

Sports & Social Awareness - US - January 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and social awareness in sports.
- How social awareness in sports changed in 2020.
- How consumers will engage and connect with social causes and sports in the coming years.
- The future trends set to take hold for sports and social issues.

The intersection of sports and social awareness has never been greater. The 2020 calendar year put a spotlight on the sports world and the impact it can have on various social causes including the fight for social justice, community support, and more. Fans more than ever want sports entities to be active and take a stand in support of social issues – and that is something Mintel expects to see more of moving forward. This Report will examine the growing connection of sports and social awareness and how that will continue to evolve.



“There is now a stronger connection between sports and social awareness than ever before, on every level. Fans are expecting sports entities to be actively involved in providing support and creating change. Sports leagues and teams are establishing initiatives to drive consumer awareness and involvement in various causes, as well as driving change internally.”

– Colin O’Brien, Sports

Analyst

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INFLUENCE OF SOCIAL ISSUES ON CONSUMER BEHAVIOR

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