

# World Market for Professional Sports

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## Abstracts

The sports industry continues its post-pandemic recovery in 2024, with strong attendances and significant commercial activity, especially with brands from emerging industries. Fan engagement and exposure growth remain the main goals in the industry, while the main challenge is increasingly attracting and retaining the attention of younger consumers.

Euromonitor International's World Market for Professional Sports Global report is designed for stakeholders across the spectrum of professional sports. It provides insights into sports fanbases (current year and five-year historic review period) such as attendance and ticketing statistics, alongside engagement rates across a range of social media platforms for leagues, teams, events, and athletes. These insights are underpinned by commercial partnership data (sponsors, suppliers, broadcasters and more) across key markets, providing stakeholders a comprehensive understanding of commercial trends within the sports industry.

Product coverage: American Football, Australian Football, Baseball, Basketball, Boxing, Cricket / T20, Esports, Football / Soccer, Golf, Ice Hockey, MMA, Motorsport, Rugby League, Rugby Union, Tennis.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Sports market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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