



Euromonitor  
International

# The World Market for Professional Sports

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Table of Contents

## THE WORLD MARKET FOR PROFESSIONAL SPORTS

Our expert's view of Sports in 2025

## THE WORLD MARKET FOR PROFESSIONAL SPORTS

Sports snapshot

Key findings

### INTRODUCTION

Professional Sports industry in 2025

Top five trends in Sports

Top five trends uncovered

Drivers of consumer markets and impact on Sports industry

Adjacent industries and how they impact the Sports industry

### STATE OF THE INDUSTRY

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

### INDUSTRY SNAPSHOTS

Industry snapshot: Apparel and footwear

Industry snapshot: Finance and insurance

Industry snapshot: Technology, media, telecom (TMT)

### CONCLUSION

SWOT analysis for world market for professional sports

Opportunities for growth

Our expert's view of Sports to 2030

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