

# Global Sports Sponsorship Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

<https://marketpublishers.com/r/G6E22418F76FEN.html>

Date: November 2021

Pages: 123

Price: US\$ 3,500.00 (Single User License)

ID: G6E22418F76FEN

## Abstracts

Sports Sponsorship funds for commercial services such as sports competitions, training and other related activities. Sporting organizations across the world rely on sponsors to provide funds, products, and services, which drive the profitability for all the associations involved.

Based on the Sports Sponsorship market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Sports Sponsorship market covered in Chapter 5:

Adidas

Rolex

Nike, Inc

The Coca-Cola Company

PepsiCo

In Chapter 6, on the basis of types, the Sports Sponsorship market from 2015 to 2025 is primarily split into:

Signage

Digital activation

Club and venue activation

Others

In Chapter 7, on the basis of applications, the Sports Sponsorship market from 2015 to 2025 covers:

Competition Sponsorship

Training Sponsorship

Others

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)

United States

Canada

Mexico

Europe (Covered in Chapter 10)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 11)

China

Japan  
South Korea  
Australia  
India  
South America (Covered in Chapter 12)  
Brazil  
Argentina  
Columbia  
Middle East and Africa (Covered in Chapter 13)  
UAE  
Egypt  
South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

## Contents

### **1 MARKET OVERVIEW**

- 1.1 Product Definition and Market Characteristics
- 1.2 Global Sports Sponsorship Market Size
- 1.3 Market Segmentation
- 1.4 Global Macroeconomic Analysis
- 1.5 SWOT Analysis

### **2. MARKET DYNAMICS**

- 2.1 Market Drivers
- 2.2 Market Constraints and Challenges
- 2.3 Emerging Market Trends
- 2.4 Impact of COVID-19
  - 2.4.1 Short-term Impact
  - 2.4.2 Long-term Impact

### **3 ASSOCIATED INDUSTRY ASSESSMENT**

- 3.1 Supply Chain Analysis
- 3.2 Industry Active Participants
  - 3.2.1 Suppliers of Raw Materials
  - 3.2.2 Key Distributors/Retailers
- 3.3 Alternative Analysis
- 3.4 The Impact of Covid-19 From the Perspective of Industry Chain

### **4 MARKET COMPETITIVE LANDSCAPE**

- 4.1 Industry Leading Players
- 4.2 Industry News
  - 4.2.1 Key Product Launch News
  - 4.2.2 M&A and Expansion Plans

### **5 ANALYSIS OF LEADING COMPANIES**

- 5.1 Adidas
  - 5.1.1 Adidas Company Profile

- 5.1.2 Adidas Business Overview
- 5.1.3 Adidas Sports Sponsorship Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
- 5.1.4 Adidas Sports Sponsorship Products Introduction
- 5.2 Rolex
  - 5.2.1 Rolex Company Profile
  - 5.2.2 Rolex Business Overview
  - 5.2.3 Rolex Sports Sponsorship Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
  - 5.2.4 Rolex Sports Sponsorship Products Introduction
- 5.3 Nike, Inc
  - 5.3.1 Nike, Inc Company Profile
  - 5.3.2 Nike, Inc Business Overview
  - 5.3.3 Nike, Inc Sports Sponsorship Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
  - 5.3.4 Nike, Inc Sports Sponsorship Products Introduction
- 5.4 The Coca-Cola Company
  - 5.4.1 The Coca-Cola Company Company Profile
  - 5.4.2 The Coca-Cola Company Business Overview
  - 5.4.3 The Coca-Cola Company Sports Sponsorship Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
  - 5.4.4 The Coca-Cola Company Sports Sponsorship Products Introduction
- 5.5 PepsiCo
  - 5.5.1 PepsiCo Company Profile
  - 5.5.2 PepsiCo Business Overview
  - 5.5.3 PepsiCo Sports Sponsorship Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
  - 5.5.4 PepsiCo Sports Sponsorship Products Introduction

## **6 MARKET ANALYSIS AND FORECAST, BY PRODUCT TYPES**

- 6.1 Global Sports Sponsorship Sales, Revenue and Market Share by Types (2015-2020)
  - 6.1.1 Global Sports Sponsorship Sales and Market Share by Types (2015-2020)
  - 6.1.2 Global Sports Sponsorship Revenue and Market Share by Types (2015-2020)
  - 6.1.3 Global Sports Sponsorship Price by Types (2015-2020)
- 6.2 Global Sports Sponsorship Market Forecast by Types (2020-2025)
  - 6.2.1 Global Sports Sponsorship Market Forecast Sales and Market Share by Types (2020-2025)

6.2.2 Global Sports Sponsorship Market Forecast Revenue and Market Share by Types (2020-2025)

6.3 Global Sports Sponsorship Sales, Price and Growth Rate by Types (2015-2020)

6.3.1 Global Sports Sponsorship Sales, Price and Growth Rate of Signage

6.3.2 Global Sports Sponsorship Sales, Price and Growth Rate of Digital activation

6.3.3 Global Sports Sponsorship Sales, Price and Growth Rate of Club and venue activation

6.3.4 Global Sports Sponsorship Sales, Price and Growth Rate of Others

6.4 Global Sports Sponsorship Market Revenue and Sales Forecast, by Types (2020-2025)

6.4.1 Signage Market Revenue and Sales Forecast (2020-2025)

6.4.2 Digital activation Market Revenue and Sales Forecast (2020-2025)

6.4.3 Club and venue activation Market Revenue and Sales Forecast (2020-2025)

6.4.4 Others Market Revenue and Sales Forecast (2020-2025)

## **7 MARKET ANALYSIS AND FORECAST, BY APPLICATIONS**

7.1 Global Sports Sponsorship Sales, Revenue and Market Share by Applications (2015-2020)

7.1.1 Global Sports Sponsorship Sales and Market Share by Applications (2015-2020)

7.1.2 Global Sports Sponsorship Revenue and Market Share by Applications (2015-2020)

7.2 Global Sports Sponsorship Market Forecast by Applications (2020-2025)

7.2.1 Global Sports Sponsorship Market Forecast Sales and Market Share by Applications (2020-2025)

7.2.2 Global Sports Sponsorship Market Forecast Revenue and Market Share by Applications (2020-2025)

7.3 Global Revenue, Sales and Growth Rate by Applications (2015-2020)

7.3.1 Global Sports Sponsorship Revenue, Sales and Growth Rate of Competition Sponsorship (2015-2020)

7.3.2 Global Sports Sponsorship Revenue, Sales and Growth Rate of Training Sponsorship (2015-2020)

7.3.3 Global Sports Sponsorship Revenue, Sales and Growth Rate of Others (2015-2020)

7.4 Global Sports Sponsorship Market Revenue and Sales Forecast, by Applications (2020-2025)

7.4.1 Competition Sponsorship Market Revenue and Sales Forecast (2020-2025)

7.4.2 Training Sponsorship Market Revenue and Sales Forecast (2020-2025)

7.4.3 Others Market Revenue and Sales Forecast (2020-2025)

## **8 MARKET ANALYSIS AND FORECAST, BY REGIONS**

- 8.1 Global Sports Sponsorship Sales by Regions (2015-2020)
- 8.2 Global Sports Sponsorship Market Revenue by Regions (2015-2020)
- 8.3 Global Sports Sponsorship Market Forecast by Regions (2020-2025)

## **9 NORTH AMERICA SPORTS SPONSORSHIP MARKET ANALYSIS**

- 9.1 Market Overview and Prospect Analysis
- 9.2 North America Sports Sponsorship Market Sales and Growth Rate (2015-2020)
- 9.3 North America Sports Sponsorship Market Revenue and Growth Rate (2015-2020)
- 9.4 North America Sports Sponsorship Market Forecast
- 9.5 The Influence of COVID-19 on North America Market
- 9.6 North America Sports Sponsorship Market Analysis by Country
  - 9.6.1 U.S. Sports Sponsorship Sales and Growth Rate
  - 9.6.2 Canada Sports Sponsorship Sales and Growth Rate
  - 9.6.3 Mexico Sports Sponsorship Sales and Growth Rate

## **10 EUROPE SPORTS SPONSORSHIP MARKET ANALYSIS**

- 10.1 Market Overview and Prospect Analysis
- 10.2 Europe Sports Sponsorship Market Sales and Growth Rate (2015-2020)
- 10.3 Europe Sports Sponsorship Market Revenue and Growth Rate (2015-2020)
- 10.4 Europe Sports Sponsorship Market Forecast
- 10.5 The Influence of COVID-19 on Europe Market
- 10.6 Europe Sports Sponsorship Market Analysis by Country
  - 10.6.1 Germany Sports Sponsorship Sales and Growth Rate
  - 10.6.2 United Kingdom Sports Sponsorship Sales and Growth Rate
  - 10.6.3 France Sports Sponsorship Sales and Growth Rate
  - 10.6.4 Italy Sports Sponsorship Sales and Growth Rate
  - 10.6.5 Spain Sports Sponsorship Sales and Growth Rate
  - 10.6.6 Russia Sports Sponsorship Sales and Growth Rate

## **11 ASIA-PACIFIC SPORTS SPONSORSHIP MARKET ANALYSIS**

- 11.1 Market Overview and Prospect Analysis
- 11.2 Asia-Pacific Sports Sponsorship Market Sales and Growth Rate (2015-2020)
- 11.3 Asia-Pacific Sports Sponsorship Market Revenue and Growth Rate (2015-2020)



- 11.4 Asia-Pacific Sports Sponsorship Market Forecast
- 11.5 The Influence of COVID-19 on Asia Pacific Market
- 11.6 Asia-Pacific Sports Sponsorship Market Analysis by Country
  - 11.6.1 China Sports Sponsorship Sales and Growth Rate
  - 11.6.2 Japan Sports Sponsorship Sales and Growth Rate
  - 11.6.3 South Korea Sports Sponsorship Sales and Growth Rate
  - 11.6.4 Australia Sports Sponsorship Sales and Growth Rate
  - 11.6.5 India Sports Sponsorship Sales and Growth Rate

## **12 SOUTH AMERICA SPORTS SPONSORSHIP MARKET ANALYSIS**

- 12.1 Market Overview and Prospect Analysis
- 12.2 South America Sports Sponsorship Market Sales and Growth Rate (2015-2020)
- 12.3 South America Sports Sponsorship Market Revenue and Growth Rate (2015-2020)
- 12.4 South America Sports Sponsorship Market Forecast
- 12.5 The Influence of COVID-19 on South America Market
- 12.6 South America Sports Sponsorship Market Analysis by Country
  - 12.6.1 Brazil Sports Sponsorship Sales and Growth Rate
  - 12.6.2 Argentina Sports Sponsorship Sales and Growth Rate
  - 12.6.3 Columbia Sports Sponsorship Sales and Growth Rate

## **13 MIDDLE EAST AND AFRICA SPORTS SPONSORSHIP MARKET ANALYSIS**

- 13.1 Market Overview and Prospect Analysis
- 13.2 Middle East and Africa Sports Sponsorship Market Sales and Growth Rate (2015-2020)
- 13.3 Middle East and Africa Sports Sponsorship Market Revenue and Growth Rate (2015-2020)
- 13.4 Middle East and Africa Sports Sponsorship Market Forecast
- 13.5 The Influence of COVID-19 on Middle East and Africa Market
- 13.6 Middle East and Africa Sports Sponsorship Market Analysis by Country
  - 13.6.1 UAE Sports Sponsorship Sales and Growth Rate
  - 13.6.2 Egypt Sports Sponsorship Sales and Growth Rate
  - 13.6.3 South Africa Sports Sponsorship Sales and Growth Rate

## **14 CONCLUSIONS AND RECOMMENDATIONS**

- 14.1 Key Market Findings and Prospects
- 14.2 Advice for Investors



## **15 APPENDIX**

15.1 Methodology

15.2 Research Data Source

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Product Picture

Figure Global Sports Sponsorship Market Size and Growth Rate 2015-2025

Table Sports Sponsorship Key Market Segments

Figure Global Sports Sponsorship Market Revenue (\$) Segment by Type from 2015-2020

Figure Global Sports Sponsorship Market Revenue (\$) Segment by Applications from 2015-2020

Table SWOT Analysis

Figure Global COVID-19 Status

Figure Supply Chain

Table Major Players Headquarters, and Service Area of Sports Sponsorship

Table Major Players Revenue in 2019

Figure Major Players Revenue Share in 2019

Table Adidas Company Profile

Table Adidas Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Adidas Production and Growth Rate

Figure Adidas Market Revenue (\$) Market Share 2015-2020

Table Rolex Company Profile

Table Rolex Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Rolex Production and Growth Rate

Figure Rolex Market Revenue (\$) Market Share 2015-2020

Table Nike, Inc Company Profile

Table Nike, Inc Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Nike, Inc Production and Growth Rate

Figure Nike, Inc Market Revenue (\$) Market Share 2015-2020

Table The Coca-Cola Company Company Profile

Table The Coca-Cola Company Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure The Coca-Cola Company Production and Growth Rate

Figure The Coca-Cola Company Market Revenue (\$) Market Share 2015-2020

Table PepsiCo Company Profile

Table PepsiCo Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin

(2015-2020)

Figure PepsiCo Production and Growth Rate

Figure PepsiCo Market Revenue (\$) Market Share 2015-2020

Table Global Sports Sponsorship Sales by Types (2015-2020)

Table Global Sports Sponsorship Sales Share by Types (2015-2020)

Table Global Sports Sponsorship Revenue (\$) by Types (2015-2020)

Table Global Sports Sponsorship Revenue Share by Types (2015-2020)

Table Global Sports Sponsorship Price (\$) by Types (2015-2020)

Table Global Sports Sponsorship Market Forecast Sales by Types (2020-2025)

Table Global Sports Sponsorship Market Forecast Sales Share by Types (2020-2025)

Table Global Sports Sponsorship Market Forecast Revenue (\$) by Types (2020-2025)

Table Global Sports Sponsorship Market Forecast Revenue Share by Types  
(2020-2025)

Figure Global Signage Sales and Growth Rate (2015-2020)

Figure Global Signage Price (2015-2020)

Figure Global Digital activation Sales and Growth Rate (2015-2020)

Figure Global Digital activation Price (2015-2020)

Figure Global Club and venue activation Sales and Growth Rate (2015-2020)

Figure Global Club and venue activation Price (2015-2020)

Figure Global Others Sales and Growth Rate (2015-2020)

Figure Global Others Price (2015-2020)

Figure Global Sports Sponsorship Market Revenue (\$) and Growth Rate Forecast of  
Signage (2020-2025)

Figure Global Sports Sponsorship Sales and Growth Rate Forecast of Signage  
(2020-2025)

Figure Global Sports Sponsorship Market Revenue (\$) and Growth Rate Forecast of  
Digital activation (2020-2025)

Figure Global Sports Sponsorship Sales and Growth Rate Forecast of Digital activation  
(2020-2025)

Figure Global Sports Sponsorship Market Revenue (\$) and Growth Rate Forecast of  
Club and venue activation (2020-2025)

Figure Global Sports Sponsorship Sales and Growth Rate Forecast of Club and venue  
activation (2020-2025)

Figure Global Sports Sponsorship Market Revenue (\$) and Growth Rate Forecast of  
Others (2020-2025)

Figure Global Sports Sponsorship Sales and Growth Rate Forecast of Others  
(2020-2025)

Table Global Sports Sponsorship Sales by Applications (2015-2020)

Table Global Sports Sponsorship Sales Share by Applications (2015-2020)

Table Global Sports Sponsorship Revenue (\$) by Applications (2015-2020)  
Table Global Sports Sponsorship Revenue Share by Applications (2015-2020)  
Table Global Sports Sponsorship Market Forecast Sales by Applications (2020-2025)  
Table Global Sports Sponsorship Market Forecast Sales Share by Applications (2020-2025)  
Table Global Sports Sponsorship Market Forecast Revenue (\$) by Applications (2020-2025)  
Table Global Sports Sponsorship Market Forecast Revenue Share by Applications (2020-2025)  
Figure Global Competition Sponsorship Sales and Growth Rate (2015-2020)  
Figure Global Competition Sponsorship Price (2015-2020)  
Figure Global Training Sponsorship Sales and Growth Rate (2015-2020)  
Figure Global Training Sponsorship Price (2015-2020)  
Figure Global Others Sales and Growth Rate (2015-2020)  
Figure Global Others Price (2015-2020)  
Figure Global Sports Sponsorship Market Revenue (\$) and Growth Rate Forecast of Competition Sponsorship (2020-2025)  
Figure Global Sports Sponsorship Sales and Growth Rate Forecast of Competition Sponsorship (2020-2025)  
Figure Global Sports Sponsorship Market Revenue (\$) and Growth Rate Forecast of Training Sponsorship (2020-2025)  
Figure Global Sports Sponsorship Sales and Growth Rate Forecast of Training Sponsorship (2020-2025)  
Figure Global Sports Sponsorship Market Revenue (\$) and Growth Rate Forecast of Others (2020-2025)  
Figure Global Sports Sponsorship Sales and Growth Rate Forecast of Others (2020-2025)  
Figure Global Sports Sponsorship Sales and Growth Rate (2015-2020)  
Table Global Sports Sponsorship Sales by Regions (2015-2020)  
Table Global Sports Sponsorship Sales Market Share by Regions (2015-2020)  
Figure Global Sports Sponsorship Sales Market Share by Regions in 2019  
Figure Global Sports Sponsorship Revenue and Growth Rate (2015-2020)  
Table Global Sports Sponsorship Revenue by Regions (2015-2020)  
Table Global Sports Sponsorship Revenue Market Share by Regions (2015-2020)  
Figure Global Sports Sponsorship Revenue Market Share by Regions in 2019  
Table Global Sports Sponsorship Market Forecast Sales by Regions (2020-2025)  
Table Global Sports Sponsorship Market Forecast Sales Share by Regions (2020-2025)  
Table Global Sports Sponsorship Market Forecast Revenue (\$) by Regions (2020-2025)  
Table Global Sports Sponsorship Market Forecast Revenue Share by Regions

(2020-2025)

Figure North America Sports Sponsorship Market Sales and Growth Rate (2015-2020)

Figure North America Sports Sponsorship Market Revenue and Growth Rate (2015-2020)

Figure North America Sports Sponsorship Market Forecast Sales (2020-2025)

Figure North America Sports Sponsorship Market Forecast Revenue (\$) (2020-2025)

Figure North America COVID-19 Status

Figure U.S. Sports Sponsorship Market Sales and Growth Rate (2015-2020)

Figure Canada Sports Sponsorship Market Sales and Growth Rate (2015-2020)

Figure Mexico Sports Sponsorship Market Sales and Growth Rate (2015-2020)

Figure Europe Sports Sponsorship Market Sales and Growth Rate (2015-2020)

Figure Europe Sports Sponsorship Market Revenue and Growth Rate (2015-2020)

Figure Europe Sports Sponsorship Market Forecast Sales (2020-2025)

Figure Europe Sports Sponsorship Market Forecast Revenue (\$) (2020-2025)

Figure Europe COVID-19 Status

Figure Germany Sports Sponsorship Market Sales and Growth Rate (2015-2020)

Figure United Kingdom Sports Sponsorship Market Sales and Growth Rate (2015-2020)

Figure France Sports Sponsorship Market Sales and Growth Rate (2015-2020)

Figure Italy Sports Sponsorship Market Sales and Growth Rate (2015-2020)

Figure Spain Sports Sponsorship Market Sales and Growth Rate (2015-2020)

Figure Russia Sports Sponsorship Market Sales and Growth Rate (2015-2020)

Figure Asia-Pacific Sports Sponsorship Market Sales and Growth Rate (2015-2020)

Figure Asia-Pacific Sports Sponsorship Market Revenue and Growth Rate (2015-2020)

Figure Asia-Pacific Sports Sponsorship Market Forecast Sales (2020-2025)

Figure Asia-Pacific Sports Sponsorship Market Forecast Revenue (\$) (2020-2025)

Figure Asia Pacific COVID-19 Status

Figure China Sports Sponsorship Market Sales and Growth Rate (2015-2020)

Figure Japan Sports Sponsorship Market Sales and Growth Rate (2015-2020)

Figure South Korea Sports Sponsorship Market Sales and Growth Rate (2015-2020)

Figure Australia Sports Sponsorship Market Sales and Growth Rate (2015-2020)

Figure India Sports Sponsorship Market Sales and Growth Rate (2015-2020)

Figure South America Sports Sponsorship Market Sales and Growth Rate (2015-2020)

Figure South America Sports Sponsorship Market Revenue and Growth Rate (2015-2020)

Figure South America Sports Sponsorship Market Forecast Sales (2020-2025)

Figure South America Sports Sponsorship Market Forecast Revenue (\$) (2020-2025)

Figure Brazil Sports Sponsorship Market Sales and Growth Rate (2015-2020)

Figure Argentina Sports Sponsorship Market Sales and Growth Rate (2015-2020)

Figure Columbia Sports Sponsorship Market Sales and Growth Rate (2015-2020)

Figure Middle East and Africa Sports Sponsorship Market Sales and Growth Rate (2015-2020)

Figure Middle East and Africa Sports Sponsorship Market Revenue and Growth Rate (2015-2020)

Figure Middle East and Africa Sports Sponsorship Market Forecast Sales (2020-2025)

Figure Middle East and Africa Sports Sponsorship Market Forecast Revenue (\$) (2020-2025)

Figure UAE Sports Sponsorship Market Sales and Growth Rate (2015-2020)

Figure Egypt Sports Sponsorship Market Sales and Growth Rate (2015-2020)

Figure South Africa Sports Sponsorship Market Sales and Growth Rate (2015-2020)

## I would like to order

Product name: Global Sports Sponsorship Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

Product link: <https://marketpublishers.com/r/G6E22418F76FEN.html>

Price: US\$ 3,500.00 (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/G6E22418F76FEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970



