Secancy industry report · November 2026

How players pay.

Deposit methods, payment rules and what they mean for casino and sportsbook operators in Latin America and Africa.

MARKETS
Brazil, Peru, Mexico, Kenya and Sub-Saharan Africa

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Summary

Players deposit the way they already pay. Regulators now use payments to shape the market.

Players deposit with the payment method they use every day. In Sub-Saharan Africa that is usually mobile money. In Brazil it has been the Pix instant payment system. In Peru and Mexico, players move between bank transfers, wallets and cash.

Payments are also becoming a main tool of regulation. Brazil set strict rules on how players may pay when its licensed market opened in 2025. In October 2026 its Central Bank told banks to block betting payments while Congress reviews a ban on fixed-odds betting.

We recommend that operators choose payment methods market by market, design the deposit page for a low-cost phone, and treat payment rules as part of compliance from the first day.

US$2 trillion+

Mobile money transaction value worldwide in 2025

GSMA, 2026 [1]

About 40%

Adults in Sub-Saharan Africa with a mobile money account, 2024

World Bank Global Findex 2025 [3]

54.7%

Share of Brazil's payment transactions made by Pix, second half of 2025

Banco Central do Brasil [4]

R$37 billion

Gross gaming revenue of Brazil's licensed betting market in 2025, its first year

SPA, via iGaming Business [5]

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01 · Players

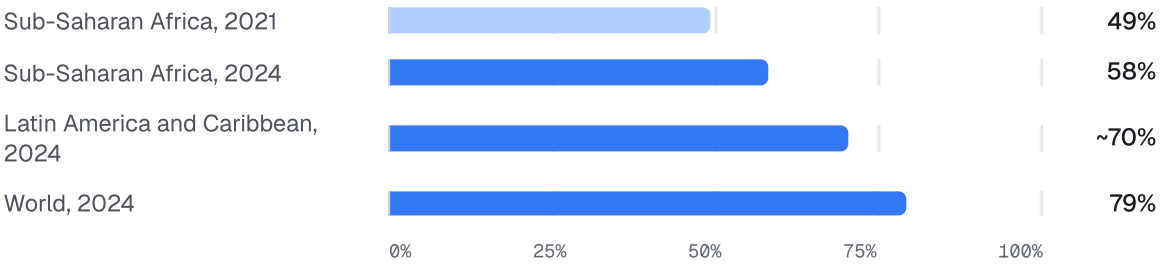
Players deposit with the method they use every day.

More adults now hold an account they can use from a phone. Which account that is depends on the market.

The World Bank's Global Findex 2025 reports that account ownership worldwide rose from 51% of adults in 2011 to 79% in 2024.[3] In Sub-Saharan Africa it rose from 49% in 2021 to 58% in 2024. In Latin America and the Caribbean, about 70% of adults now have an account.[2]

Adults with an account, by region

Share of adults aged 15+ with a bank, financial institution or mobile money account



Source: World Bank, Global Findex 2025.[2, 3] Latin America figure is reported as "about 70%".

The phone is the common thread

Worldwide, 86% of adults own a mobile phone, although smartphones are less common in some regions than others.[3] For most players in these markets, the deposit page is a phone screen. Many of those phones are entry-level devices on slower connections.

Cash habits remain strong

In every region, the habit of paying in cash is the most common reason people give for not paying merchants digitally.[3] Payment methods that turn cash into a digital deposit, such as vouchers and agent top-ups, still matter for many players.

> What this means for operators
>
> A deposit page that only accepts cards will miss a large share of players in both regions. The right mix starts with how people in each market already pay for phone credit, shopping and bills.

02 · Africa

In Sub-Saharan Africa, mobile money is the main wallet.

Mobile money passed US$2 trillion in transaction value in 2025. The first trillion took 20 years. The second took four.[1]

The GSMA's State of the Industry Report on Mobile Money 2026 counts 2.3 billion registered accounts worldwide in 2025, up 268 million in one year. Sub-Saharan Africa was the source of most new registered and active accounts.[1]

2.3 billion	593 million	25.7%
Registered mobile money accounts worldwide, 2025	Accounts used in the last 30 days, up 15%	Monthly usage rate, the highest since 2021

The World Bank finds that about 40% of adults across the four subregions of Sub-Saharan Africa have a mobile money account. The region also has the largest share of adults whose only account is mobile money.[3] For those players, a casino or sportsbook without mobile money has no way to take a deposit.

Player safety is part of the payment flow

The same research points to risks that a well-designed deposit page can reduce. Only about half of mobile money account owners in Sub-Saharan Africa have a password on their phone. Only half of those who sent money to the wrong person got it back.[3] Clear confirmation screens, the operator's name on every payment prompt and a simple refund route all help.

Kenya shows how tax follows the wallet

Kenya's Gambling Control Act 2025 came into force on 26 August 2025. It created the Gambling Regulatory Authority of Kenya to replace the Betting Control and Licensing Board.[9] Under the Finance Act 2025, a 5% withholding tax applies to withdrawals from betting wallets, replacing a 20% tax on winnings. The tax applies whether a withdrawal is profit or the player's own stake.[10]

> What this means for operators
>
> In mobile money markets, the payment flow carries tax, limits and player protection. Show every charge before the player confirms, and check the current rules with local counsel before launch, as they continue to change.

03 · Latin America

In Latin America, instant transfers and cash sit side by side.

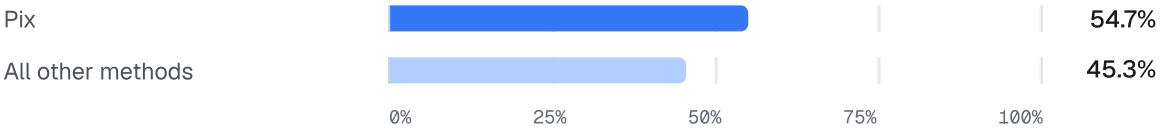
Instant bank transfers lead in Brazil. Elsewhere in the region, players move between bank transfers, wallets and cash, often in the same week.

Brazil: one system for most payments

Pix, the instant payment system run by the Banco Central do Brasil, handled 54.7% of all payment transactions in Brazil in the second half of 2025. That was 42.9 billion Pix transactions in six months.[4] When Brazil's licensed betting market opened, Pix was the method most players already knew.

Pix share of payment transactions in Brazil

Second half of 2025, share of all payment transactions by number



Source: Banco Central do Brasil, as reported in April 2026.[4]

Peru: a licensed market with mixed methods

Peru's online gaming law, Law 31557, took effect in February 2024 under the Ministry of Foreign Trade and Tourism (MINCETUR). The ministry received 145 licence applications in the first 30 days.[11] Based on the published payment pages of licensed brands, the common options are internet banking transfers, QR code wallets linked to bank accounts, and cash top-ups at agents and shops.

Mexico: bank transfers and cash vouchers

Payment providers describe Mexican online payments as split between bank transfers through the SPEI system, cards and cash vouchers paid at convenience stores.[12] Published estimates of each method's share vary widely, so we do not quote one here.

> What this means for operators
>
> Cash vouchers let players without a bank card deposit online. They need clear instructions, a code that is easy to type on a small screen and a fast confirmation once the player has paid.

04 · Brazil case study

Brazil shows that payment rules are now regulation.

Brazil built its licensed betting market around a short list of approved payment methods. Two years later, the same payment rails became the tool used to stop it.

April 2024

Ordinance SPA/MF 615/2024 limits betting payments to Pix, TED bank transfers, and debit or prepaid cards. Cash, boletos, cheques, crypto, credit cards and third-party payments are not allowed.[8]

1 January 2025

The licensed market opens. In its first year, 25.2 million people bet with 79 licensed companies, and gross gaming revenue reaches R$37 billion, about US$7 billion.[5]

25 September 2026

Provisional Measure 1.394/2026 prohibits the operation, offer, intermediation and advertising of fixed-odds betting in Brazil, and amends Law 14.790/2023.[6]

2 October 2026

Central Bank Resolutions 595, 596 and 597 require banks and payment institutions to block TED, boleto and Pix transactions for fixed-odds betting. Transactions needed to close operations and return funds to players are exempt for TED and Pix.[7]

5 November 2026

Congress has received 99 amendments. The joint committee that reviews the measure has not yet been installed.[6]

23 November 2026

The first period for Congress to consider the measure ends. Under the Constitution it can be extended by 60 days.[6]

> **What this means for operators**
>
> We make no prediction about the outcome in Brazil. The lesson for other markets is practical. When a regulator controls which payment methods may reach an operator, payment design and compliance become one project. Operators in Brazil should take local legal advice.

05 · Market snapshot

Five markets, five payment mixes.

Common deposit methods and the regulatory position in each market, as of 5 November 2026.

MARKET	COMMON DEPOSIT METHODS	REGULATORY POSITION
Brazil	Pix, TED bank transfers, debit and prepaid cards, as allowed by the 2024 ordinance.[8]	Licensed market since 1 January 2025. Provisional Measure 1.394/2026 prohibits fixed-odds betting and is under review by Congress. Banks must block Pix, TED and boleto payments for betting.[6, 7]
Peru	Internet banking transfers, QR code wallets, cash top-ups at agents and shops.	Licensed by MINCETUR under Law 31557, in force since February 2024.[11]
Mexico	SPEI bank transfers, cards, cash vouchers at convenience stores.[12]	Federal permits under a gaming law from 1947. Rules and taxes changed in 2026, so take local legal advice on the current position.
Kenya	Mobile money, with betting wallets funded and withdrawn by phone.[10]	Gambling Control Act 2025 in force since 26 August 2025, with a new regulator. A 5% withholding tax applies to betting wallet withdrawals.[9, 10]
Sub-Saharan Africa	Mobile money is the most common account for many adults. Bank accounts and cards follow.[1, 3]	Rules vary by country. Check each market separately.

Deposit methods for Peru are based on the published payment pages of licensed brands and are indicative. This table is general information and does not replace legal advice in each market.

79
Licensed companies in Brazil's first year[5]

145
Licence applications in Peru in the first 30 days[11]

5%
Kenyan withholding tax on betting wallet withdrawals[10]

06 · What we recommend

Six steps for a deposit page that works in your market.

1 **Start with the methods players already use.**
List the three ways people in each market most often pay for phone credit, shopping and bills. Launch with those, then add more based on your own data.

2 **Design the deposit page for a low-cost phone.**
Test every method on a real entry-level device and a slow connection before launch. Most of your players will deposit this way.

3 **Show limits, fees and waiting times first.**
Tell the player what a method costs and how long it takes before they enter an amount. In Kenya, that includes the tax on withdrawals.

4 **Offer a second method when a deposit fails.**
A failed deposit should lead to another method on the same screen, with the amount already filled in.

5 **Treat payment rules as compliance.**
Keep a dated record of which methods each regulator allows, and review it every quarter. Make sure you can switch a method off quickly if the rules change.

6 **Build responsible gaming into the payment flow.**
Deposit limits, clear confirmations and the operator's name on every payment prompt belong on the deposit page itself.

Questions to ask your platform provider

Which local methods are live in this market today? What does the player see when a deposit fails? How quickly can a method be switched off if a regulator requires it?

About Secancy

A platform built for local payments.

Secancy is an iGaming platform provider for operators in Latin America, Africa and beyond. Its white label and turnkey solutions combine casino, live casino, sportsbook and in-house crash and instant games. The platform offers 10,000+ games from 100+ providers, 50+ local and crypto payment methods, and a complete back office. White label partners launch under Secancy's licence in 4 to 6 weeks.

To discuss payments for your market, book a 30-minute call at secancy.com/contact or email sales@secancy.com.

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