



ONTARIO'S IGAMING MARKET HITS MILESTONE: \$300K+ GROSS REVENUE IN JANUARY 2025

19 March 2025—Ontario's iGaming market reached a new high in January 2025, exceeding \$300,000 in unadjusted gross gaming revenue for the first time since its launch.

Ontario's regulated iGaming sector hits a significant landmark in January 2025, generating over **\$300,000 NAGGR (Non-Adjusted Gross Gaming Revenue) in Canadian dollars** for the first time since its inception in April 2022, according to [Casino Rewards Hub](#). This remarkable milestone, as shown in the monthly performance report from [iGaming Ontario](#), highlights the thriving success and consistent growth of one of North America's leading regulated online gambling markets.

The market's total NAGGR for January 2025 was \$327,900, representing an impressive 646% growth from the first reporting month in April 2022, which recorded just \$43,900. The rise is complemented by a nearly threefold surge in cash wagers, which reached \$7.8 million in January 2025. These achievements underscore Ontario's iGaming ecosystem as a robust and trustworthy alternative to unregulated online gambling.

Key Insights from Ontario's iGaming Performance



iGaming Ontario's [market report](#) defines the metrics used in this analysis as follows:

- **Non-adjusted gross gaming revenue (NAGGR)** represents total cash wagers, including rake fees, tournament fees, and other fees, across all Operators, minus player winnings derived from cash wagers and does not take into account operating costs or other liabilities.

- **Cash wagers** do not include promotional wagers (bonuses).
- **Active player accounts** are accounts with cash and/or promotional wagering activities during the reporting month and do not represent unique players as individuals may have accounts with multiple Operators.
- **Average revenue per active player account (ARPPA)** is calculated as total NAGGR divided by number of active player accounts for the same reporting month.

Steady Growth in Active Players:

The number of active player accounts increased to 1,105 in January 2025, representing a 298% increase since April 2022 (277 accounts). This growth demonstrates a strong consumer shift toward legal and regulated alternatives in online gambling.

Revenue Per Player Showing Consistency:

The Average Revenue Per Player Account (ARPPA) reached \$297, approaching the symbolic \$300 milestone and reflecting the market's efficiency in delivering value while maintaining player engagement.

Cash Wager Increases Outpace Expectations:

With cash wagers increasing from \$4.6 million in January 2023 to \$7.8 million in January 2025, Ontario's market highlights player confidence and sustained betting activity.

Ontario Market's Foresight

With over 84 licensed gaming websites and 50 legal operators, the province leads the way in offering diverse, secure, and competitive iGaming experiences. January 2025 marks a pivotal moment for Ontario's iGaming market, demonstrating robust growth and solidifying its position as a leading regulated market in North America. The significant increase in NAGGR, coupled with the substantial rise in active player accounts and cash wagers, showcases the success of Ontario's regulatory framework and the increasing consumer preference for legal online gambling. This positive trajectory suggests a strong and sustainable future for the province's iGaming sector, continuing to attract both players and operators.

For more detailed analysis on yearly market growth and monthly performance comparison (January 2025 vs December 2024), visit Casino Rewards Hub's [iGO performance report analysis](#) from March 2025.

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