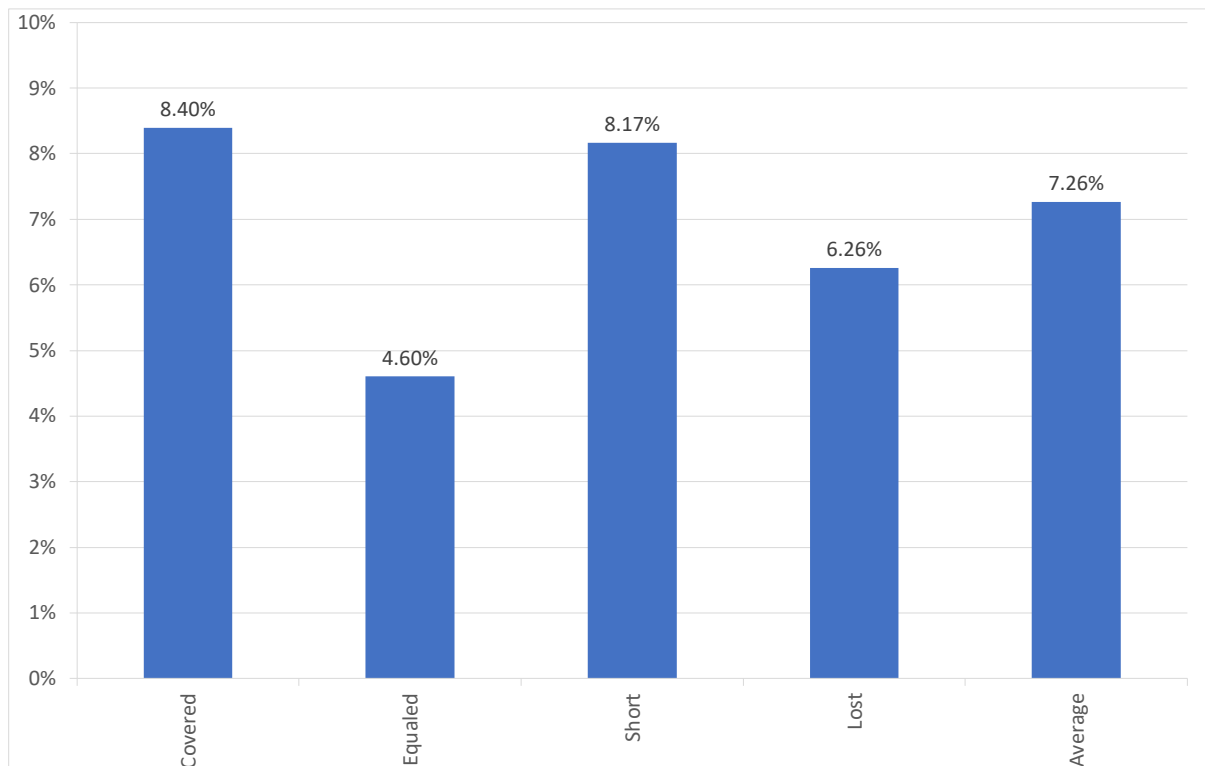
The Benchmark

In previewing the likely outcome for the sportsbooks this weekend H2 have included our historical modelling of the Nevada sportsbooks Superbowl record versus the results for the past 34 years. Over this period, the Nevada sportsbooks' average Superbowl hold has been 7.3%, with the hold more favourable when favourites win.

This demonstrates that fans also enjoy betting on events other than just the outcome of the game, by the fact that Nevada's sportsbooks have posted an average 8.0% hold in the years favourites have won the Superbowl compared to 6.3% when the underdog has come out on top. Due to the fact more bettors tend to back favourites, sportsbooks usually obtain a better hold when underdogs win so this suggests the books have benefitted from the popularity of prop bets which help to balance the books.

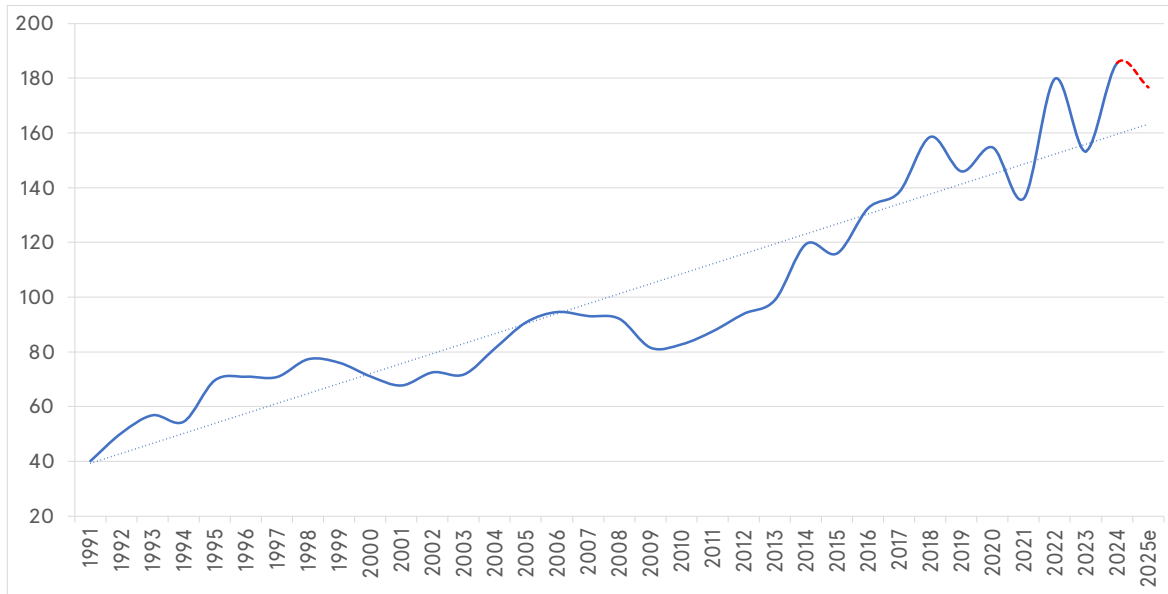
Favourites have won 61.8% of the Super Bowls since 1991, with 35.3% of the games seeing the favourite covering the spread. When the spread has been covered the average Nevada hold has been 8.4%. The worst outcome for the sportsbooks has been when the favourite equals the spread, which has only happened twice in the past 34 years, under this scenario the hold has averaged just 4.6%.

Nevada Super Bowl Hold Rate by Spread Outcome



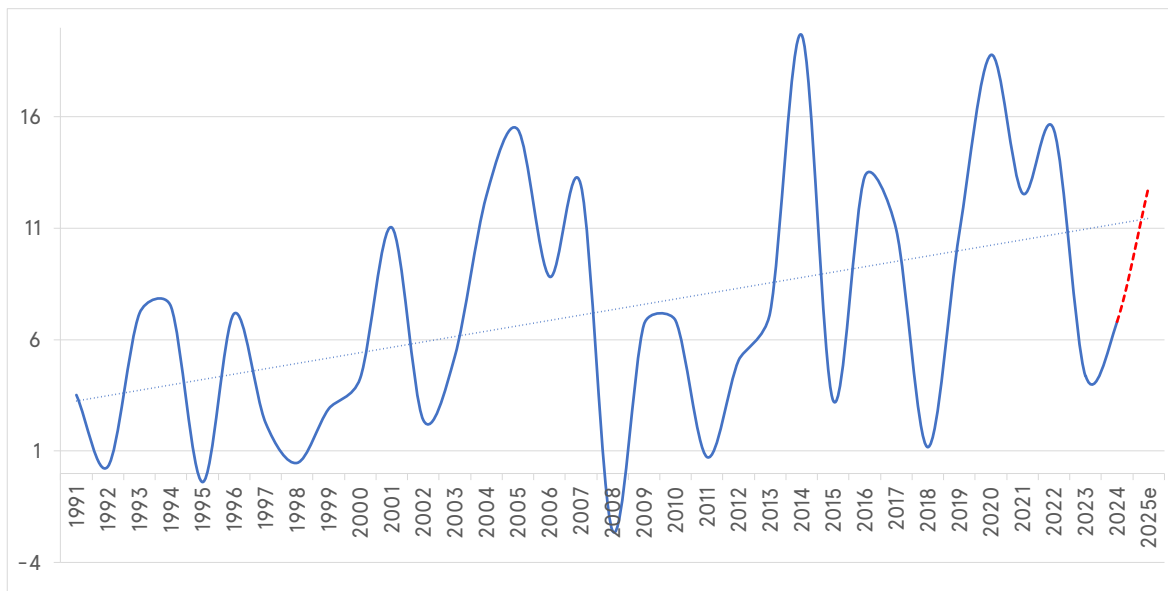
Source: Nevada Gaming Control Board / H2 Gambling Capital February 2025

Nevada Super Bowl Handle (\$m)



Source: Nevada Gaming Control Board / H2 Gambling Capital February 2025

Nevada Super Bowl Gross Win (\$m)



Source: Nevada Gaming Control Board / H2 Gambling Capital February 2025

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It should be noted that as an updated version of the original Report all of the summary statistics contained within this report have been updated in order to take account of H2 Gambling Capital's revised forecasts for the industry. Although every effort has been taken in order to ensure that all figures outlined within the report have been updated H2 Gambling Capital take no responsibility for any that might have been missed during the re-editing process.

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