



The Evolution of Football 2020-2030

March 2023

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THE CURRENT STATE OF PLAY

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Football shaped by population change

Global football attendances remain strong

Engagement in domestic football peaks in Europe but sizable elsewhere

Football in the US facing an all-time peak at the 2026 World Cup

Commercial strategy success relies on historic and current on-pitch performance

The habits and behaviours of Gen Z and millennials online will steer engagement strategy

Marketing teams need to have their finger on the pulse to engage fans online

Facebook still the home of Bundesliga fans, yet TikTok and Instagram continue to gain ground

PSG shows that top teams are placing more emphasis on TikTok growth strategies in 2023

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