

# Optimove Insight's 2024–2025 NFL Betting Trends Report

*Insights from almost 4 million NFL bettors on recreational wagering behavior changes from the regular season to the playoffs and Super Bowl*

## Overview

Report analyzes betting behavior of a representative sample size of 3,905,969 NFL bettors during the 2024–2025 season, highlighting key shifts in recreational wagering patterns across the regular season, playoffs, and Super Bowl.

Findings reveal a 220% surge in Super Bowl bettors compared to regular season games, a significant rise in single bets during major events, and a strong preference for pre-game betting, which accounted for 86% of all wagers. These trends underscore the importance of tailoring marketing strategies around peak recreational engagement moments and preferred betting types.

## Detailed results

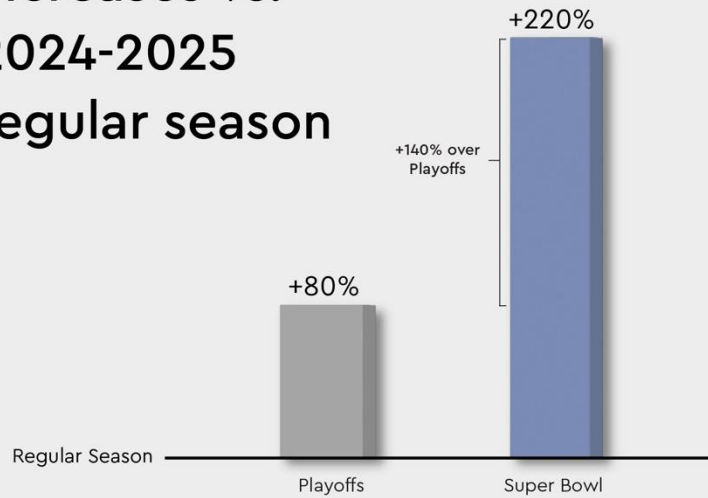
### **Super Bowl Bettors increased by 220% compared to the regular season**

The regular season games served as the baseline based on the average number of players who bet on each regular season game.

- *Playoffs:* The average number of bettors per game on playoff games was 80% more than the regular season average.
- *Super Bowl:* The number of bettors increased by 220% compared to the average number in the regular season games, and by 140% compared to the average bettors of playoff games. These boosts underscore that betting on the big games is a fun, recreational activity.

# Playoff/Super Bowl betting volume increases vs. 2024-2025 regular season

optimove  
Insights



Based on 3,905,969 NFL bettors (players) during the 2024-25 season

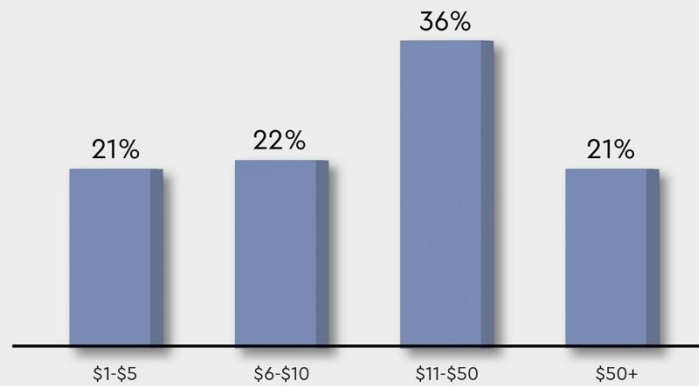
Source: Optimove Insights

## Overall average bet amounts remain low

Average bet amounts for the entire season including the regular season, playoffs and the Super Bowl shows 21% of wagers were between \$1-\$5; and 21% above \$50. The highest percentage of bettors was 36% betting between \$11 to \$50.

## Player distribution by average amount per bet during the 2024-2025 NFL season

optimove  
Insights



Based on 3,905,969 NFL bettors (players) during the 2024-25 season

Source: Optimove Insights

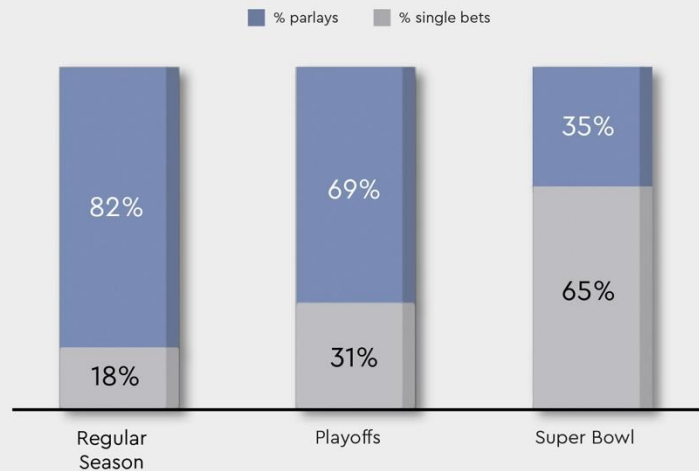
### Single bets spike for the Super Bowl compared to parlay tickets

As the season progressed, bets on NFL events through single bets increased significantly, this could also be linked to the reduced number of NFL games available for betting as the season advanced and suggesting that occasional bettors favored individual wagers on major events.

- *Regular Season:* A high percentage (82%) of bets are parlay bets, while a smaller portion (18%) are single bets.
- *Playoff:* The percentage of parlay bets decreased to 69%, while the share of single bets increased to 31%.
- *Super Bowl:* The Super Bowl sees a notable shift, with 65% of bets being single bets and 35% being parlay bets.

# Average percentage of single vs. parlay bets for the 2024-25 NFL season

optimove  
Insights



Based on 3,905,969 NFL bettors (players) during the 2024-25 season

Source: Optimove Insights

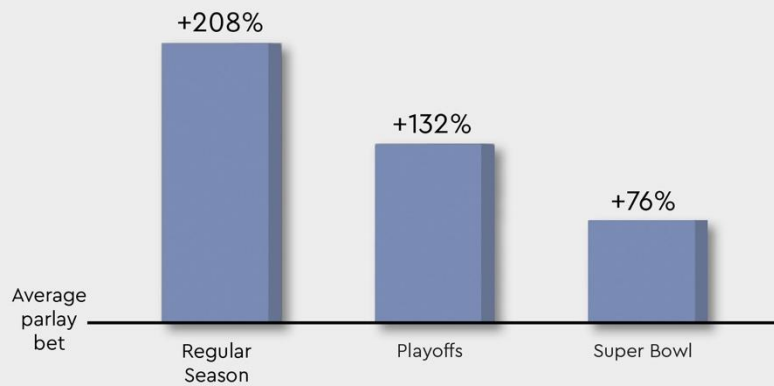
## Single bet wagers decline as the games get bigger

The average bet wager for single ticket is consistently higher than parlay ticket, however we see this decrease in the playoff games and the Super Bowl.

- *Regular Season*: single bet wagers have an average increase of +208% compared to parlay bet wagers.
- *Playoff*: single bet wagers show an average increase of 132% compared to parlay bet wagers.
- *Super Bowl*: single bet wagers have a lower average increase of 76% compared to parlay bet wagers.

# Average single bet wager was greater than parlays for the 2024-25 NFL season

optimove  
Insights



Based on 3,905,969 NFL bettors (players) during the 2024-25 season

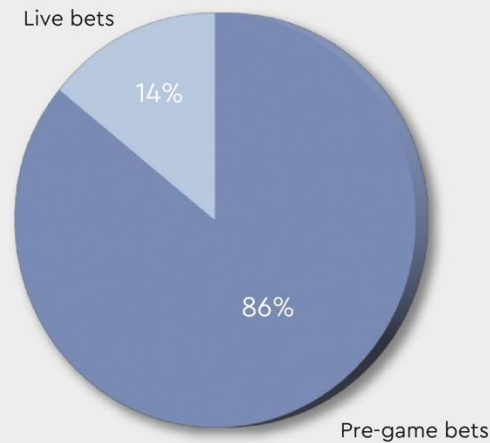
Source: Optimove Insights

## More pre-game bets than live bets

Comparing the proportion of live bets to pre-match bets, the data shows that live bets account for 14% of the total while pre-game bets dominate at 86% of the total.

# Average percent of Live vs. Pre-game bets for the 2024–25 NFL season

optimove  
Insights



Based on 3,905,969 NFL bettors (players) during the 2024–25 season

Source: Optimove Insights

## About Optimove

Optimove is the first Customer-Led Marketing Platform and the #1 CRM Marketing Solution for iGaming and sports betting operators. Optimove's solutions ensure marketing always starts with the customer (player) instead of a campaign or product. Customer-led marketing has been proven to deliver an average increase of 33% in customer lifetime value.

Optimove's CRM Marketing Solution enables iGaming and Sports Betting operators to deploy personalized iGaming experiences across channels, unify player data, and leverage AI-led multichannel orchestration with statistically credible measurement for every promotion, campaign, and journey. For more information, visit [Optimove](#).

## About Optimove Insights

Optimove Insights is the research arm of Optimove, dedicated to providing deep industry insights and data-driven analysis to support leading brands