The Social Impact of Football

Today, **40 million** people play football as part of an official team. 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. 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.

**51%** of the global potential audience watched at least 20 consecutive minutes of the 2018 FIFA World Cup, 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, 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.

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1. Source: CIES analysis
2. Source: Based on a sample of 24 major markets. FIFA data
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 57th 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.

Source: CIES analysis