Euromonitor International

The World Market for Professional Sports

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NFL and top European football dominate the live attendance landscape
Motorsport sets the bar for live event attendance
Ticket price growth means increasing financial commitment for fans
Instagram and TikTok dictate social media trends for leagues and teams
Football continues its global dominance, with new names emerging
Football stars drive global attention mostly through Instagram platform
Four industries responsible for one-third of total sponsorship deals
Share of foreign sponsorships point towards competition’s global appeal
Sportswear and drinks brands retain leading positions in sponsorships
Sports fans increasingly looking for personalised experiences

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