

Global Sports Marketing Agency Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Sports Marketing Agency market size is predicted to grow from US\$ 10380 million in 2025 to US\$ 19300 million in 2032; it is expected to grow at a CAGR of 9.4% from 2026 to 2032.

Sports marketing agency is a professional service provider specializing in creating and executing marketing strategies tailored to sports-related businesses, athletes, teams, leagues, and events. These agencies offer a wide range of services including brand development, sponsorship management, event promotion, digital marketing, and fan engagement to maximize visibility, revenue generation, and brand partnerships in the sports industry. Sports marketing agencies leverage their expertise in sports marketing, industry trends, and consumer behavior to create impactful campaigns that resonate with fans, sponsors, and stakeholders, driving growth and success for their clients in the competitive sports marketplace.

United States market for Sports Marketing Agency 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 Marketing Agency 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 Marketing Agency 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 Marketing Agency players cover Viral Nation, TEAM Marketing, Infront, SportFIVE, Excel Sports Management, 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 Marketing Agency Industry Forecast' looks at past sales and reviews total world Sports Marketing Agency sales in 2025, providing a comprehensive analysis by region and market sector of projected Sports Marketing Agency sales for 2026 through 2032. With Sports Marketing Agency sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Sports Marketing Agency industry.

This Insight Report provides a comprehensive analysis of the global Sports Marketing Agency 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 Marketing Agency portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Sports Marketing Agency market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Sports Marketing Agency 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 Marketing Agency.

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

Segmentation by Type:

Sports Sponsorship Marketing

Athlete Marketing

Others

Segmentation by Application:

Sportswear

Automotive

Drinks

Finance

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.

Viral Nation

TEAM Marketing

Infront

SportFIVE

Excel Sports Management

Wasserman

Creative Artists Agency

Dentsu

Dorna Sports

Endeavor (WME IMG Holdings)

CAA Stellar

MKTG

Newport Sports Management

Next Sports Marketing

Octagon

Publicis Sport & Entertainment

Roc Nation Sports

Sports Entertainment Group

Sportstars

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