

Soccer in America: Incl Impact of COVID-19 - US - April 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the US soccer market
- What soccer will look like post-COVID-19 stoppage in play
- Exploration of US soccer fans
- Brand integrations in soccer

This Report explores consumer interest in and engagement with the world's most popular sport – soccer. In the US, soccer sits behind football, basketball, baseball, and hockey in popularity, and Major League Soccer is by far the youngest of the main US professional sports leagues. The Report also explore the current state of soccer, how leagues and teams are handling the pause in play due to the COVID-19 pandemic, and what will shape the future of the sport once play resumes – such as the return approach from leagues around the world, incorporating technology, sports betting, and managing the fandom of a sport with numerous popular professional leagues worldwide.



"Soccer is a growing sport in the US with fans following various leagues and competitions around the globe. The stoppage in play due to COVID-19 has put a major halt on the momentum of the sport and created uncertainties around when the sport will return. As a result, leagues, teams, and players have been forced to adjust in how they engage with fans."

- Colin O'Brien, Research Analyst

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