At The National College, our WakeUpWednesday guides empower and equip parents, carers and educators with the confidence and practical skills to be able to have informed and age-appropriate conversations with children about online safety, mental health and wellbeing, and climate change. Formerly delivered by National Online Safety, these guides now address wider topics and themes. For further guides, hints and tips, please visit nationalcollege.com.

What Parents & Educators Need to Know about

SKIN BETTING

WHAT ARE THE RISKS?

'Skin betting' is the term used when players gamble using virtual in-game items, such as weapon 'skins' or character cosmetics. Although these items appear purely decorative, some can hold significant real-world value. Research suggests that children as young as 13 have engaged in this type of betting, often on sites with limited age checks or safeguards, blurring the line between gaming and gambling.

UNREGULATED PLATFORMS

Skin gambling typically takes place on third-party websites that are not licensed or regulated. These platforms often lack age verification, making them easily accessible to children. By linking their gaming accounts, users can deposit skins, place bets, and withdraw winnings as cash or higher-value items – often without adults being aware these activities are happening.

REAL-WORLD VALUE

Skins may look like simple cosmetic upgrades to in-game items and characters, but some are worth hundreds or even thousands of pounds. They can be traded or sold on online marketplaces, meaning they function much like real money. When young people bet with skins, they are risking items of genuine financial value, even if no physical cash is exchanged directly.

INFLUENCER PROMOTION

Some gaming influencers and streamers have promoted skin betting sites in their content. This can make the behaviour appear normal or even desirable, potentially encouraging younger audiences to engage in these activities without fully understanding the risks involved.

SOCIAL STATUS PRESSURE

In games such as Counter Strike: Global Offensive (CS:GO) and Fortnite, rare skins can act as status symbols. Young players may feel the pressure to own high-value items to fit in with peers. This can lead them to take risks – such as using gambling sites – to obtain desirable skins, similar to how branded goods can influence behaviour offline.

LIMITED OVERSIGHT

Skin betting can take place both in-game and on external websites that parents and educators may not be familiar with. Because skin betting does not always resemble traditional gambling, it can go unnoticed until significant losses have occurred, in both items or money.

GATEWAY BEHAVIOURS

Skin betting mirrors many aspects of traditional gambling, including chance-based outcomes, reward systems and excitement. Early exposure to these mechanics can normalise betting behaviours before children and young people even reach legal gambling age. Research indicates that this may increase the likelihood of developing unhealthy habits later, particularly if early wins create a false sense of control or skill.

Advice for Parents & Educators

UNDERSTAND IN-GAME ITEMS

Familiarise yourself with the games young people are playing and learn whether they include tradable or sellable items. Titles like CS:GO and Rust are known for skin marketplaces, but similar systems are increasingly common across games.

LOOK FOR WARNING SIGNS

Be alert to changes in behaviour, such as secrecy around gaming, a strong focus on acquiring specific skins, or a sudden loss of in-game items. These could indicate involvement in skin gambling and provide an opportunity to start a conversation about it.

DISCUSS VALUE AND RISK

Help children and young people understand that cosmetic items like skins can carry real-world value. Explain that losing them through betting is comparable to losing money, therefore reinforcing the connection between in-game actions and real financial consequences.

USE CONTROLS AND SAFEGUARDS

Make use of parental controls and platform settings to restrict trading, purchases, and access to external websites. Where possible, disable marketplace features on games and monitor young people's account activity to reduce the risk of unauthorised transactions.

Meet Our Expert

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See full reference list on our website

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