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EUROPEAN FOOTBALL MERCHANDISING REPORT

The first pan-European study with analysis and trends on merchandising in football

Football clubs achieve high sales and simultaneously promote professional brand building and emotional fan loyalty via the marketing of jerseys, scarves and other merchandise.

- On average, the 116 clubs investigated generate EUR 5.3 mill. from merchandising or licences
- Over 80% of all replica jerseys sold are manufactured by Nike or adidas
- With an average of EUR 65 per year, English football fans spend the most on merchandise in Europe



Together with PR Marketing, SPORT+MARKT has analysed the pan-European football merchandising market for the first time. The **European Football Merchandising Report** is the innovative continuation of PR Marketing's "Fanartikel-Barometer", which has been conducted in Germany for over ten years.

Investigation:

The 116 top flight clubs as well as over 3,500 fans in Europe's leading football leagues (Bundesliga, Premier League, Primera División, Serie A, Ligue 1, Eredivisie) were investigated and interviewed in summer 2008.

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The 116 football clubs in the six key football markets (Germany, England, Spain, Italy, France and the Netherlands) generate a total marketing volume of around EUR 615 million.



Football merchandising market in Europe

- Business models and sales structures in merchandising
- Financial data on clubs and merchandising market volume in Europe
- Jersey sales figures of clubs
- Engagements of sport equipment providers as kit suppliers in European football

Consumer behaviour of fans

- Fan structures, fan profiles and ownership of merchandise
- Spending on merchandise
- Preferred products and purchase locations

Focuses and potential in merchandising

- Impact factors and indicators of success in merchandising business
- Benchmarks and potential calculations
- Future developments in football merchandising

Content:

Report in German and English as a PDF document or bound printed version (approx. 90 pages).

As one of the leading research and consultancy companies in international sport business, SPORT+MARKT has been analysing developments and trends on the sponsorship and advertising markets for over 20 years.

Do you have any questions? Please do not hesitate to contact us!

Call us on: +49 (0) 221 430 730

info@sportundmarkt.com