

College Football & Basketball - US - February 2021

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- The impact of the COVID-19 pandemic on consumer behavior and the college football and basketball market.
- How name, image, and likeness laws could revolutionize brand integration in college sports.
- Consumer engagement with college football and basketball in the coming years.
- The future trends set to take hold in college sports.



"COVID-19 completely upended the college sports world. Days before it was set to begin, the biggest event in all of college sports – the NCAA Basketball Tournament – was cancelled. Even when college sports returned in the fall, it was anything but normal."

- Colin O'Brien, Sports Analyst

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- Executive Summary
- Full Report PDF
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