

# What are the Most Popular Devices Used for Online Gambling in India?

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By Vipin PG | Published June 30, 2020 | Updated January 4, 2026 | Format: Article | 3 min read

## In brief

The online gambling industry in India has opened up over the last few years, and this is highlighted by the spike in revenue. The government began tracking the sector's growth in 2015 and found that it has been rising at a rate of 20 percent each year.

The online gambling industry in India has opened up over the last few years, and this is highlighted by the spike in revenue. The government began tracking the sector's growth in 2015 and found that it has been rising at a rate of 20 percent each year. Projections suggest the market could be worth in excess of US\$1 billion by 2021.

With 80 percent of Indians said to gamble at least once a year, the preferred devices for accessing online gambling platforms vary greatly. Here are some of the most popular choices for Indian players in 2020.

## Xiaomi

Smartphones have boosted the online gambling industry massively, and now the portable devices are the most popular way to access betting sites and online casinos. Of course, iGaming developers and operators have tweaked their products to be able to deliver a seamless experience on mobile as well. aGenesis Casino, a well-known online casino in India, has a state of the art mobile app which uses HTML5 coding to fit the desktop pages to the smaller screen. Players can play table games as well as the live casino options and slots while on the move. This is a common trend at modern online casinos, which are putting a heavy focus on their mobile content.

When it comes to the most popular smartphones for Indian players to access sites like these, Xiaomi is leading the way. Throughout 2019 and 2020, the Chinese brand has held more than 25 percent of the market share, with Vivo, Samsung, Realme, and Oppo making up the list of other main providers. There is a wide range of Xiaomi devices to choose from, with the Xiaomi Mi 9 holding the highest ratings at numerous tech sites.

This model has been succeeded by the newer Mi 10, but the state-of-the-art release comes in at a much higher price point. This should mean that the previous version remains a more popular choice until future generations are released, thus pushing the price down on the older models further. Other popular Xiaomi lines include the Note and the Redmi.

## HP

Laptops are another popular way to access online gambling options in India. When it comes to leading brands, Lenovo is currently ruling the roost. The company had the highest market share in Q2 and Q3 of 2019 with 46.2 percent and 28.5 percent respectively. HP has been more successful over a longer period, though, with a market share of over 25 percent in every quarter since 2017 except Q2 of 2019.

When it comes to choosing a particular device from either of these leading providers, there are countless options. Both offer budget-friendly choices or higher-end models with more processing power. For online gambling, a cheaper device would be sufficient, as the games don't require high specs. One of the cheapest HP laptops available right now is the HP Chromebook. Lenovo's value pick is the ThinkBook 13s.

The device of choice for gambling in India is the smartphone, as they are more accessible to more of the population than laptops. When it comes to the preferred brand, Xiaomi is the clear winner. Those who would rather play on laptops, on the other hand, tend to go for Lenovo or HP products.

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