

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

<https://marketpublishers.com/r/GE48F9A36D8FEN.html>

Date: June 2026

Pages: 164

Price: US\$ 3,660.00 (Single User License)

ID: GE48F9A36D8FEN

Abstracts

The global Sports Marketing Service market size is predicted to grow from US\$ 46227 million in 2025 to US\$ 70334 million in 2032; it is expected to grow at a CAGR of 6.5% from 2026 to 2032.

Sports Marketing Service refers to a professional service system that focuses on sports events, clubs, athletes, sports IPs, or stadiums. It provides services such as brand sponsorship planning, event promotion, content creation, fan engagement, digital communication, and monetization to brands, sports organizations, or media platforms to enhance commercial value and increase brand exposure.

This service typically encompasses sponsorship strategy design, rights execution and management, integrated communication of sports IPs, fan data analysis, social media marketing, event operation, and business cooperation negotiation. The goal is to maximize brand asset value, enhance user interaction, and maximize commercial returns.

In recent years, the global sports industry has seen continuous commercialization, and sports marketing has evolved from the traditional 'sponsorship + advertising exposure' model to a new stage driven by data, content, and fan engagement. Brands are placing greater emphasis on sponsorship ROI, user conversion rates, and precise audience reach. Consequently, sports marketing services are increasingly integrating big data analytics, social media placement, digital content creation, and e-commerce conversion capabilities. Digital marketing is particularly prevalent in football, basketball, esports, and multi-sport events, where its share is rapidly increasing.

On the other hand, the development of short video platforms, streaming media, and

social media ecosystems is driving sports marketing towards 'omnichannel communication' and 'long-term IP management.' Brands are increasingly opting for integrated service providers that offer closed-loop solutions encompassing strategy planning, content production, fan interaction, and performance monitoring. Simultaneously, the accelerated commercialization of sports in emerging markets, along with the growth of women's sports, esports, and school sports, is creating new structural opportunities for sports marketing services.

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

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

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

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

Segmentation by Type:

Sports Event Marketing

Athlete Marketing

Sports Facility Marketing

Other

Segmentation by Content:

Sponsorship Strategy & Activation Service

Event Marketing & Promotion Service

Athlete & Team Endorsement Management

Others

Segmentation by Sports Segment:

Professional League Sports

International Mega Events

E-sports & Emerging Sports

Grassroots & Amateur Sports

Segmentation by Application:

Brand Owners & Corporate Sponsors

Sports Clubs & Leagues

Event Organizers

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.

IMG

Octagon

Wasserman

Golden Goal

Legends Global

Infront

RTR Sports

Nielsen Sports

Learfield

Samba Digital

SportsCloud

Durby

Bespoke

Dentsu

rEvolution

FINN Partners

Knox Sports Marketing

Line Drive

Propellant

Changrong Sports

Harmelin Media

WePlay

BetConstruct

Two Circles

Optimum Sports

Mayfield

MKTG

Bauer Entertainment

SPORTFIVE

Sporting Republic

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