

Global Sports Sponsorship Market Size study, by Type (Club and Venue Activation, Others, Signage, Digital Activation), by Sports (Football, Hockey, Cricket, Others), by Application (Competition Sponsorship, Training Sponsorship, Others) and Regional Forecasts 2022-2032

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Abstracts

Global Sports Sponsorship Market is valued approximately at USD 79.13 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 7.22% over the forecast period 2024-2032. Sports sponsorship creates a strong bond between commercial interests and athletic endeavors. It encompasses monetary assistance, brand recognition, and strategic alliances that enable each party to accomplish its own objectives. Sponsorship has evolved into a crucial growth engine for everything from international athletic events to neighborhood community leagues, enabling a connection where athletes and organizations prosper, and businesses expand their reach and reputation. Sports sponsorship has become a way for businesses to interact with a variety of audiences, foster brand loyalty, and associate themselves with the enthusiasm and fervor that characterize the world of sports in this period of increased competitiveness and consumer involvement.

The Global Sports Sponsorship Market is driven by sports' enormous attraction and popularity around the world. Sports have a unique talent for involving audiences and connecting cultural and geographic divides. Millions of people watch major sporting events including the Olympics, FIFA World Cup, Super Bowl, and Formula 1 races each year, providing sponsors with a unique platform to promote their brands to a wide audience. Furthermore, the growing commercialization of sports has heightened the demand for sponsorship opportunities. The financial support of leagues, sports teams, individual athletes, and the enhancement of the fan experience is largely dependent on

sponsorships. Sponsors now seek exclusive associations and the right to link their brands to the most well-known sporting franchises, creating a competitive environment that drives the growth of the global sports sponsorship market. Additionally, the changing customer behavior and communication patterns are significant drivers. Fans are more connected to and engaged with their favorite sports and players than ever before, due to the growth of digital media and social networks. This shift has provided sponsors with new avenues to connect with their target audience through social media marketing, influencer partnerships, and immersive digital experiences. Moreover, there has been a notable shift towards purpose-driven partnerships within the sports sponsorship market. Companies are increasingly aligning their brands with values and social causes that resonate with consumers. Sponsors now focus on promoting diversity and inclusion initiatives, environmental efforts, and community development activities to generate favorable brand perception and connect with socially conscious consumers. However, high investment costs and infrastructure challenges is going to impede the overall demand for the market during the forecast period 2024-2032.

The key regions considered for the Global Sports Sponsorship Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. In 2023, Europe is predicted to dominate the sports sponsorship industry with the largest market share during the forecast period (2023-2032). The widespread acceptance of football as a sport in Europe is a key driver for the sports sponsorship market in the region. Major European football leagues such as the Premier League in England, Bundesliga in Germany, La Liga in Spain, and Serie A in Italy attract significant media exposure and sponsorship investments. Companies compete fiercely for associations with top teams, renowned athletes, and major competitions, including the FIFA World Cup and UEFA Champions League. Furthermore, the market in Asia Pacific is anticipated to develop at the fastest rate over the forecast period 2024-2032.

Major market players included in this report are:

Castrol India Limited
Electronic Arts Inc
Red Bull GmbH
Anheuser-Busch InBev SA/NV
ASICS Corporation
Macron S.p.A.
Puma SE
Adidas AG
Nike, Inc

PepsiCo, Inc

The detailed segments and sub-segment of the market are explained below:

By Type:

- Club and Venue Activation
- Others
- Signage
- Digital Activation

By Sports:

- Football
- Hockey
- Cricket
- Others

By Application:

- Competition Sponsorship
- Training Sponsorship
- Others

By Region:

North America

- U.S.
- Canada

Europe

- UK
- Germany
- France
- Spain
- Italy
- ROE

Asia Pacific

- China
- India
- Japan
- Australia
- South Korea
- RoAPAC

Latin America

- Brazil
- Mexico

Middle East & Africa

- Saudi Arabia
- South Africa
- RoMEA

Years considered for the study are as follows:

- Historical year – 2022
- Base year – 2023
- Forecast period – 2024 to 2032

Key Takeaways:

- Market Estimates & Forecast for 10 years from 2022 to 2032.
- Annualized revenues and regional level analysis for each market segment.
- Detailed analysis of geographical landscape with Country level analysis of major regions.
- Competitive landscape with information on major players in the market.
- Analysis of key business strategies and recommendations on future market approach.
- Analysis of competitive structure of the market.
- Demand side and supply side analysis of the market

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