

## Marketing to Sports Fans - US - November 2019

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"Nearly all consumers in the US are fans of watching at least one sport, and the majority of sports fans enjoy watching football, basketball and/or baseball. Sporting events offer marketers a plethora of opportunities to reach a broad population of consumers with advertising, sponsorships and athlete endorsements."

**- Kristen Boesel, Senior Lifestyles and Leisure Analyst**

This report looks at the following areas:

- **Almost all US adults are sports fans**
- **Young adults represent the future of fandom**
- **Overall interest in the NFL and MLB could already be weakening**

The full scope of the sports market is difficult to define, but revenue brought in by US professional sports leagues alone has doubled in the past decade to \$37.7 billion annually. The National Football League is the most lucrative of these organizations, drawing the most viewers and inspiring the most passion in fans. Major League Baseball and the National Basketball Association hold their own in terms of viewership and elicit more engagement from fans than the NFL. Data also shows that Gen Z adults are drawn to basketball more than baseball or football, indicating that there will be more opportunity for basketball as a professional sport moving forward.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The NFL is a powerhouse

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Football inspires passion in fans

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