

# Football Merchandise Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

<https://marketpublishers.com/r/F4F2E8B9B2FAEN.html>

Date: March 2025

Pages: 135

Price: US\$ 4,850.00 (Single User License)

ID: F4F2E8B9B2FAEN

## Abstracts

The Global Football Merchandise Market was valued at USD 14 billion in 2023 and is projected to grow at a CAGR of 6.3% between 2024 and 2032. The surging popularity of football worldwide is fueling demand for officially licensed merchandise, including jerseys, scarves, footwear, accessories, and homeware. Football clubs and national teams have a vast, dedicated fan base, with major international tournaments driving significant spikes in merchandise sales. Events like the FIFA World Cup, UEFA Champions League, and domestic leagues generate immense enthusiasm, prompting fans to purchase memorabilia to express their loyalty.

With football continuing to dominate as the world's most-followed sport, merchandise sales remain on an upward trajectory. Sponsorships, endorsements, and strategic collaborations between sports brands and teams further accelerate market growth. Limited-edition releases and exclusive collections attract collectors and loyal supporters, strengthening revenue streams for brands and clubs alike. Digital transformation and e-commerce platforms are reshaping the industry, making football merchandise more accessible to consumers worldwide. Social media marketing and influencer collaborations are amplifying brand visibility, enticing a broader audience to engage with football-themed products. With growing disposable incomes and increasing sports participation rates, demand for football merchandise is poised to see sustained expansion throughout the forecast period.

The football merchandise market encompasses various product categories, including apparel, footwear, toys, accessories, and homeware. The apparel segment accounted for USD 5.3 billion in revenue in 2023 and is expected to grow at a CAGR of 6.4% between 2024 and 2032. Jerseys, in particular, remain the most sought-after football merchandise, with clubs and national teams continuously launching new designs, anniversary editions, and special collaborations with renowned fashion brands. Fans

invest heavily in apparel to showcase team spirit, while limited-edition collections create urgency-driven purchases, further driving sales in this segment. The market is also segmented based on end-user demographics, primarily adults and kids. The adult segment dominated the industry with a 55.9% market share in 2023 and is projected to expand at a CAGR of 6.6% from 2024 to 2032. Adults tend to have higher purchasing power, allowing them to invest in premium football merchandise such as collectible jerseys, autographed memorabilia, and high-end footwear. Additionally, many adults purchase football-related products for children, further contributing to market growth as families engage in the sport together.

U.S. Football Merchandise Market alone generated USD 2.6 billion in 2023, with steady growth anticipated in the coming years. The rising influence of international football, expanding domestic leagues, and infrastructural developments are accelerating market expansion. With increased investments from major brands and a surge in e-commerce sales, football-related products are reaching a wider audience. Digital retail channels, personalized shopping experiences, and loyalty programs are further enhancing customer engagement, making football merchandise a thriving segment in the sports retail industry.

## Contents

### CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definition
- 1.2 Base estimates & calculations
- 1.3 Forecast parameters
- 1.4 Data sources
  - 1.4.1 Primary
  - 1.4.2 Secondary
    - 1.4.2.1 Paid sources
    - 1.4.2.2 Public sources

### CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis, 2021 - 2032

### CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
  - 3.1.1 Factors affecting the value chain
  - 3.1.2 Profit margin analysis
  - 3.1.3 Disruptions
  - 3.1.4 Future outlook
  - 3.1.5 Manufacturers
  - 3.1.6 Distributors
  - 3.1.7 Retailers
- 3.2 Impact forces
  - 3.2.1 Growth drivers
    - 3.2.1.1 Rising popularity of football
    - 3.2.1.2 Increasing club and Player branding
    - 3.2.1.3 Social media influence
  - 3.2.2 Industry pitfalls & challenges
    - 3.2.2.1 Rising counterfeit products
    - 3.2.2.2 Seasonal Fluctuations
- 3.3 Technology & innovation landscape
- 3.4 Consumer buying behavior analysis
  - 3.4.1 Demographic trends
  - 3.4.2 Factors affecting buying decision

- 3.4.3 Consumer product adoption
- 3.4.4 Preferred distribution channel
- 3.5 Growth potential analysis
- 3.6 Regulatory landscape
- 3.7 Pricing analysis
- 3.8 Porter's analysis
- 3.9 PESTEL analysis

## **CHAPTER 4 COMPETITIVE LANDSCAPE, 2023**

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

## **CHAPTER 5 MARKET ESTIMATES & FORECAST, BY PRODUCT, 2021 - 2032, (USD BILLION) (USD PER UNITS)**

- 5.1 Apparel
  - 5.1.1 Tops
    - 5.1.1.1 Jerseys
    - 5.1.1.2 T-shirts
    - 5.1.1.3 Jackets
  - 5.1.2 Bottoms
    - 5.1.2.1 Shorts
    - 5.1.2.2 Track pants
    - 5.1.2.3 Joggers
  - 5.1.3 Others (Scarves, Baseball caps, Beanies, Socks, Gloves)
- 5.2 Footwear
  - 5.2.1 Sports shoes
  - 5.2.2 Cleats
  - 5.2.3 Others (Flip-flops, Snickers, etc.)
- 5.3 Toys & Games
  - 5.3.1 Board games
  - 5.3.2 Video games
- 5.4 Accessories
  - 5.4.1 Bags
  - 5.4.2 Snaps bags
  - 5.4.3 Wristbands

- 5.4.4 Keychains
- 5.4.5 Others (Badges, Stickers)
- 5.5 Homeware
  - 5.5.1 Bottles
  - 5.5.2 Coasters
  - 5.5.3 Mugs
  - 5.5.4 Others (Cushion, Rugs, Towels, etc.)
- 5.6 Others (Souvenirs, Novelties etc.)

## **CHAPTER 6 MARKET ESTIMATES & FORECAST, BY CATEGORY, 2021 - 2032, (USD BILLION) (USD PER UNITS)**

- 6.1 Key trends
- 6.2 Club football
- 6.3 Country football

## **CHAPTER 7 MARKET ESTIMATES & FORECAST, BY PRICE, 2021 - 2032, (USD BILLION) (USD PER UNITS)**

- 7.1 Key trends
- 7.2 Low
- 7.3 Medium
- 7.4 High

## **CHAPTER 8 MARKET ESTIMATES & FORECAST, BY END USE, 2021 - 2032, (USD BILLION) (USD PER UNITS)**

- 8.1 Key trends
- 8.2 Adults
- 8.3 Kids

## **CHAPTER 9 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021 - 2032, (USD BILLION) (USD PER UNITS)**

- 9.1 Key trends
- 9.2 Online
  - 9.2.1 Company website
  - 9.2.2 E-commerce platforms (e.g., Amazon, eBay)
  - 9.2.3 Club websites

### 9.3 Offline

#### 9.3.1 Specialty stores

#### 9.3.2 Mega retail stores

#### 9.3.3 Others

## **CHAPTER 10 MARKET ESTIMATES & FORECAST, BY REGION, 2021 - 2032, (USD BILLION) (USD PER UNITS)**

### 10.1 Key trends

### 10.2 North America

#### 10.2.1 U.S.

#### 10.2.2 Canada

### 10.3 Europe

#### 10.3.1 Germany

#### 10.3.2 UK

#### 10.3.3 France

#### 10.3.4 Italy

#### 10.3.5 Spain

### 10.4 Asia Pacific

#### 10.4.1 China

#### 10.4.2 India

#### 10.4.3 Japan

#### 10.4.4 South Korea

#### 10.4.5 Australia

#### 10.4.6 Malaysia

#### 10.4.7 Indonesia

### 10.5 Latin America

#### 10.5.1 Brazil

#### 10.5.2 Mexico

### 10.6 MEA

#### 10.6.1 Saudi Arabia

#### 10.6.2 UAE

#### 10.6.3 South Africa

## **CHAPTER 11 COMPANY PROFILES (BUSINESS OVERVIEW, FINANCIAL DATA, PRODUCT LANDSCAPE, STRATEGIC OUTLOOK, SWOT ANALYSIS)**

### 11.1 Adidas AG

### 11.2 Diadora

- 11.3 Fanatics, Inc.
- 11.4 Hummel International
- 11.5 Joma Sport
- 11.6 Kappa
- 11.7 Le Coq Sportif
- 11.8 Mitre Sports International
- 11.9 New Era Cap Co., Inc.
- 11.10 Nike, Inc.
- 11.11 Puma SE
- 11.12 Reebok International Ltd.
- 11.13 Sondico
- 11.14 Umbro Ltd.
- 11.15 Under Armour, Inc.

## I would like to order

Product name: Football Merchandise Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

Product link: <https://marketpublishers.com/r/F4F2E8B9B2FAEN.html>

Price: US\$ 4,850.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/F4F2E8B9B2FAEN.html>