

Global Sporting Events - US - April 2021

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

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

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

- What you need to know
- Key issues covered in this Report
- Definition
- Market context
- Economic and other assumptions
- COVID-19: US context

EXECUTIVE SUMMARY

- Top takeaways
- Market overview
- Impact of COVID-19 on global sporting events
Figure 1: Short-, medium- and long-term impact of COVID-19 on global sporting events, April 2021
- Opportunities and challenges
- Global sporting events offer platforms for change and unity
Figure 2: Unifying potential of global sporting events, February 2021
- Broadcast networks use global sporting events to push OTT services
Figure 3: Peacock Olympics marketing
- The Olympics need to better appeal to younger fans
Figure 4: Global sporting event fandom, by generation, February 2021

THE MARKET – KEY TAKEAWAYS

- The Olympics and FIFA World Cup are in their own stratosphere
- COVID-19 postponed events but enhanced anticipation
- Global sporting events focus on sustainability

THE GLOBAL SPORTING EVENTS MARKET

- Global sporting events landscape
Figure 5: Global sporting event fandom, February 2021
- Impact of COVID-19 on global sporting events
- Learnings from the Great Recession

MARKET FACTORS

- Global sporting events elicit incredible consumer excitement
Figure 6: Global sporting event excitement, February 2021
Figure 7: Tokyo Olympics postponement promo

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Global sporting events offer platforms for change and unity**

Figure 8: Unifying potential of global sporting events, February 2021

Figure 9: Unity capability of global sporting events

- **Social issues will play a larger role in location of future global events**

Figure 10: Protest over Qatar World Cup

- **Sustainability a key component of sports moving forward**

COMPANIES AND BRANDS – KEY TAKEAWAYS

- **Toyota leans in to global community feeling for Olympics through Mobility for All**
- **Global sporting events offer networks exclusive time to market OTT services**
- **Hosting global sporting events prove fruitful despite added costs**

COMPETITIVE STRATEGIES

- **Toyota utilizes Olympics to promote Mobility for All**
Figure 11: Toyota Paralympics Super Bowl commercial
- **Global sporting events sponsorship can solidify status as global leaders for top brands**
- **Look to tap into team fandom around global sporting events**
Figure 12: Volkswagen FIFA World Cup campaign

MARKET OPPORTUNITIES

- **Wager on sports betting to engage with fans**
- **New protocols offer new ways to utilize Olympic athlete endorsement**
- **Broadcast networks use global sporting events to push OTT services**
Figure 13: Peacock Olympics marketing
- **Despite costs, hosting global sporting events can be a power play**

THE CONSUMER – KEY TAKEAWAYS

- **Global sporting events present great opportunities to reach men and women**
- **Television remains king, but digital is big among young fans**
- **Fans make purchases to enhance the global sporting event experience**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

GLOBAL SPORTING EVENTS FOLLOWED

- **The Olympics and FIFA World Cup represent the pinnacle of global sporting events**

Figure 14: Global sporting event fandom, February 2021

- **The other global sporting events still command strong engagement from niche audiences**
- **Global sporting events offer strong opportunities for women's sports**

Figure 15: Global sporting event fandom, by gender, February 2021

Figure 16: Gender equality in Olympics

- **The Olympics command an incredible audience, but for how long**

Figure 17: Global sporting event fandom, by generation, February 2021

- **More than just root, root, root for the home team**

Figure 18: Global sporting event fandom, by race, February 2021

Figure 19: 23andMe World Cup heritage campaign

FOLLOWING THE ACTION OF GLOBAL SPORTING EVENTS

- **Fans still first turn to television to follow global sporting events**

Figure 20: Methods for following global sporting events, February 2021

- **Look to digital channels to target younger fans**

Figure 21: Methods for following global sporting events, by generation, February 2021

- **Social media rivals television in importance, especially for younger fans**

Figure 22: Reasons for using social media to follow global sporting events, February 2021

Figure 23: Sponsored social media posts

Figure 24: Katie Ledecky Got Milk TikTok ad

Figure 25: UEFA EURO x TikTok partnership

- **No prime time, no problem**

- **Fans crave togetherness during global sporting events**

Figure 26: Get together for global sporting event, by generation, February 2021

- **Tap into additional content around global sporting events**

Figure 27: Fan desire for additional content, by generation, February 2021

Figure 28: USA Skateboarding documentary

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

GLOBAL SPORTING EVENTS ATTITUDES AND BEHAVIORS

- **Take advantage of the sports halo effect**
Figure 29: Desire for additional content, by generation, February 2021
Figure 30: United Airlines Team USA commercial
- **Fans open up their wallets for global sporting events**
Figure 31: Global sporting event purchase behaviors, February 2021
Figure 32: Marketing for global sporting events, February 2021
- **Merchandise helps consumers express their fandom**
- **Food and drink – natural companion to sporting events**
Figure 33: Food and drink partnerships
- **Entertainment integrations can enhance consumer reach**
- **Look to gaming to appeal to younger consumers**
Figure 34: Coca-Cola FIFA World Cup ad in FIFA 18
- **The travel industry can take advantage of the global aspect of global sporting events**

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Consumer survey data**
- **Abbreviations and terms**
- **Abbreviations**
- **Terms**

APPENDIX – THE CONSUMER

Figure 35: Sports fandom by sport, February 2021
Figure 36: Sports fandom by sport, by gender, February 2021
Figure 37: Sports fandom by sport, by generation, February 2021
Figure 38: Sports fandom by sport, by race, February 2021
Figure 39: Marketing for global sporting events, by generation, February 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.