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January 27, 2026



New Legal Sports Report-Sports Betting Alliance Super Bowl 60 Legal Wager Forecast Predicts Over \$1.7 Billion From Legal Wagers On Super Bowl

Americans set to wager a record amount this year on the Super Bowl in legal, regulated markets, representing an estimated 10.3% increase from last year.

WASHINGTON, DC – A new analysis released today by Legal Sports Report, in partnership with the Sports Betting Alliance (SBA), forecasts that \$1.71 billion will be legally wagered on Super Bowl 60 nationwide, demonstrating the continued growth of regulated sports betting markets across the United States and the popularity of one of the globe’s most-watched televised events. Legal Sports Report provided the underlying research and analysis used to develop the forecast.

The [Legal Sports Report-Sports Betting Alliance Super Bowl 60 Legal Wager Forecast](#) provides a state-by-state projection of legal wagering activity surrounding the Super Bowl, reflecting wagers placed with legal, regulated sportsbooks, and highlights the economic and consumer protection benefits of the legal market.

The forecast also reveals legal wager growth compared to previous years, particularly as new jurisdictions, such as Missouri, come online in time for the big game. Importantly, these legal wagers on this major event deliver tax revenues only possible through regulated markets, which further require licensed operators to comply with strict consumer protection, transparency, and responsible gaming standards.

“This forecast underscores why legal markets matter: when bettors have access to regulated sportsbooks, they choose platforms that protect their data and provide consumer safeguards. When they don’t, they’re forced to seek out illegal offshore operators that offer none of those protections and contribute nothing to communities,” **said Joe Maloney, President of the Sports Betting Alliance.** “Legal online sports betting generates billions of dollars in revenue for states and local communities, helping them fund essential public services and programs, in areas like education and health care. Expanding and modernizing legal sports betting isn’t just smart policy – it’s essential to protecting consumers and ensuring communities benefit.”

"This year's big game will continue the streak of record Super Bowl handle for the regulated US market," **said LSR analyst Eric Ramsey.** "Missouri's recent launch pads an already favorable outlook for a weekend that serves as the single biggest opportunity of the year for legal sportsbooks and bettors alike. The Sports Betting Alliance is a natural partner for this forecasting project, given the key role its members play in the sustained growth of legal Super Bowl betting."

The Legal Sports Report-Sports Betting Alliance Super Bowl 60 Legal Wager Forecast also highlights the contrast between legal sportsbooks and illegal or offshore betting operations, which pay no taxes, offer no consumer protections, and undermine state regulatory frameworks. In states with strong, competitive legal markets, bettors are far more likely to wager with regulated operators that provide safeguards and accountability.

The full *Legal Sports Report-Sports Betting Alliance Super Bowl 60 Legal Wager Forecast* is available [here](#).

About SBA: The Sports Betting Alliance is a coalition of legal, regulated American sports betting and gaming companies. SBA members operate exclusively in states and jurisdictions where sports betting is legal and regulated, ensuring strict compliance with all applicable laws and promoting state-of-the-art responsible gaming tools.

About Legal Sports Report: Legal Sports Report is a leading authority for news and analysis on legal, regulated sports betting, online gambling, and daily fantasy sports in the United States and Canada. Founded in 2014, it is produced by an experienced team of business and sports journalists. They provide in-depth coverage of legislation, regulation, market performance, and key industry trends for policy makers, operators, investors, and consumers.

Below is a table listing the safeguards and protections enjoyed by betting in a legal, regulated jurisdiction compared to illegal betting markets.

ILLEGAL BETTING	LEGAL, REGULATED SPORTS BETTING
Illegal offshore companies often allow anyone, regardless of age, to place bets.	Operators are required to use state-of-the-art identity verification technology that experts agree keeps those underage from placing bets.

<p>Illegal operators often cheat customers by not paying out winning bets and customers are left with no meaningful recourse.</p>	<p>Regulators require operators to pay out winning bets and follow all applicable laws and rules. Customers have recourse and may lodge complaints with regulators.</p>
<p>Unsecure processing puts the financial data of customers at risk when placing bets. Because these companies are operating illegally, they don't follow financial laws and best practices and customers have little recourse if their data is compromised.</p>	<p>Operators ensure financial data privacy through secure payment processing. State Gaming Commissions oversee these transactions and have enforcement capability.</p>
<p>There are no problem gaming protections, resources or oversight when betting illegally.</p>	<p>All betting categories are overseen and authorized by regulators. Laws and rules require operators to invest in state-of-the-art technology that allows customers to manage their play, including the amount of money and time spent. Problem gaming resources are free and available to customers.</p>
<p>Illegal operators don't work with teams or sports leagues to ensure game integrity.</p>	<p>Licensed, regulated operators are required to report suspicious activity to law enforcement and work directly with sports teams and sports leagues to identify suspicious activity or patterns to ensure the integrity of the games.</p>

The SBA believes that consumers in all 50 states should have access to transparent, legal sports betting and iGaming marketplaces, complete with consumer protections and responsible gaming tools, and create revenue for state priorities — all of which do not exist on the unregulated market. Members include Bet 365, BetMGM, DraftKings, Fanatics, and FanDuel.

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