

Global Sports Sponsorship Market 2023-2029

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Abstracts

The global sports sponsorship market is anticipated to increase by USD 39.7 billion till 2029 at an average annual growth of 8.6 percent as per the latest market estimates.

The report covers market size and growth, segmentation, regional breakdowns, competitive landscape, trends and strategies for global sports sponsorship market. It presents a quantitative analysis of the market to enable stakeholders to capitalize on the prevailing market opportunities. The report also identifies top segments for opportunities and strategies based on market trends and leading competitors' approaches.

This industry report offers market estimates and forecasts of the global market, followed by a detailed analysis of the type, application, and region. The global market for sports sponsorship can be segmented by type: club and venue activation, digital activation, signage, others. The signage segment captured the largest share of the market in 2022. Sports sponsorship market is further segmented by application: competition sponsorship, training sponsorship, others. The competition sponsorship segment held the largest share of the global sports sponsorship market in 2022 and is anticipated to hold its share during the forecast period. Based on region, the sports sponsorship market is segmented into: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America. In 2022, North America made up the largest share of revenue generated by the sports sponsorship market.

Market Segmentation

By type: club and venue activation, digital activation, signage, others

By application: competition sponsorship, training sponsorship, others

By region: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America

The report also provides a detailed analysis of several leading sports sponsorship market vendors that include Adidas AG, Anta International Group Holdings Ltd., Hyundai Motor Company, Li-Ning Company Limited, Monster Beverage Corporation, Nike, Inc., Nissan Motor Co., Ltd., PepsiCo, Inc., Puma SE, Qatar Airways Company Q.C.S.C., Red Bull GmbH, Samsung Electronics Co., Ltd., among others. In this report, key players and their strategies are thoroughly analyzed to understand the competitive outlook of the market.

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Scope of the Report

To analyze and forecast the market size of the global sports sponsorship market.

To classify and forecast the global sports sponsorship market based on type, application, region.

To identify drivers and challenges for the global sports sponsorship market.

To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the global sports sponsorship market.

To identify and analyze the profile of leading players operating in the global sports sponsorship market.

Why Choose This Report

Gain a reliable outlook of the global sports sponsorship market forecasts from 2023 to 2029 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

Print authentication provided for the single-user license.

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Anta International Group Holdings Ltd.

Hyundai Motor Company

Li-Ning Company Limited

Monster Beverage Corporation

Nike, Inc.

Nissan Motor Co., Ltd.

PepsiCo, Inc.

Puma SE

Qatar Airways Company Q.C.S.C.

Red Bull GmbH

Samsung Electronics Co., Ltd.

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