



PUBLIC DATA · CURATED BY VERIFICABET

# Brazil's betting sector in the public complaints channel

*Volume tripled. Resolution did not follow.*

Over 17 months, complaints against the betting, lottery and promotional-draw segment in Brazil's official public consumer channel went from 3,374 to 10,435 records per half-year. The response rate stayed high and steady. Resolution fell from 36.4% to 25.8%.

This edition supersedes Edition 01 and rebuilds the whole series under a new criterion. The official source stopped publishing the complaint's opening date, which anchored the previous edition; each record is now dated by the month the case was concluded. The percentages on this page are not comparable with that edition — the change of criterion raises the resolution rate across every segment, not only betting.

**91.4%**

**respond**

response rate, Jul/2026

**27.4%**

**resolve**

resolution rate, Jul/2026

**1.90**

**satisfaction**

average score out of 5.0

**14.1%**

**top complaint**

Offer not honoured /  
misleading advertising

## SUMMARY

### Executive summary

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- The central finding is the gap between answering and resolving — and it widened. Complaint volume went from 3,374 records in the series' first six months to 10,435 in the last six, more than triple.
- Response kept pace with that growth: it stayed high and steady, averaging 90.7% over the period. Resolution did not: it fell from 36.4% to 25.8%. The sector absorbed more contact without turning it into outcomes.
- The friction concentrates on money and account access: Offer not honoured / misleading advertising is the most frequent complaint (14.1%), followed by Funds withheld or refund delayed (13.5%). Taken together, the categories directly tied to money reach 24.1%.
- Among the platform's highest-volume segments, betting ranks 8 of 9 on resolution — 26.6%, against 70.2% for Telecommunications.
- Maintaining a customer-service structure for bettors and registering on the platform are part of the sector's licensing conditions. That is why performance there is a matter of public interest.

## WHY THIS MATTERS

### Why this matters

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Consumidor.gov.br is the State's official public channel for resolving consumer disputes — free, nationwide, built for consumer and company to reach an agreement. What is recorded there is not market opinion: it is the outcome of a formal consumer relationship.

For the betting sector, the link is direct. The licensing rules require, among the technical criteria, a bettor-support structure based in Brazil, available at any hour — and registration on the official platform itself.

Maintaining a bettor-support structure and registering on the platform, in this sector, is not a differentiator: it is part of the licence conditions. That is why the performance observed there is of public interest, not merely a satisfaction score.

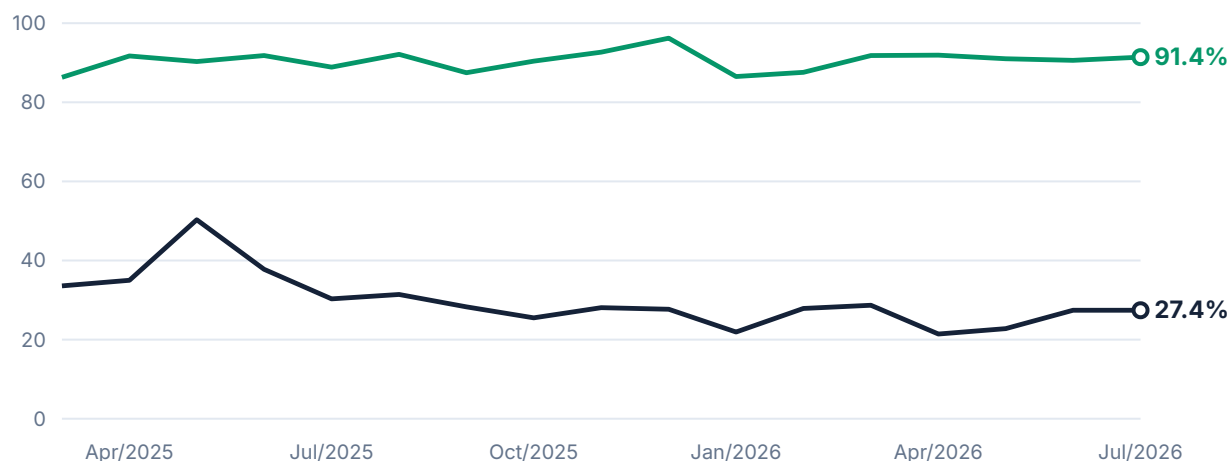
## THE CORE FINDING

### Answering is not resolving

The two curves tell the story. The response rate stays high and essentially flat throughout, even as volume triples. Resolution falls and settles at a much lower level. Contact with the consumer did not become rarer — it became less conclusive.

#### Response rate x resolution rate — Mar/2025 to Jul/2026

Monthly percentage. Resolution is calculated among complaints the consumer actually rated.



Source: official public base of consumer complaints · Prepared by VerificaBet

### Response kept up with the growth. The outcome did not.

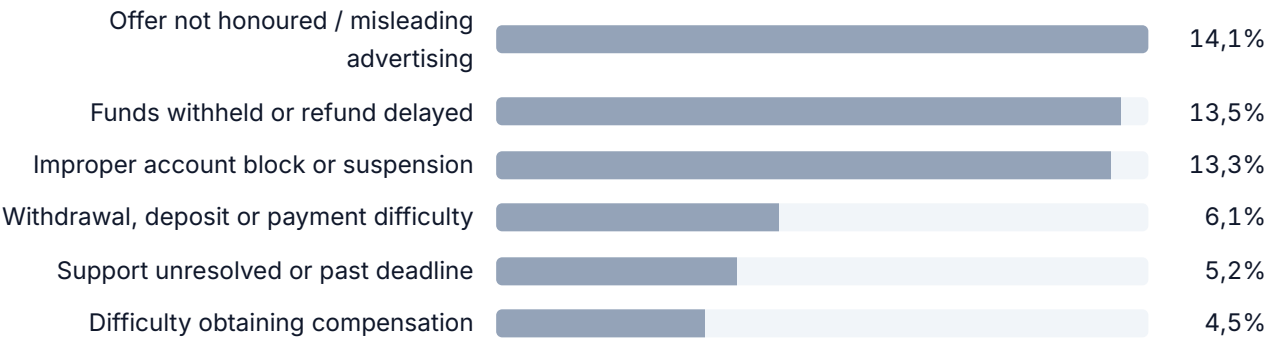
Read with care. The reference month is the month the case was CONCLUDED, not opened — complaints closing in one month may have been opened earlier. Rising volume may reflect either more disputes or wider awareness of the channel: the data does not separate the two. The most recent month tends to hold the shorter-running cases, which warrants caution at the end of the series.

## The friction is in the money

The core of the complaints is financial and about account access. Offer not honoured / misleading advertising accounts for 14.1% of records; taken together, the categories directly tied to money reach 24.1% of the total.

### Most reported problems — Mar/2025 to Jul/2026

Share of each category in the period's 17,873 records.



Source: official public base of consumer complaints · Prepared by VerificaBet

A thematic, not evidentiary, connection. The analysed base does not measure the actual withdrawal time in minutes, and “withheld/delayed funds” can have legitimate causes — identity checks, fraud prevention, self-exclusion. The overlap between the main friction and the object of the rule is relevant for public reading, but does not, on its own, prove a breach by any company.

## The segment among other sectors

Compared with the platform's highest-volume segments, betting sits among those with the lowest resolution rates. The distance to the reference sectors is substantial.

### Resolution rate by market segment — Jul/2026

Resolved among rated complaints, in the month's highest-volume segments. Betting highlighted.



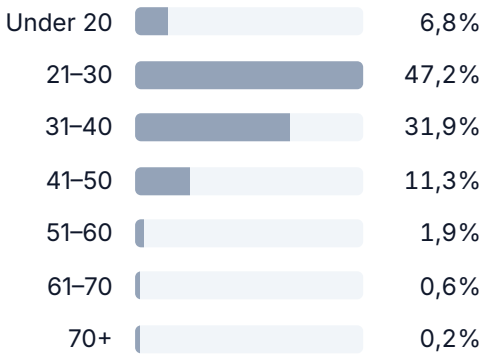
Source: official public base of consumer complaints · Prepared by VerificaBet

While Telecommunications resolves 70.2%, betting resolves 26.6%. The contrast does not depend on the measurement rule: the gap between segments holds under any basis, because all of them are measured the same way, in the same file.

## A young, mostly male audience

Almost half the consumers filing complaints are between 21 and 30 (47.2%); 85.9% are 40 or under. Men account for 82.6% of records. The age concentration is the most stable figure in the whole series.

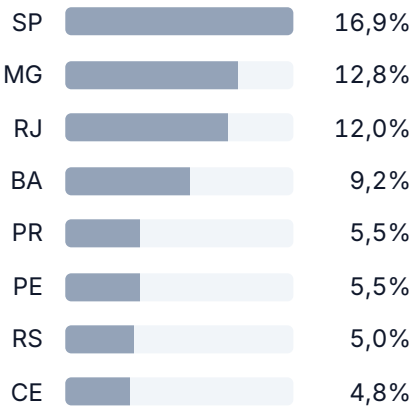
### Age group



Source: official public base of consumer complaints ·  
Prepared by VerificaBet

### Origin by state (top 8)

Raw share, not adjusted for population.



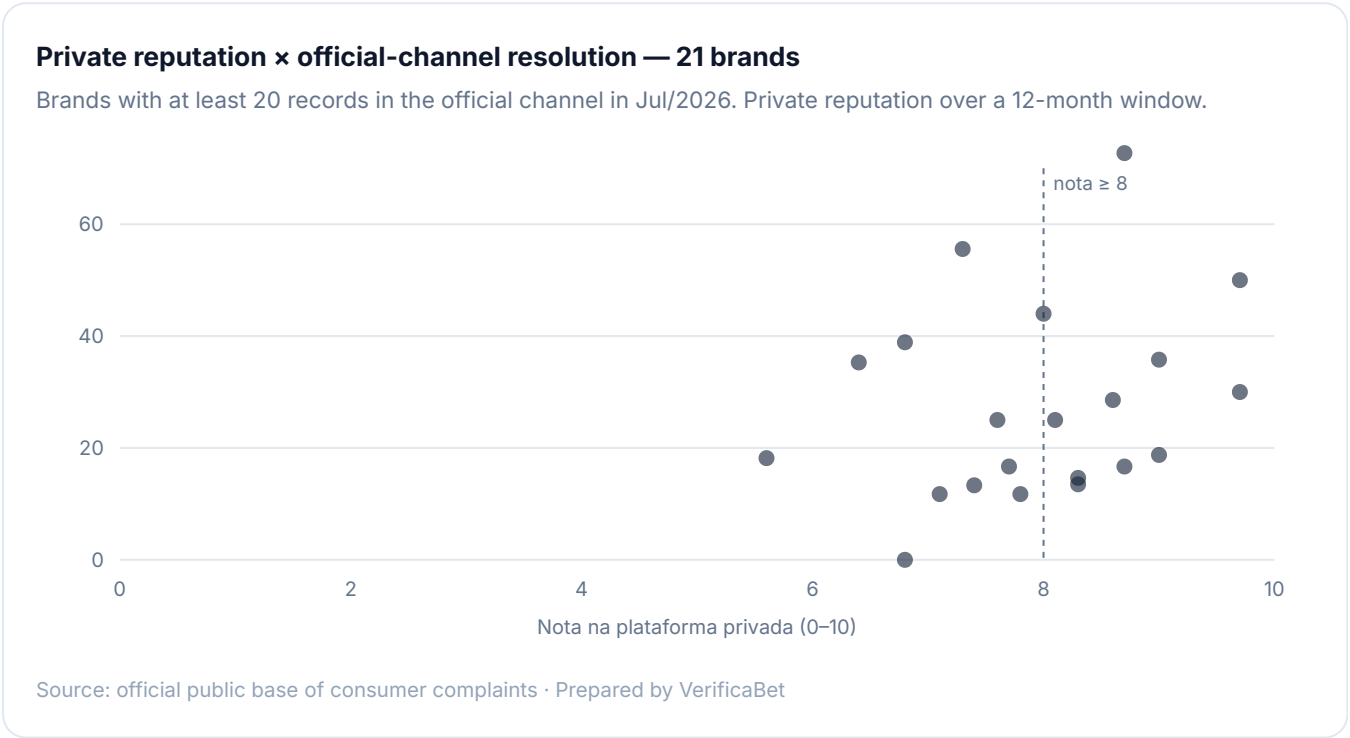
Source: official public base of consumer complaints ·  
Prepared by VerificaBet

## Official channel x reputation showcase

consumidor.gov.br and Reclame Aqui measure different things. One is the state's official dispute-resolution channel; the other a private reputation platform with its own dynamics. They are not substitutes — which is precisely why comparing them is informative.

The analysis covers 21 brands with at least 20 records in the official channel in Jul/2026 — the floor below which the rate swings too much to publish next to a company name.

Each dot is a brand: horizontal position is the private-platform score, vertical is the resolution rate in the official channel. If the two measures told the same story, the dots would form a rising diagonal.



The reading is the scatter, not a line: brands with high private scores appear across the entire range of official-channel resolution. A good private reputation does not predict the outcome in the state's channel.

## LIMITATIONS

### What the data does not say

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- Voluntary coverage. The platform hosts participating companies; the figures do not measure the sector's total disputes.
- Aggregated category. The official segment groups betting, lotteries and promotional draws; it does not isolate fixed-odds betting.
- Not proof of individual wrongdoing. It measures aggregate performance observed in an official public database; it does not assert non-compliance by any specific company.
- Change of criterion between editions. This edition dates each complaint by the month it was CONCLUDED. Edition 01 used the opening month, a field the source stopped publishing. The two series do not splice: measured by conclusion, the resolution rate comes out systematically higher across EVERY segment. The series was therefore rebuilt in full under the current criterion rather than continued.
- Start of the series. The segment only reaches meaningful volume on the platform from Mar/2025; earlier months hold a few dozen records and are excluded.

## METHODOLOGY

### Base and curation

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- Official public consumer-complaint database. Consolidation and curation: VerificaBet.
- Primary source: the public [consumidor.gov.br](https://consumidor.gov.br) database, the official consumer dispute-resolution platform maintained by Brazil's National Consumer Secretariat (SENACON / Ministry of Justice). Scope: the "Empresas de Apostas, Loterias e Promoções Comerciais" (betting, lottery and promotional-draw companies) segment. Brands are reconciled against the register of licensed operators; records whose company cannot be identified with confidence stay out of the per-brand cut and count only in segment totals.
- Rates are weighted by each brand's volume, not averages of averages. The resolution rate's denominator is only those complaints the consumer actually rated — an unrated complaint counts as neither resolved nor unresolved.
- Suggested citation: "VerificaBet, Edition 02 (Mar/2025–Jul/2026), based on public data from [consumidor.gov.br](https://consumidor.gov.br)."