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Daily Insights

Cash recovery from online betting falls short

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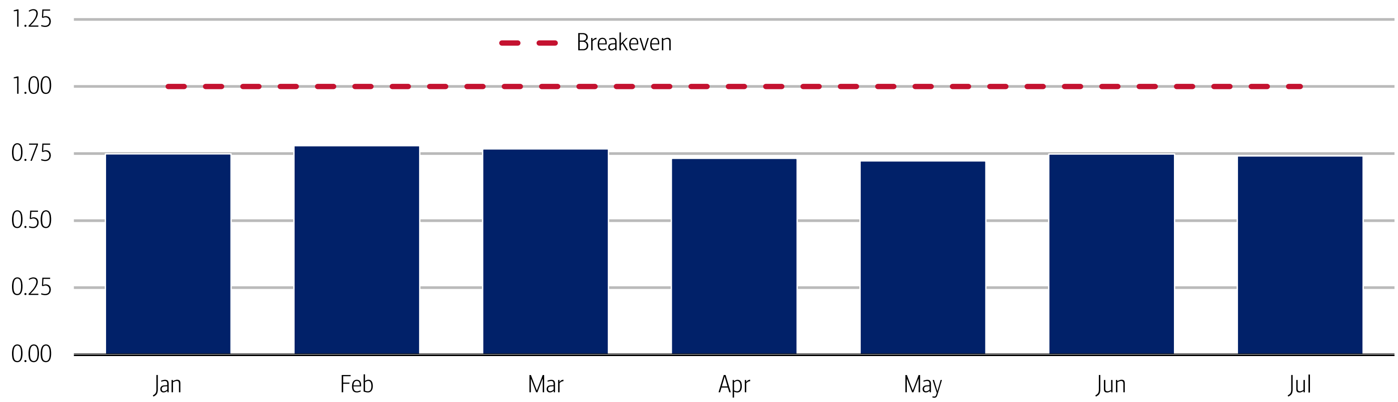
The online betting cash recovery ratio has remained below 1, with total inflows less than three-quarters that of total outflows on average for the duration of the series

Online betting cash recovery ratio (monthly, 2026)



Source: Bank of America internal data

Note: A ratio less than 1 means inflow was less than outflow. These estimates should be interpreted as observed inflows and outflows to betting platforms rather than realized profitability, since winnings retained on-platform are not fully observable.

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Online betting appears to be gaining momentum. According to Bank of America account data, customer adoption was up 40% in July compared to the start of the year.

As more consumers engage in online betting, are they bringing in extra income? Not necessarily. Our online betting cash recovery ratio suggests that total inflows have averaged less than three-quarters of total outflows, although Gen Z has had slightly better luck. It's important to note, however, that our data only captures money moving to and from betting platforms each month and may not reflect winnings that remain on those platforms and have not yet been withdrawn.

Read more on the latest online betting trends here: [Online betting platforms: What's the money line?]

Methodology

Selected Bank of America transaction data is used to inform the macroeconomic views expressed in this report and should be considered in the context of other economic indicators and publicly available information. In certain instances, the data may provide directional and/or predictive value. The data used is not comprehensive; it is based on **aggregated and anonymized** selections of Bank of America data and may reflect a degree of selection bias and limitations on the data available.

Bank of America credit/debit card spending per household includes spending from active US households only. Only consumer card holders making a minimum of five transactions a month are included in the dataset. Spending from corporate cards is excluded. Data regarding merchants who receive payments are identified and classified by the Merchant Categorization Code (MCC) defined by financial services companies. The data are mapped using proprietary methods from the MCCs to the North American Industry Classification System (NAICS), which is also used by the Census Bureau, in order to classify spending data by subsector. Spending data may also be classified by other proprietary methods not using MCCs.

If applicable, the consumer deposit data based on Bank of America internal data is derived by anonymizing and aggregating data from Bank of America consumer deposit accounts in the US and analyzing that data at a highly aggregated level.

If applicable, any payments data represents aggregated spend from US Retail, Preferred, Small Business and Wealth Management clients with a deposit account or credit card. Any reference to aggregated AI spend include total credit card, debit card, ACH, or bill pay.

Online betting transactions conducted through Bank of America debit and credit card or ACH channels and online betting platforms are identified using industry-researched merchant names. Note that the scope of this series is limited to predominantly online sports betting, horse racing, and prediction markets.

First-time users are defined as customers making their first observed transaction in the category during the particular month, based on transaction records dating back to 2015.

Football season (defined as September through February) was selected as a measure as this captures a sizeable amount of online betting activity.

The measures in this report reflect customer payment flows to and from identified online betting platforms and should not be interpreted as a comprehensive measure of gambling activity, betting volume, customer profitability, or platform market share.

Generations, if discussed, are defined as follows: Gen Z, born after 1995; Younger Millennials: born between 1989-1995; Older Millennials: born between 1978-1988; Gen Xers: born between 1965-1977; Baby Boomer: 1946-1964; Traditionalists: pre-1946.

A Bank of America Market Insights Survey was conducted between March 24-31, 2026, among 2,351 respondents.

Unless otherwise stated, data is not adjusted for seasonality, processing days or portfolio changes, and may be subject to periodic revisions.

Additional information about the methodology used to aggregate the data is available upon request.

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Disclosures