



Euromonitor
International

The World Market for Professional Sports

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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

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Sportswear and drinks brands retain leading positions in sponsorships

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