



Sponsorship in Women's Football

July 2023

Table of Contents

INTRODUCTION

Scope

Key takeaways

Women's football: Consistent sponsorship needed for continued long-term growth

REASONS FOR INVESTMENT

Reaching a unique audience: Women's sports fans

Superstars draw young fans online

Brands can signal their support for women

NWSL sponsors highlight their dedication to women's equality

Nike reaches key audience with women's football ads

Women's football games engage families providing opportunities for brands

Reaching the engaged fan: Women's sports social media engagement

WHY NOW?

Expansion on the horizon, but still much room for growth

Growth and expansion of professional women's leagues

Professionalisation spurs advancement in Liga F

South Africa and the women's football global network

Inconsistency the biggest problem in women's football game attendance

Women's attendance is substantially smaller than men's, but is showing strong growth

Many people are watching women's football, and that number is growing

WHERE ARE THE OPPORTUNITIES AND FOR WHO?

Pros and cons of bundling men's and women's sponsorships

Downsides of bundling men's and women's Sponsorships

The Women's World Cup in 2023: Growth and opportunity

Women's football sponsorship: Strong in some categories, room for growth in others

Opportunities for investment: Sporting goods and apparel - adidas

KEY TAKEAWAY

Key summary

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sponsorship-in-womens-football/report.