

Global Sports Event Sponsorship Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Sports Event Sponsorship market size is predicted to grow from US\$ million in 2025 to US\$ million in 2032; it is expected to grow at a CAGR of % from 2026 to 2032.

Sports event sponsorship refers to the commercial behavior of companies or individuals providing financial, material, technical or service support for sports events in exchange for a series of rights and benefits related to the event. Sports events usually have a wide audience and media attention. The sponsor's brand can gain a lot of exposure through channels such as event publicity, broadcasting, and on-site display, thereby increasing the brand's recognition in the public mind. For example, internationally renowned brands such as Coca-Cola and Adidas have long sponsored various large-scale sports events, making their brand image deeply rooted in the hearts of the people.

United States market for Sports Event Sponsorship is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Sports Event Sponsorship is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Sports Event Sponsorship is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Sports Event Sponsorship players cover Adidas, Nike, Red Bull, Coca-Cola, PepsiCo, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the “Sports Event Sponsorship Industry Forecast” looks at past sales and reviews total world Sports Event Sponsorship sales in 2025, providing a comprehensive analysis by region and market sector of projected Sports Event Sponsorship sales for 2026 through 2032. With Sports Event Sponsorship sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Sports Event Sponsorship industry.

This Insight Report provides a comprehensive analysis of the global Sports Event Sponsorship landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Sports Event Sponsorship portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Sports Event Sponsorship market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Sports Event Sponsorship and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Sports Event Sponsorship.

This report presents a comprehensive overview, market shares, and growth opportunities of Sports Event Sponsorship market by product type, application, key players and key regions and countries.

Segmentation by Type:

Title Sponsorship

Partner Sponsorship

Supplier Sponsorship

Others

Segmentation by Application:

Soccer

Baseball

Basketball

American Football

Hockey

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Adidas

Nike

Red Bull

Coca-Cola

PepsiCo

Monster Beverage

Puma

Samsung

Toyota

Audi

McDonald's

Visa

General Electric

Under Armour

BMW

Reebok

Sony

Nestl?

Gatorade

Ford

Allianz

Chevrolet

The report requires updating with new data and is sent in 48 hours after order is placed.

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