

Global Sports Sponsorship Market Research Report 2025(Status and Outlook)

<https://marketpublishers.com/r/G6382727E8EAEN.html>

Date: August 2025

Pages: 154

Price: US\$ 3,200.00 (Single User License)

ID: G6382727E8EAEN

Abstracts

Report Overview

Sports sponsorship refers to a financial or in-kind investment by a brand or organization in a sports team, athlete, league, or event to gain visibility, enhance brand image, and engage with target audiences. It includes various forms, such as jersey branding, stadium naming rights, event partnerships, and athlete endorsements, leveraging the emotional connection and broad reach of sports to create marketing opportunities. The market has evolved beyond traditional advertising, incorporating digital activations, fan engagement strategies, and data-driven partnerships to maximize ROI. Brands across industries—from automotive and apparel to finance and technology—compete for high-profile sponsorships, often aligning with sports properties that resonate with their customer demographics. The rise of esports and women's sports has further expanded sponsorship opportunities, while regulatory scrutiny and shifting consumer expectations around corporate social responsibility are influencing sponsorship strategies.

The global Sports Sponsorship market size was estimated at USD 40044.0 million in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 5.50% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Sports Sponsorship market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the

industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Sports Sponsorship market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Sports Sponsorship market.

Global Sports Sponsorship Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Coca-Cola
Nike
Adidas
PepsiCo
Emirates
InBev
Red Bull
Samsung
Visa

Toyota
Audi
McDonald's
General Electric
Under Armour
Mastercard
BMW
Gatorade
Ford
Reebok
Chevrolet
Puma
Heineken
Sony
AT&T
IBM
Nestle
Accenture
Huawei
Allianz
American Express
Market Segmentation (by Type)
Athlete Sponsorship
Organization Sponsorship
Event Sponsorship
Market Segmentation (by Application)
Soccer
Baseball
Basketball
American Football
Hockey
Others

Geographic Segmentation

North America (USA, Canada, Mexico)
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)
South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the Sports Sponsorship Market
Overview of the regional outlook of the Sports Sponsorship Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Sports Sponsorship Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the

industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Sports Sponsorship, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of Sports Sponsorship
- 1.2 Key Market Segments
 - 1.2.1 Sports Sponsorship Segment by Type
 - 1.2.2 Sports Sponsorship Segment by Application
- 1.3 Methodology & Sources of Information
 - 1.3.1 Research Methodology
 - 1.3.2 Research Process
 - 1.3.3 Market Breakdown and Data Triangulation
 - 1.3.4 Base Year
 - 1.3.5 Report Assumptions & Caveats

2 SPORTS SPONSORSHIP MARKET OVERVIEW

- 2.1 Global Market Overview
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 SPORTS SPONSORSHIP MARKET COMPETITIVE LANDSCAPE

- 3.1 Company Assessment Quadrant
- 3.2 Global Sports Sponsorship Product Life Cycle
- 3.3 Global Sports Sponsorship Revenue Market Share by Company (2020-2025)
- 3.4 Sports Sponsorship Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.5 Sports Sponsorship Company Headquarters, Area Served, Product Type
- 3.6 Sports Sponsorship Market Competitive Situation and Trends
 - 3.6.1 Sports Sponsorship Market Concentration Rate
 - 3.6.2 Global 5 and 10 Largest Sports Sponsorship Players Market Share by Revenue
 - 3.6.3 Mergers & Acquisitions, Expansion

4 SPORTS SPONSORSHIP VALUE CHAIN ANALYSIS

- 4.1 Sports Sponsorship Value Chain Analysis
- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF SPORTS SPONSORSHIP MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Industry News

5.4.1 New Product Developments

5.4.2 Mergers & Acquisitions

5.4.3 Expansions

5.4.4 Collaboration/Supply Contracts

5.5 PEST Analysis

5.5.1 Industry Policies Analysis

5.5.2 Economic Environment Analysis

5.5.3 Social Environment Analysis

5.5.4 Technological Environment Analysis

5.6 Global Sports Sponsorship Market Porter's Five Forces Analysis

6 SPORTS SPONSORSHIP MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Sports Sponsorship Market Size Market Share by Type (2020-2025)

6.3 Global Sports Sponsorship Market Size Growth Rate by Type (2021-2025)

7 SPORTS SPONSORSHIP MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Sports Sponsorship Market Size (M USD) by Application (2020-2025)

7.3 Global Sports Sponsorship Sales Growth Rate by Application (2020-2025)

8 SPORTS SPONSORSHIP MARKET SEGMENTATION BY REGION

8.1 Global Sports Sponsorship Market Size by Region

8.1.1 Global Sports Sponsorship Market Size by Region

8.1.2 Global Sports Sponsorship Market Size Market Share by Region

8.2 North America

8.2.1 North America Sports Sponsorship Market Size by Country

8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe Sports Sponsorship Market Size by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Spain

8.4 Asia Pacific

8.4.1 Asia Pacific Sports Sponsorship Market Size by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America Sports Sponsorship Market Size by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa Sports Sponsorship Market Size by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

9 KEY COMPANIES PROFILE

9.1 Coca-Cola

9.1.1 Coca-Cola Basic Information

9.1.2 Coca-Cola Sports Sponsorship Product Overview

9.1.3 Coca-Cola Sports Sponsorship Product Market Performance

9.1.4 Coca-Cola SWOT Analysis

9.1.5 Coca-Cola Business Overview

9.1.6 Coca-Cola Recent Developments

9.2 Nike

9.2.1 Nike Basic Information

9.2.2 Nike Sports Sponsorship Product Overview

- 9.2.3 Nike Sports Sponsorship Product Market Performance
- 9.2.4 Nike SWOT Analysis
- 9.2.5 Nike Business Overview
- 9.2.6 Nike Recent Developments
- 9.3 Adidas
 - 9.3.1 Adidas Basic Information
 - 9.3.2 Adidas Sports Sponsorship Product Overview
 - 9.3.3 Adidas Sports Sponsorship Product Market Performance
 - 9.3.4 Adidas SWOT Analysis
 - 9.3.5 Adidas Business Overview
 - 9.3.6 Adidas Recent Developments
- 9.4 PepsiCo
 - 9.4.1 PepsiCo Basic Information
 - 9.4.2 PepsiCo Sports Sponsorship Product Overview
 - 9.4.3 PepsiCo Sports Sponsorship Product Market Performance
 - 9.4.4 PepsiCo Business Overview
 - 9.4.5 PepsiCo Recent Developments
- 9.5 Emirates
 - 9.5.1 Emirates Basic Information
 - 9.5.2 Emirates Sports Sponsorship Product Overview
 - 9.5.3 Emirates Sports Sponsorship Product Market Performance
 - 9.5.4 Emirates Business Overview
 - 9.5.5 Emirates Recent Developments
- 9.6 InBev
 - 9.6.1 InBev Basic Information
 - 9.6.2 InBev Sports Sponsorship Product Overview
 - 9.6.3 InBev Sports Sponsorship Product Market Performance
 - 9.6.4 InBev Business Overview
 - 9.6.5 InBev Recent Developments
- 9.7 Red Bull
 - 9.7.1 Red Bull Basic Information
 - 9.7.2 Red Bull Sports Sponsorship Product Overview
 - 9.7.3 Red Bull Sports Sponsorship Product Market Performance
 - 9.7.4 Red Bull Business Overview
 - 9.7.5 Red Bull Recent Developments
- 9.8 Samsung
 - 9.8.1 Samsung Basic Information
 - 9.8.2 Samsung Sports Sponsorship Product Overview
 - 9.8.3 Samsung Sports Sponsorship Product Market Performance

9.8.4 Samsung Business Overview

9.8.5 Samsung Recent Developments

9.9 Visa

9.9.1 Visa Basic Information

9.9.2 Visa Sports Sponsorship Product Overview

9.9.3 Visa Sports Sponsorship Product Market Performance

9.9.4 Visa Business Overview

9.9.5 Visa Recent Developments

9.10 Toyota

9.10.1 Toyota Basic Information

9.10.2 Toyota Sports Sponsorship Product Overview

9.10.3 Toyota Sports Sponsorship Product Market Performance

9.10.4 Toyota Business Overview

9.10.5 Toyota Recent Developments

9.11 Audi

9.11.1 Audi Basic Information

9.11.2 Audi Sports Sponsorship Product Overview

9.11.3 Audi Sports Sponsorship Product Market Performance

9.11.4 Audi Business Overview

9.11.5 Audi Recent Developments

9.12 McDonald's

9.12.1 McDonald's Basic Information

9.12.2 McDonald's Sports Sponsorship Product Overview

9.12.3 McDonald's Sports Sponsorship Product Market Performance

9.12.4 McDonald's Business Overview

9.12.5 McDonald's Recent Developments

9.13 General Electric

9.13.1 General Electric Basic Information

9.13.2 General Electric Sports Sponsorship Product Overview

9.13.3 General Electric Sports Sponsorship Product Market Performance

9.13.4 General Electric Business Overview

9.13.5 General Electric Recent Developments

9.14 Under Armour

9.14.1 Under Armour Basic Information

9.14.2 Under Armour Sports Sponsorship Product Overview

9.14.3 Under Armour Sports Sponsorship Product Market Performance

9.14.4 Under Armour Business Overview

9.14.5 Under Armour Recent Developments

9.15 Mastercard

- 9.15.1 Mastercard Basic Information
- 9.15.2 Mastercard Sports Sponsorship Product Overview
- 9.15.3 Mastercard Sports Sponsorship Product Market Performance
- 9.15.4 Mastercard Business Overview
- 9.15.5 Mastercard Recent Developments
- 9.16 BMW
 - 9.16.1 BMW Basic Information
 - 9.16.2 BMW Sports Sponsorship Product Overview
 - 9.16.3 BMW Sports Sponsorship Product Market Performance
 - 9.16.4 BMW Business Overview
 - 9.16.5 BMW Recent Developments
- 9.17 Gatorade
 - 9.17.1 Gatorade Basic Information
 - 9.17.2 Gatorade Sports Sponsorship Product Overview
 - 9.17.3 Gatorade Sports Sponsorship Product Market Performance
 - 9.17.4 Gatorade Business Overview
 - 9.17.5 Gatorade Recent Developments
- 9.18 Ford
 - 9.18.1 Ford Basic Information
 - 9.18.2 Ford Sports Sponsorship Product Overview
 - 9.18.3 Ford Sports Sponsorship Product Market Performance
 - 9.18.4 Ford Business Overview
 - 9.18.5 Ford Recent Developments
- 9.19 Reebok
 - 9.19.1 Reebok Basic Information
 - 9.19.2 Reebok Sports Sponsorship Product Overview
 - 9.19.3 Reebok Sports Sponsorship Product Market Performance
 - 9.19.4 Reebok Business Overview
 - 9.19.5 Reebok Recent Developments
- 9.20 Chevrolet
 - 9.20.1 Chevrolet Basic Information
 - 9.20.2 Chevrolet Sports Sponsorship Product Overview
 - 9.20.3 Chevrolet Sports Sponsorship Product Market Performance
 - 9.20.4 Chevrolet Business Overview
 - 9.20.5 Chevrolet Recent Developments
- 9.21 Puma
 - 9.21.1 Puma Basic Information
 - 9.21.2 Puma Sports Sponsorship Product Overview
 - 9.21.3 Puma Sports Sponsorship Product Market Performance

- 9.21.4 Puma Business Overview
- 9.21.5 Puma Recent Developments
- 9.22 Heineken
 - 9.22.1 Heineken Basic Information
 - 9.22.2 Heineken Sports Sponsorship Product Overview
 - 9.22.3 Heineken Sports Sponsorship Product Market Performance
 - 9.22.4 Heineken Business Overview
 - 9.22.5 Heineken Recent Developments
- 9.23 Sony
 - 9.23.1 Sony Basic Information
 - 9.23.2 Sony Sports Sponsorship Product Overview
 - 9.23.3 Sony Sports Sponsorship Product Market Performance
 - 9.23.4 Sony Business Overview
 - 9.23.5 Sony Recent Developments
- 9.24 ATandT
 - 9.24.1 ATandT Basic Information
 - 9.24.2 ATandT Sports Sponsorship Product Overview
 - 9.24.3 ATandT Sports Sponsorship Product Market Performance
 - 9.24.4 ATandT Business Overview
 - 9.24.5 ATandT Recent Developments
- 9.25 IBM
 - 9.25.1 IBM Basic Information
 - 9.25.2 IBM Sports Sponsorship Product Overview
 - 9.25.3 IBM Sports Sponsorship Product Market Performance
 - 9.25.4 IBM Business Overview
 - 9.25.5 IBM Recent Developments
- 9.26 Nestle
 - 9.26.1 Nestle Basic Information
 - 9.26.2 Nestle Sports Sponsorship Product Overview
 - 9.26.3 Nestle Sports Sponsorship Product Market Performance
 - 9.26.4 Nestle Business Overview
 - 9.26.5 Nestle Recent Developments
- 9.27 Accenture
 - 9.27.1 Accenture Basic Information
 - 9.27.2 Accenture Sports Sponsorship Product Overview
 - 9.27.3 Accenture Sports Sponsorship Product Market Performance
 - 9.27.4 Accenture Business Overview
 - 9.27.5 Accenture Recent Developments
- 9.28 Huawei

- 9.28.1 Huawei Basic Information
- 9.28.2 Huawei Sports Sponsorship Product Overview
- 9.28.3 Huawei Sports Sponsorship Product Market Performance
- 9.28.4 Huawei Business Overview
- 9.28.5 Huawei Recent Developments
- 9.29 Allianz
 - 9.29.1 Allianz Basic Information
 - 9.29.2 Allianz Sports Sponsorship Product Overview
 - 9.29.3 Allianz Sports Sponsorship Product Market Performance
 - 9.29.4 Allianz Business Overview
 - 9.29.5 Allianz Recent Developments
- 9.30 American Express
 - 9.30.1 American Express Basic Information
 - 9.30.2 American Express Sports Sponsorship Product Overview
 - 9.30.3 American Express Sports Sponsorship Product Market Performance
 - 9.30.4 American Express Business Overview
 - 9.30.5 American Express Recent Developments

10 SPORTS SPONSORSHIP MARKET FORECAST BY REGION

- 10.1 Global Sports Sponsorship Market Size Forecast
- 10.2 Global Sports Sponsorship Market Forecast by Region
 - 10.2.1 North America Market Size Forecast by Country
 - 10.2.2 Europe Sports Sponsorship Market Size Forecast by Country
 - 10.2.3 Asia Pacific Sports Sponsorship Market Size Forecast by Region
 - 10.2.4 South America Sports Sponsorship Market Size Forecast by Country
 - 10.2.5 Middle East and Africa Forecasted Sales of Sports Sponsorship by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)

- 11.1 Global Sports Sponsorship Market Forecast by Type (2026-2033)
- 11.2 Global Sports Sponsorship Market Forecast by Application (2026-2033)

12 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Market Size (M USD) Segment Executive Summary
- Table 4. Sports Sponsorship Market Size Comparison by Region (M USD)
- Table 5. Global Sports Sponsorship Revenue (M USD) by Company (2020-2025)
- Table 6. Global Sports Sponsorship Revenue Share by Company (2020-2025)
- Table 7. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Sports Sponsorship as of 2024)
- Table 8. Sports Sponsorship Company Headquarters and Area Served
- Table 9. Company Sports Sponsorship Product Type
- Table 10. Global Sports Sponsorship Company Market Concentration Ratio (CR5 and HHI)
- Table 11. Mergers & Acquisitions, Expansion Plans
- Table 12. Midstream Market Analysis
- Table 13. Downstream Customer Analysis
- Table 14. Key Development Trends
- Table 15. Driving Factors
- Table 16. Sports Sponsorship Market Challenges
- Table 17. Goldman Sachs' forecast real GDP growth rate for 2024-2026
- Table 18. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027
- Table 19. World Bank ' Forecast Real GDP Growth Rate For 2024-2026
- Table 20. Global Sports Sponsorship Market Size by Type (M USD)
- Table 21. Global Sports Sponsorship Market Size (M USD) by Type (2020-2025)
- Table 22. Global Sports Sponsorship Market Size Share by Type (2020-2025)
- Table 23. Global Sports Sponsorship Market Size Growth Rate by Type (2021-2025)
- Table 24. Global Sports Sponsorship Market Size by Application
- Table 25. Global Sports Sponsorship Market Size by Application (2020-2025) & (M USD)
- Table 26. Global Sports Sponsorship Market Share by Application (2020-2025)
- Table 27. Global Sports Sponsorship Sales Growth Rate by Application (2020-2025)
- Table 28. Global Sports Sponsorship Market Size by Region (2020-2025) & (M USD)
- Table 29. Global Sports Sponsorship Market Size Market Share by Region (2020-2025)
- Table 30. North America Sports Sponsorship Market Size by Country (2020-2025) & (M USD)
- Table 31. Europe Sports Sponsorship Market Size by Country (2020-2025) & (M USD)

Table 32. Asia Pacific Sports Sponsorship Market Size by Region (2020-2025) & (M USD)

Table 33. South America Sports Sponsorship Market Size by Country (2020-2025) & (M USD)

Table 34. Middle East and Africa Sports Sponsorship Market Size by Region (2020-2025) & (M USD)

Table 35. Coca-Cola Basic Information

Table 36. Coca-Cola Sports Sponsorship Product Overview

Table 37. Coca-Cola Sports Sponsorship Revenue (M USD) and Gross Margin (2020-2025)

Table 38. Coca-Cola SWOT Analysis

Table 39. Coca-Cola Business Overview

Table 40. Coca-Cola Recent Developments

Table 41. Nike Basic Information

Table 42. Nike Sports Sponsorship Product Overview

Table 43. Nike Sports Sponsorship Revenue (M USD) and Gross Margin (2020-2025)

Table 44. Nike SWOT Analysis

Table 45. Nike Business Overview

Table 46. Nike Recent Developments

Table 47. Adidas Basic Information

Table 48. Adidas Sports Sponsorship Product Overview

Table 49. Adidas Sports Sponsorship Revenue (M USD) and Gross Margin (2020-2025)

Table 50. Adidas SWOT Analysis

Table 51. Adidas Business Overview

Table 52. Adidas Recent Developments

Table 53. PepsiCo Basic Information

Table 54. PepsiCo Sports Sponsorship Product Overview

Table 55. PepsiCo Sports Sponsorship Revenue (M USD) and Gross Margin (2020-2025)

Table 56. PepsiCo Business Overview

Table 57. PepsiCo Recent Developments

Table 58. Emirates Basic Information

Table 59. Emirates Sports Sponsorship Product Overview

Table 60. Emirates Sports Sponsorship Revenue (M USD) and Gross Margin (2020-2025)

Table 61. Emirates Business Overview

Table 62. Emirates Recent Developments

Table 63. InBev Basic Information

Table 64. InBev Sports Sponsorship Product Overview

Table 65. InBev Sports Sponsorship Revenue (M USD) and Gross Margin (2020-2025)
Table 66. InBev Business Overview
Table 67. InBev Recent Developments
Table 68. Red Bull Basic Information
Table 69. Red Bull Sports Sponsorship Product Overview
Table 70. Red Bull Sports Sponsorship Revenue (M USD) and Gross Margin (2020-2025)
Table 71. Red Bull Business Overview
Table 72. Red Bull Recent Developments
Table 73. Samsung Basic Information
Table 74. Samsung Sports Sponsorship Product Overview
Table 75. Samsung Sports Sponsorship Revenue (M USD) and Gross Margin (2020-2025)
Table 76. Samsung Business Overview
Table 77. Samsung Recent Developments
Table 78. Visa Basic Information
Table 79. Visa Sports Sponsorship Product Overview
Table 80. Visa Sports Sponsorship Revenue (M USD) and Gross Margin (2020-2025)
Table 81. Visa Business Overview
Table 82. Visa Recent Developments
Table 83. Toyota Basic Information
Table 84. Toyota Sports Sponsorship Product Overview
Table 85. Toyota Sports Sponsorship Revenue (M USD) and Gross Margin (2020-2025)
Table 86. Toyota Business Overview
Table 87. Toyota Recent Developments
Table 88. Audi Basic Information
Table 89. Audi Sports Sponsorship Product Overview
Table 90. Audi Sports Sponsorship Revenue (M USD) and Gross Margin (2020-2025)
Table 91. Audi Business Overview
Table 92. Audi Recent Developments
Table 93. McDonald's Basic Information
Table 94. McDonald's Sports Sponsorship Product Overview
Table 95. McDonald's Sports Sponsorship Revenue (M USD) and Gross Margin (2020-2025)
Table 96. McDonald's Business Overview
Table 97. McDonald's Recent Developments
Table 98. General Electric Basic Information
Table 99. General Electric Sports Sponsorship Product Overview
Table 100. General Electric Sports Sponsorship Revenue (M USD) and Gross Margin

(2020-2025)

Table 101. General Electric Business Overview

Table 102. General Electric Recent Developments

Table 103. Under Armour Basic Information

Table 104. Under Armour Sports Sponsorship Product Overview

Table 105. Under Armour Sports Sponsorship Revenue (M USD) and Gross Margin

(2020-2025)

Table 106. Under Armour Business Overview

Table 107. Under Armour Recent Developments

Table 108. Mastercard Basic Information

Table 109. Mastercard Sports Sponsorship Product Overview

Table 110. Mastercard Sports Sponsorship Revenue (M USD) and Gross Margin

(2020-2025)

Table 111. Mastercard Business Overview

Table 112. Mastercard Recent Developments

Table 113. BMW Basic Information

Table 114. BMW Sports Sponsorship Product Overview

Table 115. BMW Sports Sponsorship Revenue (M USD) and Gross Margin (2020-2025)

Table 116. BMW Business Overview

Table 117. BMW Recent Developments

Table 118. Gatorade Basic Information

Table 119. Gatorade Sports Sponsorship Product Overview

Table 120. Gatorade Sports Sponsorship Revenue (M USD) and Gross Margin

(2020-2025)

Table 121. Gatorade Business Overview

Table 122. Gatorade Recent Developments

Table 123. Ford Basic Information

Table 124. Ford Sports Sponsorship Product Overview

Table 125. Ford Sports Sponsorship Revenue (M USD) and Gross Margin (2020-2025)

Table 126. Ford Business Overview

Table 127. Ford Recent Developments

Table 128. Reebok Basic Information

Table 129. Reebok Sports Sponsorship Product Overview

Table 130. Reebok Sports Sponsorship Revenue (M USD) and Gross Margin

(2020-2025)

Table 131. Reebok Business Overview

Table 132. Reebok Recent Developments

Table 133. Chevrolet Basic Information

Table 134. Chevrolet Sports Sponsorship Product Overview

Table 135. Chevrolet Sports Sponsorship Revenue (M USD) and Gross Margin (2020-2025)

Table 136. Chevrolet Business Overview

Table 137. Chevrolet Recent Developments

Table 138. Puma Basic Information

Table 139. Puma Sports Sponsorship Product Overview

Table 140. Puma Sports Sponsorship Revenue (M USD) and Gross Margin (2020-2025)

Table 141. Puma Business Overview

Table 142. Puma Recent Developments

Table 143. Heineken Basic Information

Table 144. Heineken Sports Sponsorship Product Overview

Table 145. Heineken Sports Sponsorship Revenue (M USD) and Gross Margin (2020-2025)

Table 146. Heineken Business Overview

Table 147. Heineken Recent Developments

Table 148. Sony Basic Information

Table 149. Sony Sports Sponsorship Product Overview

Table 150. Sony Sports Sponsorship Revenue (M USD) and Gross Margin (2020-2025)

Table 151. Sony Business Overview

Table 152. Sony Recent Developments

Table 153. ATandT Basic Information

Table 154. ATandT Sports Sponsorship Product Overview

Table 155. ATandT Sports Sponsorship Revenue (M USD) and Gross Margin (2020-2025)

Table 156. ATandT Business Overview

Table 157. ATandT Recent Developments

Table 158. IBM Basic Information

Table 159. IBM Sports Sponsorship Product Overview

Table 160. IBM Sports Sponsorship Revenue (M USD) and Gross Margin (2020-2025)

Table 161. IBM Business Overview

Table 162. IBM Recent Developments

Table 163. Nestl? Basic Information

Table 164. Nestl? Sports Sponsorship Product Overview

Table 165. Nestl? Sports Sponsorship Revenue (M USD) and Gross Margin (2020-2025)

Table 166. Nestl? Business Overview

Table 167. Nestl? Recent Developments

Table 168. Accenture Basic Information

Table 169. Accenture Sports Sponsorship Product Overview

Table 170. Accenture Sports Sponsorship Revenue (M USD) and Gross Margin (2020-2025)

Table 171. Accenture Business Overview

Table 172. Accenture Recent Developments

Table 173. Huawei Basic Information

Table 174. Huawei Sports Sponsorship Product Overview

Table 175. Huawei Sports Sponsorship Revenue (M USD) and Gross Margin (2020-2025)

Table 176. Huawei Business Overview

Table 177. Huawei Recent Developments

Table 178. Allianz Basic Information

Table 179. Allianz Sports Sponsorship Product Overview

Table 180. Allianz Sports Sponsorship Revenue (M USD) and Gross Margin (2020-2025)

Table 181. Allianz Business Overview

Table 182. Allianz Recent Developments

Table 183. American Express Basic Information

Table 184. American Express Sports Sponsorship Product Overview

Table 185. American Express Sports Sponsorship Revenue (M USD) and Gross Margin (2020-2025)

Table 186. American Express Business Overview

Table 187. American Express Recent Developments

Table 188. Global Sports Sponsorship Market Size Forecast by Region (2026-2033) & (M USD)

Table 189. North America Sports Sponsorship Market Size Forecast by Country (2026-2033) & (M USD)

Table 190. Europe Sports Sponsorship Market Size Forecast by Country (2026-2033) & (M USD)

Table 191. Asia Pacific Sports Sponsorship Market Size Forecast by Region (2026-2033) & (M USD)

Table 192. South America Sports Sponsorship Market Size Forecast by Country (2026-2033) & (M USD)

Table 193. Middle East and Africa Sports Sponsorship Market Size Forecast by Country (2026-2033) & (M USD)

Table 194. Global Sports Sponsorship Market Size Forecast by Type (2026-2033) & (M USD)

Table 195. Global Sports Sponsorship Market Size Forecast by Application (2026-2033) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Industry Chain of Sports Sponsorship
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Sports Sponsorship Market Size (M USD), 2024-2033
- Figure 5. Global Sports Sponsorship Market Size (M USD) (2020-2033)
- Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 8. Evaluation Matrix of Regional Market Development Potential
- Figure 9. Sports Sponsorship Market Size by Country (M USD)
- Figure 10. Company Assessment Quadrant
- Figure 11. Global Sports Sponsorship Product Life Cycle
- Figure 12. Global Sports Sponsorship Revenue Share by Company in 2024
- Figure 13. Sports Sponsorship Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 14. The Global 5 and 10 Largest Players: Market Share by Sports Sponsorship Revenue in 2024
- Figure 15. Value Chain Map of Sports Sponsorship
- Figure 16. Global Sports Sponsorship Market PEST Analysis
- Figure 17. Global Sports Sponsorship Market Porter's Five Forces Analysis
- Figure 18. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 19. Global Sports Sponsorship Market Share by Type
- Figure 20. Market Size Share of Sports Sponsorship by Type (2020-2025)
- Figure 21. Market Size Share of Sports Sponsorship by Type in 2024
- Figure 22. Global Sports Sponsorship Market Size Growth Rate by Type (2021-2025)
- Figure 23. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 24. Global Sports Sponsorship Market Share by Application
- Figure 25. Global Sports Sponsorship Market Share by Application (2020-2025)
- Figure 26. Global Sports Sponsorship Market Share by Application in 2024
- Figure 27. Global Sports Sponsorship Sales Growth Rate by Application (2020-2025)
- Figure 28. Global Sports Sponsorship Market Size Market Share by Region (2020-2025)
- Figure 29. North America Sports Sponsorship Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 30. North America Sports Sponsorship Market Size Market Share by Country in 2024

Figure 31. U.S. Sports Sponsorship Market Size and Growth Rate (2020-2025) & (M USD)

Figure 32. Canada Sports Sponsorship Market Size (M USD) and Growth Rate (2020-2025)

Figure 33. Mexico Sports Sponsorship Market Size (M USD) and Growth Rate (2020-2025)

Figure 34. Europe Sports Sponsorship Market Size and Growth Rate (2020-2025) & (M USD)

Figure 35. Europe Sports Sponsorship Market Share by Country in 2024

Figure 36. Germany Sports Sponsorship Market Size and Growth Rate (2020-2025) & (M USD)

Figure 37. France Sports Sponsorship Market Size and Growth Rate (2020-2025) & (M USD)

Figure 38. U.K. Sports Sponsorship Market Size and Growth Rate (2020-2025) & (M USD)

Figure 39. Italy Sports Sponsorship Market Size and Growth Rate (2020-2025) & (M USD)

Figure 40. Spain Sports Sponsorship Market Size and Growth Rate (2020-2025) & (M USD)

Figure 41. Asia Pacific Sports Sponsorship Market Size and Growth Rate (M USD)

Figure 42. Asia Pacific Sports Sponsorship Market Size Market Share by Region in 2024

Figure 43. China Sports Sponsorship Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. Japan Sports Sponsorship Market Size and Growth Rate (2020-2025) & (M USD)

Figure 45. South Korea Sports Sponsorship Market Size and Growth Rate (2020-2025) & (M USD)

Figure 46. India Sports Sponsorship Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Southeast Asia Sports Sponsorship Market Size and Growth Rate (2020-2025) & (M USD)

Figure 48. South America Sports Sponsorship Market Size and Growth Rate (M USD)

Figure 49. South America Sports Sponsorship Market Size Market Share by Country in 2024

Figure 50. Brazil Sports Sponsorship Market Size and Growth Rate (2020-2025) & (M USD)

Figure 51. Argentina Sports Sponsorship Market Size and Growth Rate (2020-2025) & (M USD)

Figure 52. Columbia Sports Sponsorship Market Size and Growth Rate (2020-2025) & (M USD)

Figure 53. Middle East and Africa Sports Sponsorship Market Size and Growth Rate (M USD)

Figure 54. Middle East and Africa Sports Sponsorship Market Size Market Share by Region in 2024

Figure 55. Saudi Arabia Sports Sponsorship Market Size and Growth Rate (2020-2025) & (M USD)

Figure 56. UAE Sports Sponsorship Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. Egypt Sports Sponsorship Market Size and Growth Rate (2020-2025) & (M USD)

Figure 58. Nigeria Sports Sponsorship Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. South Africa Sports Sponsorship Market Size and Growth Rate (2020-2025) & (M USD)

Figure 60. Global Sports Sponsorship Market Size Forecast (2020-2033) & (M USD)

Figure 61. Global Sports Sponsorship Market Share Forecast by Type (2026-2033)

Figure 62. Global Sports Sponsorship Market Share Forecast by Application (2026-2033)

I would like to order

Product name: Global Sports Sponsorship Market Research Report 2025(Status and Outlook)

Product link: <https://marketpublishers.com/r/G6382727E8EAEN.html>

Price: US\$ 3,200.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G6382727E8EAEN.html>