



FINLAND'S iGAMING MARKET

**From Monopoly to Licensed
Competition**



*A clear roadmap to 2027 and a critical window
for market entry*

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The Defined Path to Liberalization

March 2025

Early 2026

July 1, 2027

Legislative Momentum

Government proposal submitted, adopted by Parliament (Dec' 25), approved by President (Jan' 26).

Market Shift

Transition from proposed reform to a partially liberalized, license-based regime.

Strategic Imperative

Operator Focus must immediately shift to timing, compliance design, localization, and channelization strategy.

With the legal basis secured in early 2026, the countdown to the July 1, 2027, commercial launch has officially begun.

Finland remains one of Europe's most strategically important upcoming iGaming openings, but the story has now moved beyond "proposed reform."

The regulatory process is now firmly underway and for operators, this shifts Finland from a speculative opportunity to a defined medium-term market-entry project with a clear timetable. The competitive market will cover betting, online slots, online casino games, and online money bingo, while lottery-type games, scratch cards, physical slot machines, and land-based casino games remain under Veikkaus' monopoly.

With Delasport's regulatory awareness, product flexibility, and go-to-market readiness, Finland is now a market where preparation should focus less on "if" and more on timing, compliance design, localization, and channelization strategy.

Current Market Situation

€1.51B Total Market (2024)

Veikkaus Decline

Market share dropped to ~63%. Revenue fell from €1.032B (2023) to ~€938M (2025)



Digital Dominance

Online channels now drive ~61% of Veikkaus' total GGR. Massive value bleeds out of the monopoly system.

The Reality

Finland functions as a partially liberalized online market in practice.

Finland's gambling market reached €1.51 billion GGR in 2024, declining ~3% year-on-year, with flat performance continuing into 2025. **According to Veikkaus, "The total Finnish gambling market amounted to an estimated 1510 million euros in terms of gross gaming revenue in 2024."**¹ Veikkaus' monopoly is eroding — its share dropped to ~63% as players migrate to offshore digital operators. Online gambling now dominates, accounting for ~61% of Veikkaus' GGR, with over €550 million generated by offshore operators in 2024 alone. Finland is effectively already a partially liberalized market in practice. A true growth phase is not expected until the new licensing framework takes full effect from 2027 onward.

Player Demographics and Behavior

Finnish gambling participation has declined from 78% (2019) to ~70% (2023), shifting toward intentional, digital-first play. Around 4% of players show problem gambling traits. According to the Finnish Institute for Health and Welfare (THL), “Online gambling was most prevalent among those aged 45 to 59.” Men gamble more frequently and represent higher-risk categories. Critically, Finland is evolving from a broad lottery market into a digitally split landscape where regulated and offshore operators compete directly for mid- and high-value active users - now the core commercial audience.

Digital Persona Map



The Legacy Lottery Player

- Older Demographic (60-74)
- Casual & Retail-focused
- Lottery-style products

The Active Digital Bettor

- Prime Demographic (45-59)
- Frequent & High-value
- Drive >60% of total online activity

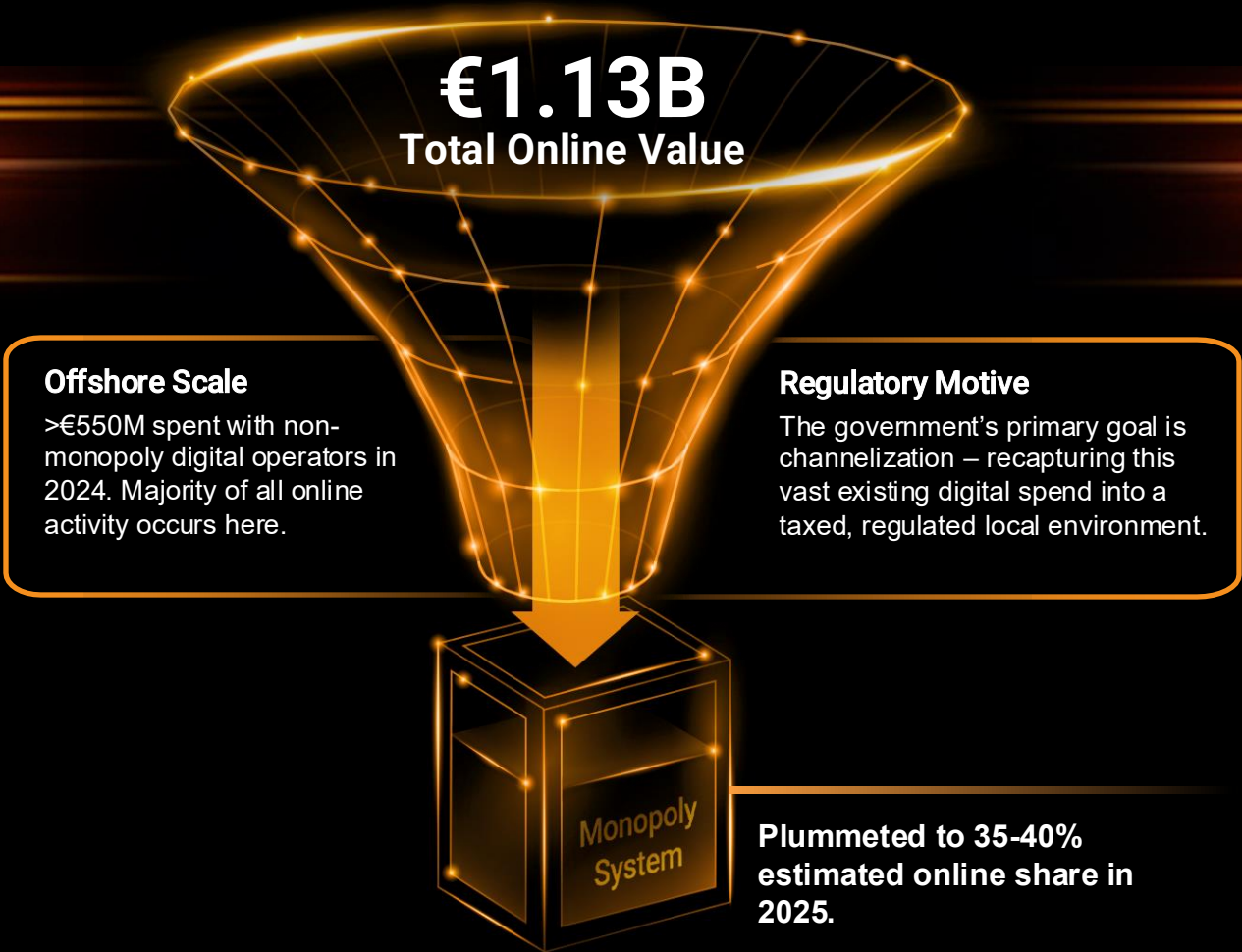


Risk Profile

~4% identified as moderated-risk/problem gamblers, mandating strong future responsible gambling tools.

Offshore / Unlicensed Activity

Offshore gambling in Finland has grown substantially, with over €550 million spent with non-monopoly operators in 2024 - and rising further into 2025. Veikkaus' online market share has dropped to an estimated 35–40%, confirming that Finland already functions as a de facto competitive digital market. The core regulatory challenge is channelization: redirecting players from unlicensed offshore operators into a locally regulated environment. The success of the 2027 reform will hinge on whether the new framework is attractive enough - for both players and operators - to win that shift.



With Veikkaus holding less than 40% of the digital market, the offshore segment is large, proven, and highly contestable.

How Delasport Can Help

Delasport's platform is built to serve exactly the kind of digitally engaged, higher-value player base that now defines the Finnish market. Through advanced CRM and player segmentation tools, operators can tailor experiences to specific demographic groups — from targeted sports betting content for the 45–59 bracket to responsible gambling controls that address the 4% at-risk population. Delasport's built-in RG toolset ensures compliance while maintaining engagement, helping operators build sustainable, regulation-ready player relationships well before the 2027 licensing window opens.

Revenue Mix by Product

Finland's gambling revenue splits clearly between monopoly-controlled products — lotteries, scratch cards, land-based slots and casino (€661.8M GGR in 2024) — and competitive digital verticals like sports betting and online casino (€294.3M via Veikkaus, plus significant offshore volume). While lotteries dominate total GGR, they remain outside the competitive licensing framework. The real opportunity for private operators lies in online casino and sports betting, where player demand is strongest, digital engagement exceeds 60%, and a substantial share of activity already occurs outside the monopoly system.



Monopoly Segment (Locked)

Generated **€661.8M** GGR in 2024

- Lotteries
- Physical slot machines
- Scratch cards
- Land-based casinos



Competitive Segment (Unlocked)

Generated **€294.3M** GGR for Veikkaus in 2024
(Dominant offshore)

- Sports betting
- Online slots
- Online casino
- Online bingo

The Digital Shift

Online channels now account for >60% of total gambling activity, heavily concentrated in casino and betting

Market Structure

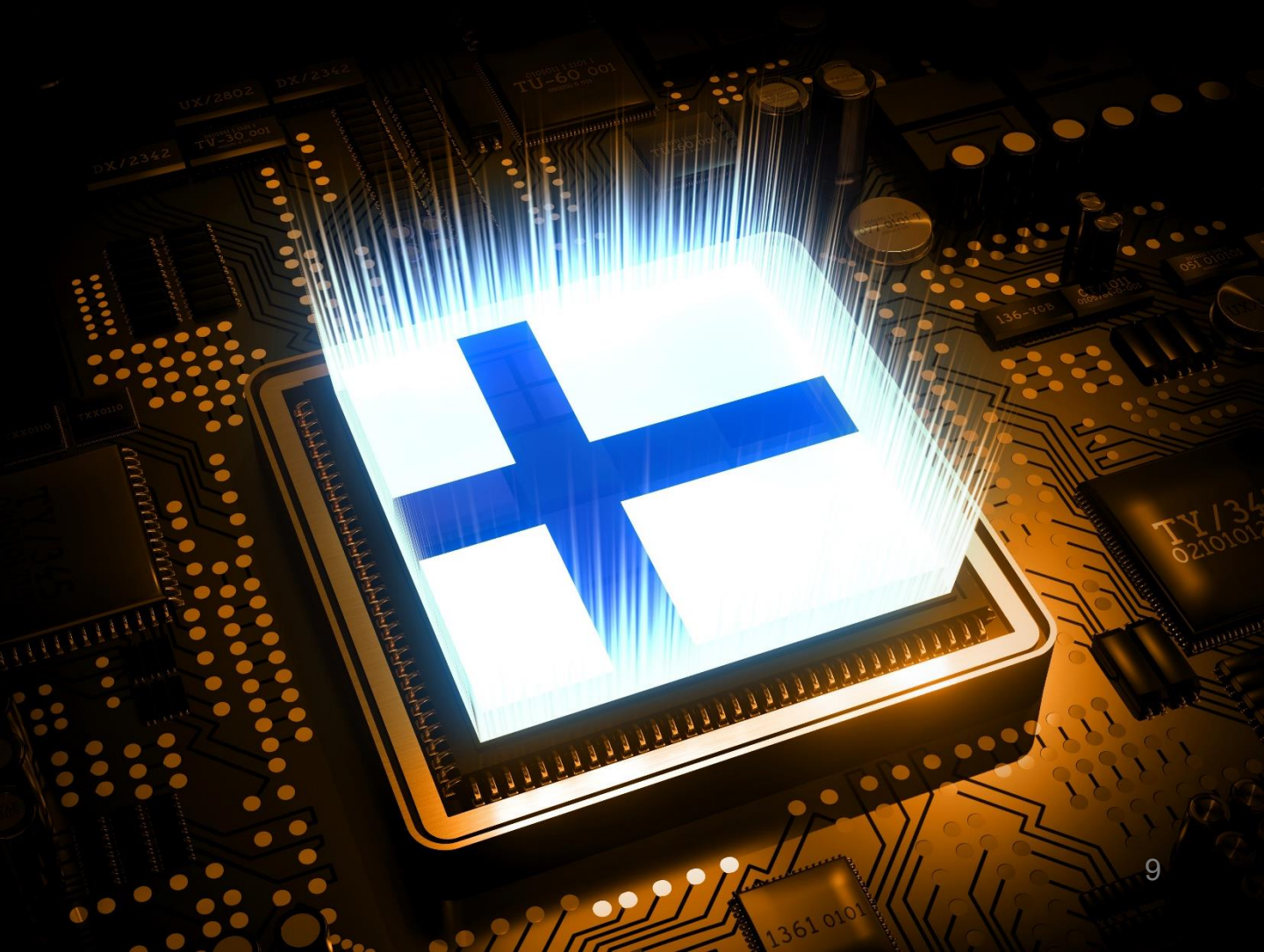
Finland has formally legislated a dual-model framework. Veikkaus retains its monopoly until 30 June 2027, while licensing applications for competitive online betting and casino operations opened in March 2026 through the National Police Board. According to the Finnish Ministry of the Interior, “From 1 July 2027, the Finnish Supervisory Agency will take over licensing and supervision of gambling services and start issuing gambling software licences.” A dedicated gambling software licensing regime also launches in 2027, with mandatory licensed-supplier-only requirements from July 2028. A Veikkaus Group entity may compete in the open market under strict separation rules. Early regulatory alignment is now a critical requirement for both operators and B2B suppliers.

The Dual Model Transition



How Delasport Can Help

The introduction of a dedicated software licensing regime makes B2B regulatory readiness a decisive competitive factor. Delasport's proactive approach to compliance and certification positions it as a prepared supplier partner for the Finnish market - ready to pursue gambling software licensing ahead of the July 2028 mandatory deadline. Operators partnering with Delasport gain not only a technically advanced platform, but also a supplier already aligned with the regulatory requirements of emerging licensed markets, reducing time-to-market risk and ensuring full compliance from day one of the competitive window.



Taxation & Regulatory Changes

22%

Tax Escalation

Lottery tax on gambling services increases significantly from 12% to 22%.

Gambling Tax

Standard Taxation

Gambling tax on licensed gambling services is set at 22% of GGR.

€29,000

Licensing Fees

€29K for exclusive/gambling license applications. €1,120 for alterations/international authorizations. Annual supervision fees apply.

Player Winning Caveat

Tax treatment of winnings is evolving to disincentivize unlicensed EU/EEA operators, acting as channelization lever.

According to the Finnish Tax Administration, “The lottery tax is 22% on lottery revenue (gambling margin).”, and operators established in Finland, or with a Finnish permanent establishment, may also be subject to standard Finnish corporate income tax. Player winnings tax treatment is evolving and may serve as an additional channelization lever against unlicensed EU/EEA operators. Licensing fees are set at €29,000 per application, with €1,120 for alterations and international cooperation authorizations, plus annual supervision fees. These cost and tax structures will directly shape operator margin calculations and market entry decisions ahead of the 2027 launch.

Marketing Rules

Finland permits advertising via TV, radio, newspapers, owned websites, and brand-related search queries, but imposes strict restrictions: affiliate-style acquisition is prohibited and influencer-led promotion is heavily restricted, direct phone marketing is prohibited, and sponsorships in youth contexts are limited. Targeting minors or vulnerable individuals is explicitly forbidden. The framework effectively rules out aggressive acquisition-led strategies, signaling a shift toward product-led growth and retention-focused operations. Operators who can convert and retain players through strong onsite experience and CRM - rather than affiliate funnels - will hold a structural advantage in this market.

Permitted Channels (Green Light)

TV, radio, print, operator websites

Social media (conditional on no direct consumer interaction)

Search Marketing: Allowed exclusively under specific conditions tied to brand-or product-related queries.

Prohibited Tactics (Red Light)

Influencer marketing is heavily restricted.

Affiliate marketing is prohibited.

Direct phone marketing is heavily restricted.

Vulnerability Protections

Strict bans on targeting minors, vulnerable individuals, or youth-related sponsorship.

Finland is not an acquisition free-for-all. The ban on affiliates and influencers forces a massive strategic pivot toward product-led growth and CRM retention.

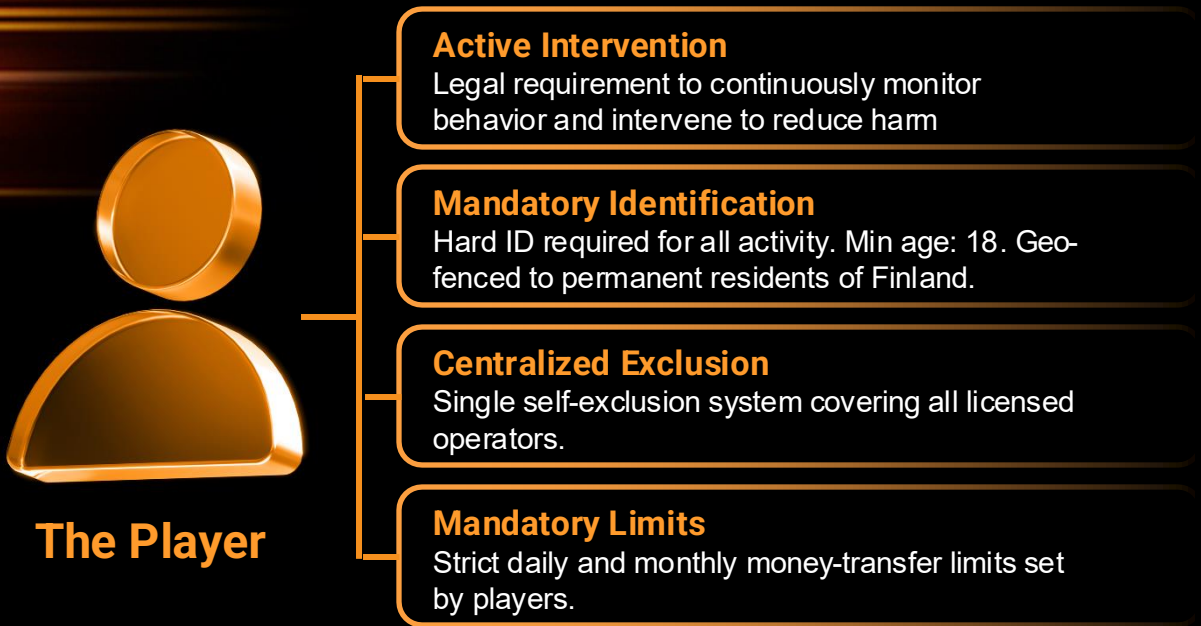
How Delasport Can Help

Finland's marketing restrictions place CRM and on-site engagement at the heart of competitive strategy - precisely where Delasport excels. Its advanced player management and CRM suite enables operators to drive retention through personalized promotions, lifecycle campaigns, and behavioral triggers, without relying on banned affiliate or influencer channels. Combined with an engaging, conversion-optimized product experience across sportsbook and casino, Delasport equips operators to grow through product quality and player loyalty - the exact model Finland's regulatory framework rewards.

Responsible Gambling & Consumer Protection

Finland's framework mandates identification for all gambling, with centralized self-exclusion covering all licensees, and compulsory daily/monthly deposit limits. Operators must actively monitor behavior and intervene to reduce harm. Only Finnish residents may register with licensed operators. On enforcement, the new Gambling Act notably excludes payment and IP/DNS blocking at launch — channelization will instead rely on the licensed market's attractiveness in practice. This makes product quality, competitive taxation, and low compliance friction the primary tools for retaining players within the regulated ecosystem, rather than coercive restrictions on offshore alternatives.

Consumer Protection Blueprint



Anticipated Market Developments

Entry of International Operators

The opening of the licensing window marks the transition from regulatory planning to active market entry preparation. While commercial launch remains set for 1 July 2027, the period from 2026 through H1 2027 represents a defined pre-launch phase for certification, licensing, localization, supplier approvals, and market-entry planning.

Product and Market Competition

The future Finnish market is likely to see stronger competition in:

- sportsbook
- online casino
- online slots
- live casino
- bingo-adjacent online products allowed within the competitive regime

Because the market is already highly digital and a substantial share of online play sits outside Veikkaus, new entrants will not be building demand from scratch. The real challenge will be **capturing and re-channelizing existing online demand**.



Future Outlook

With legislation confirmed, Finland's path to full market liberalization is clear. The transition runs through mid-2027, with projected annual government revenues of €570–760 million under the new system. For operators, Finland's appeal rests on high digital maturity, an established online gambling audience, significant contestable offshore volume, and a confirmed licensing framework. The defining open question is channelization effectiveness — without payment or IP blocking, success depends entirely on how competitive and attractive the licensed market proves in practice, potentially mirroring Denmark's success or Sweden's more mixed outcome.

The Channelization Test

State Objectives

Preserve public control while formalizing revenue streams via higher taxes and fees.

Revenue Projections

Government estimates central revenues of €570-€760M annually under the new system.

The Core Metric

Success hinges entirely on how effectively the regime channels players away from offshore sites without strong blocking tools

July 1, 2027

Denmark-style Success (High Channelization)

Sweden-style Mixed Outcome

How Delasport Can Help

Finland's long-term market success story will be written by operators who combine regulatory compliance with a genuinely superior product. Delasport is positioned as a strategic partner for this journey - offering a full-stack iGaming platform that covers every stage from pre-launch preparation and licensing readiness to live operations, player retention, and responsible gambling compliance.

Expertise and experience become vital ingredients for successful operations on this market, and Delasport's solution has been continuously awarded as the best in the Nordics market.

As the Finnish market matures post-2027, operators backed by Delasport's technology and expertise will be equipped to capture contestable offshore volume, build sustainable player bases, and thrive in one of Northern Europe's most anticipated regulated market openings.



Conclusion

Finland has moved from observation to active preparation. With the Gambling Act approved, licensing underway, and taxation, compliance, and marketing rules defined, the focus is firmly on execution ahead of the 1 July 2027 launch. The transition window is critical for operators and suppliers to address licensing, certification, localization, and product readiness. Finland is not a greenfield market — significant demand already exists outside the monopoly. Success will require combining regulatory readiness with strong localization, high-performing products, and compliance-driven growth strategies that deliver both performance and responsibility from day one.

July 1, 2027 Launch

Speed

The legislative uncertainty is over. Operators and suppliers must secure licensing, certification, and localization well in advance.

Experience

High-performing sportsbook and casino UX must deliver speed, localization, and seamless player journeys from day one.

Compliance

Sustainable CRM and deeply integrated responsible gambling tools must be native from day one to survive strict marketing limits.

The Success Formula:

Regulatory readiness + High performing UX + Sustainable CRM

About Delasport

As a leading iGaming solutions provider, Delasport provides fully managed sportsbook and casino platforms built for performance in regulated markets.

What We Deliver



Fast Market Entry

Launch quickly with a flexible, modular platform designed for regulated environments



High-Performance Product

Sportsbook and casino experiences built for engagement, speed, and conversion



Localization That Works

Adapt seamlessly to Finland's regulatory framework and player expectations



Compliance Built In

Launch quickly with a flexible, modular platform designed for regulated environments



Sustainable Growth

Launch quickly with a flexible, modular platform designed for regulated environments

Built for the Finnish Opportunity

With Delasport, operators are equipped to capitalize on this opportunity from day one - combining proven performance technology, regulatory-ready infrastructure, and market-specific expertise to accelerate entry, drive engagement, and build sustainable growth in Finland's evolving iGaming landscape.

This is where Delasport transforms opportunity into early market dominance.

