



Global Sporting Events - US - April 2021

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This report looks at the following areas:

- The impact of the COVID-19 pandemic on consumer behavior and the global sporting events market
- Brand integration in global sporting events
- Consumer engagement with global sporting events in 2021 and the coming years
- The future trends set to take hold in global sporting events

Global sporting events have the power to command consumer attention and engagement not just in the US but worldwide. Both because of the consumer attention and their short-lived durations, global sporting events offer tremendous opportunities for brands to reach and engage with sports fans across the globe. With the COVID-19 pandemic resulting in the postponement of nearly every 2020 global sporting event, there is now even greater consumer enthusiasm for these events in 2021.



“Global sporting events attract consumer and brand attention both in the US and across the globe. The Olympics and FIFA World Cup are not just the two most prominent global sporting events but the two biggest sporting events in the world.”

- Colin O'Brien, Sports Analyst

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