



INTERNATIONAL  
CENTRE FOR  
SPORTS STUDIES

# THE SOCIO-ECONOMIC IMPACT OF FOOTBALL

G20 ARGENTINA

30<sup>th</sup> November - 1<sup>st</sup> December 2018



# THE SOCIAL IMPACT OF FOOTBALL



Today, **40 million** people play football as part of an official team<sup>1</sup>. Germany, the US and France are the biggest contributors in terms of number of registered players, whilst Australia, Brazil and Japan bring up to five the total of continents represented in the top 10.



Nearly **15 million** official matches are played every year around the world, whereas **300'000** matches are organized each week<sup>1</sup>. Including informal participation the numbers are at least five times higher.



The FIFA World Cup is the most popular sporting event at global level, as general awareness of the tournament scores an impressive **91%**. The highest figures were recorded in Argentina, Brazil, Indonesia, Russia and Spain<sup>2</sup>.



**51%** of the global potential audience watched at least 20 consecutive minutes of the 2018 FIFA World Cup<sup>2</sup>, the highest percentage ever registered. Overall, an estimated **4 billion** people tuned in to watch the tournament.



Football is the sport with the **highest** number of fans. Chile, Mexico, South Africa, Spain and Turkey are amongst the countries at the head of this list<sup>3</sup>, whilst numbers are significantly growing in China, India and in the US.



Football is hugely popular amongst young generations. In India, Mexico, Russia and in the US, more than half of the population between **16-24** years old declared to be either 'interested' or 'very interested' in football<sup>3</sup>.

<sup>1</sup>Source: CIES analysis

<sup>2</sup>Source: Based on a sample of 24 major markets. FIFA data

<sup>3</sup>Source: Based on a sample of 30 major markets. *World Football Report 2018*, Nielsen Sports





# THE ECONOMIC IMPACT OF FOOTBALL



**200 billion** USD is the total estimated gross output of the football industry. Out of this, one third is generated outside of Europe.



For the past decade the football industry has grown at a pace approximately **double** that of the global economy, remaining unconcerned by crisis that affected other sectors.



**130 billion** USD is the total estimated gross value added (GVA) of the football industry. G20 summit's participants account for 91% of this total. Overall, football may be considered as the 57<sup>th</sup> largest economy in the world.



**1.1 billion** USD were destined to South America over the last two years as part of FIFA's development programmes and transfer activities at club level. During the same period of time, the African region received **290 million** USD.



**100+ billion** USD is the additional gross value added (GVA) that may generate from football in China and the US, once their current potential is fully achieved.



**40 billion** USD is the potential contribution of women's football to global GDP in ten years' time, based on a conservative estimate.



INTERNATIONAL  
CENTRE FOR  
SPORTS STUDIES

Avenue du Peyrou 1  
2000 Neuchâtel  
Switzerland

+41 (0) 32 718 39 00  
[info@cies.ch](mailto:info@cies.ch)  
[www.cies.ch](http://www.cies.ch)