



# The Evolution of Football 2020-2030

March 2023

Table of Contents

## INTRODUCTION

Scope

Key Findings

## THE CURRENT STATE OF PLAY

2020-2030 is a decade unlike any other for football

Football shaped by population change

Global football attendances remain strong

Engagement in domestic football peaks in Europe but sizable elsewhere

Football in the US facing an all-time peak at the 2026 World Cup

Commercial strategy success relies on historic and current on-pitch performance

The habits and behaviours of Gen Z and millennials online will steer engagement strategy

Marketing teams need to have their finger on the pulse to engage fans online

Facebook still the home of Bundesliga fans, yet TikTok and Instagram continue to gain ground

PSG shows that top teams are placing more emphasis on TikTok growth strategies in 2023

As in Europe, TikTok in Latin America sees exponential growth across key leagues

Converting Women's International tournament energy into domestic support

Top spenders in European football

Sponsorship valuation in the top five leagues: 2022-2026

The link between local companies and football teams

Brands competing on the pitch

Key takeaways

## KEY TRENDS SHAPING THE FUTURE OF FOOTBALL

Opportunities as football looks towards 2030

Redefining the premium hospitality experience

Technologies that are shaping fan journeys in football

Gaming and esports represent both a threat and an opportunity

The inescapable politics of football

Keeping politics and social issues at the heart of the game

New voices for new fans: The continued rise of Football YouTubers

Marching towards the metaverse

Virtual sports merchandise spurred on by the fashion industry

Three takeaways defining the coming years

## KEY CONSIDERATIONS FOR BRANDS

Three key areas that will undergo change by 2030

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/the-evolution-of-football-2020-2030/report](http://www.euromonitor.com/the-evolution-of-football-2020-2030/report).