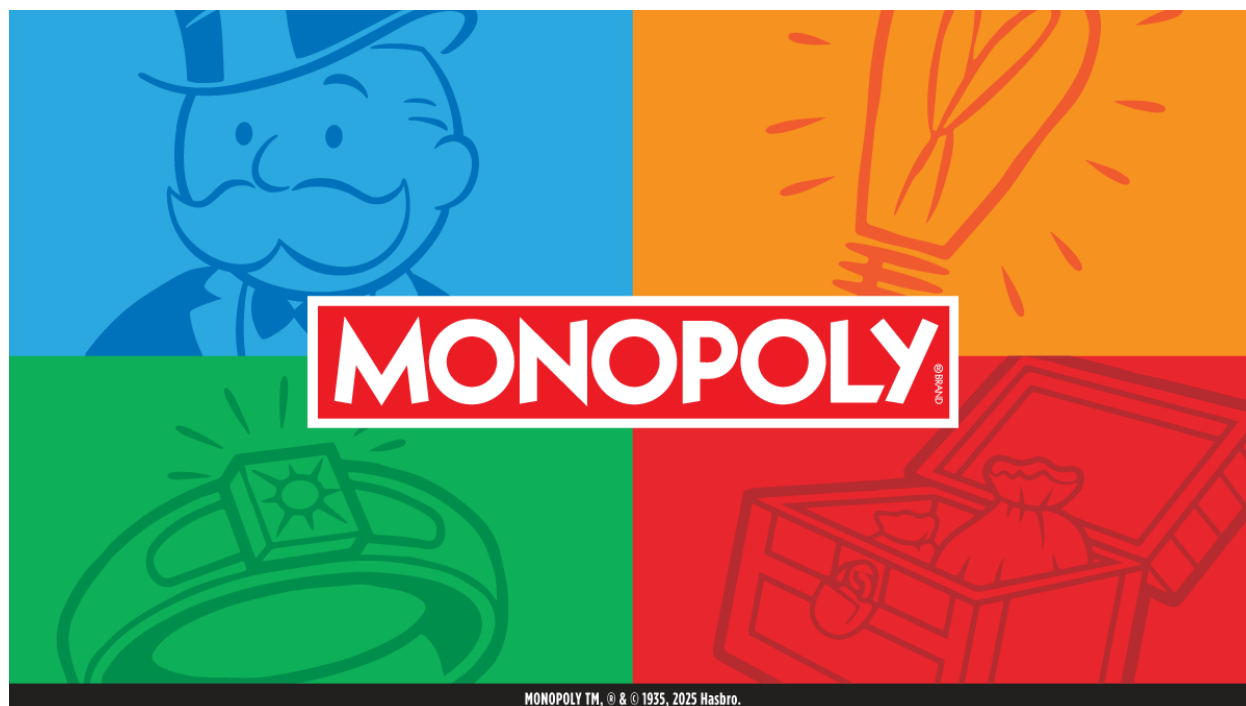


**Insights/Opinion**

**MONOPOLY rolls on as lottery's top-performing omnichannel brand**

7th January 2026 9:00 am



MONOPOLY TM, ® & © 1935, 2025 Hasbro.

***The world's most played board game keeps collecting wins – 90 years and counting***

Since bursting onto the board game scene in 1935, *MONOPOLY* has become one of the most recognizable brands in the world. The classic game has been played by an estimated 500 million “real estate moguls” in a multitude of languages – making it the most-played board game on the planet.

Billions of Chance and Community Chest cards later, the Florida Lottery rolled the dice on the industry's first *MONOPOLY*-themed scratch-off game in 1996. Three decades later, *MONOPOLY* remains the perennial top-performing brand for lotteries, entertaining players with ways to win in an iconic, brand immersive experience.

**\$10**

# MONOPOLY

## SECRET VAULT

FLORIDA Lottery

**OVER \$176 MILLION IN PRIZES!**

**OVER \$61,000,000 IN PRIZES FROM \$50 TO \$500!**

**WIN UP TO \$2,000,000!**

PLAY INSTRUCTIONS ON BACK.

<b>\$10 BONUS</b>	<b>\$20 BONUS</b>	<b>\$50 BONUS</b>	<b>\$100 BONUS</b>	<b>\$500 BONUS</b>
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WINNING VAULT NUMBERS

YOUR NUMBERS

▲▲	▲▲	▲▲	▲▲	▲▲
▲▲	▲▲	▲▲	▲▲	▲▲
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**WIN UP TO 20 TIMES!**

Prizes, including the top prizes, are subject to availability at time of ticket purchase.

“All these years, our players continue to enjoy *MONOPOLY*-themed Lottery games as a core offering in Florida. The brand images are highly recognizable, and its appeal is timeless,” said **Justin Rock, Florida Lottery Deputy Secretary – Product, Research and Sales**. “Because of the brand’s built-in fun and familiarity, our product managers have worked with Scientific Games over the decades to offer entertaining *MONOPOLY* games featuring various playstyles and different price points—even families of games which have proven to perform very well to benefit education in Florida. It’s not a surprise *MONOPOLY* continues to be a top brand in our product portfolio today.”

With the board game passing GO on its 90<sup>th</sup> anniversary this year, the brand has amassed fortunes for the lottery industry—an estimated US\$20.3 billion in total retail sales globally. At press time, 52 lotteries in seven countries have launched a total of 553 *MONOPOLY* games over the years. In fiscal year 2025 alone, 33 lotteries offered

*MONOPOLY*-themed omnichannel games with more than \$2 billion in retail and digital sales.

“*MONOPOLY* has the rarest of brand staying power. It’s been the No. 1 selling brand nearly every year since it appeared in the lottery category,” says Tina Hoover, VP of Licensing for Scientific Games. The global lottery company offers more than 100 pop culture, sports and entertainment brands in its portfolio, working with Hasbro to create classic, yet fresh, *MONOPOLY* experiences for lottery players.

As with all brands in its licensed portfolio, Scientific Games Licensing conducts extensive consumer research. *MONOPOLY* consistently ranks the highest across all players in the key metrics of intent to purchase, likeability and familiarity.

“Hasbro has done a fantastic job of keeping the *MONOPOLY* brand relevant with new features and new, creative versions of the board game,” adds Hoover. “The brand is recognized by generations, and our creative teams have taken that same approach to lottery games—continually elevating game design, play mechanics and enhancements.”



### A Winning Strategy Across Price Points

Over the years, *MONOPOLY*-themed games have grown in popularity across various price points from \$1 to \$50. In fiscal year 2025 worldwide, the most *MONOPOLY* games sold at the \$5 price point, but \$20 games led the way in total retail sales, generating more than \$554 million in revenue for lotteries.



Families of themed *MONOPOLY* games created by Scientific Games have been embraced by players who can scratch games featuring the familiar brand at multiple price points.

“*MONOPOLY* has been an integral part of the Ohio Lottery’s scratch-off portfolio. We typically have at least one *MONOPOLY* game available throughout the year. For over 30 years, we have offered *MONOPOLY* at individual price points as well as several families of games,” said **Ohio Lottery Director Michelle Gillcrist**. “Players in Ohio love our *MONOPOLY*-themed games as they all over-index at each price point. Our players consider the *MONOPOLY*-themed game(s) as a staple in our portfolio, just like our *Cash Explosion* game show tickets.”

At higher price points, lotteries are opting to offer more value in the instant game play experience with *Strategic Product Enhancements* like *Sparkle* (dazzling holographics or foils incorporated into graphics and play area), *Platinum* (mirror-like effects) and *HD Games* (high-definition play symbols)—all creating a premium, modern play experience. Vibrant *Fluorescent* inks and even the company’s *Understand* enhancement (offering instructions in both English and Spanish) have been applied to *MONOPOLY* instants.

## Omnichannel Excitement and Innovation

Fast Play games from \$1 to \$20 are also growing in popularity, with innovative lotteries launching *MONOPOLY*-branded Fast Play and scratch games together—and eInstants where permitted—to deliver omnichannel options for players to get their game on.



“This brand is perfect for lottery games of any kind; everyone knows the object of the game is piling up money and everyone knows how to play *MONOPOLY*,” says Hoover.



In 2021, the Pennsylvania Lottery was the first to launch a *MONOPOLY* Fast Play game. Since then, players in Arizona, Iowa, Indiana (Hoosier), Louisiana, Maine, Maryland and Oklahoma have enjoyed games ranging from \$1 to \$20 themed to the classic brand.

"There's such a sense of nostalgia that people have with *MONOPOLY*, so it's no surprise that it continues to produce strong sales," said **Maryland Lottery Director of Product Development Kate Airey**. "As the gaming and entertainment landscapes become more crowded over time, consumers have a tendency to return to brands they know and love. *MONOPOLY* has produced a lot of winning experiences in Maryland, both with instant prizes and second-chance promotions, so it's become an important part of our portfolio."



With its iconic imagery, the *MONOPOLY* brand has moved seamlessly to instant games like *MONOPOLY Secret Vault* and *MONOPOLY Property Payout* created by Scientific Games digital game specialists. Featuring progressive jackpots, bonus games and multipliers, iLottery games are delivering digital experiences beyond the board game creators' imaginations. One of Pennsylvania Lottery's most recent omnichannel launches featured *MONOPOLY Secret Vault* scratch, Fast Play and instant games.

"It's truly incredible that *MONOPOLY* branded games just keep getting more exciting," shares Hoover. "We are already starting to see a strong game line up for 2026."

### **Still Rolling Strong**

"*MONOPOLY* was the Colorado Lottery's very first licensed Scratch game," said Colorado Lottery Senior Director Tom Seaver. "Our *MONOPOLY*-themed family of Scratch games has shown consistent appeal over time."



And so, the fun rolls on with more players around the world experiencing this recognizable brand in a lottery experience that brings back memories—and opportunities to win.

*This article originally appeared in NASPL Insights in December 2025 and has been republished with permission.*

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